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Impact of Service Quality on Passengers' Ticket Purchase Intention: A Study on Intercity Bus Services in Bangladesh

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A B S T R A C T

Purpose — The purpose of this research is to determine how service quality influences the likelihood that passengers will repurchase tickets for intercity travel in Bangladesh.

Method — This study uses service quality model (SERVQUL) [1985] that firms use to measure and improve the quality of their services. According to the framework, a service provider must be able to provide five critical elements of service: reliability, responsiveness, tangibility, assurance, and empathy. Five hundred frequent intercity travellers participated in a physical survey during the first quarter of 2023. The research strategy employs an SPSS-based regression analysis.

Findings — The study finds that all the five dimensions of SERVQUAL model, i.e., tangibility, reliability, responsiveness, assurance, and empathy have statistically significant positive impacts on repeat ticket purchase intention. Reliability, responsiveness, and empathy play a role, but the most important factors in determining whether or not a customer will buy tickets again are tangibility and assurance.

Limitations — Concerning limitations, we polled travellers from Dhaka (the capital) to the other six divisional cities. In addition, we have polled passengers from the six largest bus service providers. Results may vary depending on which bus provider is used or which route is taken.

Implications — This study may be useful in assisting bus service providers in comprehending the key elements that influence ticket repurchase intentions.

Keywords: SERVQUAL, Repeat Purchase Intention, Intercity Bus Service, Transportation, Customer Satisfaction.

I. Introduction

Any company's ability to survive in today's cutthroat business environment depends greatly on how well it performs, which is further influenced by how well it provides services to its clients. A company's service must continually be exceptional in the extremely competitive service sector to establish a place in the market. Every service can only be successful if the consumers are happy, even delighted because their happiness might encourage them to make repeat purchases (Nwokah& Briggs, 2017). The transportation sector, and in particular the public sector, has seen a profound upheaval during the past few decades. Urban and metropolitan commuters' needs for mobility are constantly expanding because of their desire to engage in a wide range of activities driven by physiologic, psychological, and economic needs (Zheng, He, He, & Guo, 2022).

In Bangladesh, buses are the most practical mode of transportation for most people. No matter where you are, there is a good chance that you will come across at least one bus route that is going in your direction. This makes it incredibly simple to get around town, even outside the city limits when necessary. Nonetheless, the fact that buses are so unbelievably inexpensive is the fundamental factor behind why buses are the preferred means of transportation for most Bangladeshis. The typical annual income for Bangladeshi people as measured by yearly per capita income is approximately $2,824 in 2021-2022 (The Financial Express, 2022).

In earlier studies, researchers focused on issues, including e-ticketing, personal travel considerations, bus conditions, ridesharing, computer services, train services, and other concepts like LOS (Level of Service) where customer evaluations of service quality and future repurchase intentions were somewhat lacking (Sumaedi, Bakti, &Yarmen, 2012). This research uses five SERVQUAL model dimensions from various geographic perspectives to gauge how satisfied passengers are with using the same bus repeatedly whereas emphasizing trains and other services (Vasanthi, Soundrarajan, Nawaz, Gajendran, &Parayitam, 2023).

This study's primary goal is to determine customer satisfaction by investigating the bus service's service quality parameters. The five components of service quality—tangibility, responsiveness, reliability, assurance, and empathy—have all been considered (Parasuraman, Valarie, Zeithaml, & Berry, 1985). These structures have provided a thorough understanding of how customers view bus services. Second, the researchers experimentally investigated the setting in which consumers evaluate service quality characteristics and the degree to which customer satisfaction affects bus services.

When assessing service quality overall, there are five criteria to consider. The mean gap scores on the expectations and perceptions scales for each of the modified 20 service quality criteria and the five related factors are the main subject of the data analysis in this section. A negative gap means that customers thought the service they received did not meet their expectations; a positive gap means that they thought the service they received exceeded their expectations, leading them to repeatedly buy tickets from the same company's bus (Parasuraman, Valarie, Zeithaml, & Berry, 1985).

The study's data is gathered from a small sample of people who regularly travel from Dhaka to other big cities in Bangladesh. This sample does not represent the entire industry landscape, and after some time, people's perceptions of bus services and their preferences may change depending on whether they experience problems or benefit from changes in the macro or microenvironment.

The overview and hypothesis on the relationship between service quality and repeat purchase intention are presented in the parts that follow, and the methodology is then discussed. The findings are then discussed, and final observations are made.

II. Overview of the Bus Service Industry in Bangladesh

The country's road network has dramatically increased in size in recent years. Only 461.8 kilometres of metalized roads existed in 1947. As of 1997, the Roads and Highways Department managed more than 20,000 kilometres of paved roads. Around 70% of the nation's total passenger and freight traffic is transported by road (The Lawyers & Jurists, 2020). Bangladesh is a dreamy nation. Thus, the primary mode of transportation in the past was water. Nonetheless, several significant bridges, like the Padma Bridge, the Bangabandhu Jamuna Bridge, and the Meghna Bridge, have been built recently across powerful rivers. Completed bridges are Meghna-Gumti, Bangladesh-China Friendship, Shambhuganj, and Mahananda. The 6.15-kilometer-long Padma Bridge, the first of its kind in Bangladesh, has created a critical connection between the southeast region and the capital, Dhaka. It is one of the longest bridges in the world (Hossain, 2022). The Jamuna River is crossed by the eleventh-longest bridge in the world, the 4.8-kilometer-long Bangabandhu Bridge. It has created a vital connection between Bangladesh's east and west. North Bengal is now closely integrated with the rest of the nation. It is aiding in the transport of telecommunications cables, natural gas, and power. Bangladesh has some of the lowest road transportation rates in the entire globe (Banglapedia, 2021)

Dhaka is one of the least planned megacities in the world. It is also one of the world's least motorized megacities, the capital of Bangladesh. People travel to Dhaka from all around Bangladesh in search of a better life, including employment, education, and other opportunities (Swapan, Zaman, A. U., Ahsan, & Ahmed, 2017). This rapid urbanization in Dhaka is a result of rural-urban migration, while other cities failed to support urbanization during the last decade and are now rising metropolitan areas, though Chottogram, the second megacity in Bangladesh, and Sylhet are sufficiently facilitated with various benefits. Due to the development of the expressway, six to eight-lane roads, the traffic system, and bridges like the Padma, Bangabandhu residents from other cities regularly travel to Dhaka for work and return to their origins.

In Bangladesh, the private sector dominates domestic routes for road transportation. The prices are among the lowest in the entire world. From the bus terminals in Dhaka's Gabtoli, Kallyanpur, Saidabad, Gulistan, Kalabagan, Arambag, and Mohakhali, express and nonstop services are available to major towns. While the Bangladesh Road Transport Authority (BRTA) is the regulatory agency to rule, regulate, and warrant discipline and safety in the road transport industry in Bangladesh, the Bangladesh Road Transport Corporation (BTRC) operates a nationwide network of bus services. The BRTA oversees the issuing of licenses, route permits, vehicle registration, fitness testing, and tax token issuance; setting speed limits and signals, setting public transportation fares, and classifying vehicles (Terms of Reference, BRTA, 2023). The privately held businesses Green Line Paribahan, Hanif Enterprise, Shyamoli Paribahan, ShohagParibahan, Ena Paribahan, Saintmarin Travels Nabil Paribahan, SR Travels, National Travels, SB Deluxe, Royal Express, Emparial, SaudiaParibahan, S. Alam Travels, Tungipara Express, Emad Paribahan, Welcome Express, Falguni Paribahan, Robi Express, Desh Travels, Eagle Paribahan, The distance from Dhaka to every divisional city is stated down where two-dimensional routes from Dhaka to Khulna are given, the first being Dhaka-Mawa-Vanga-Gopalgonj-Khulna and the second being Dhaka–Savar–Manikganj–Aricha–Goalonda–Magura–Jessore—Khulna.

Table 1: Distance from Dhaka to all other Divisions

Distance Matrix (From District HQ to District HQ)

District	Distance by Road in Kilometres
Chottogram	242
Sylhet	241
Mymensingh	122
Rajshahi	256
Rangpur	304
Khulna	180/271
Barisal	169

Source: (Roads and Highways Department, Bangladesh, 2023)

Thehighway transit map in the next page clearly exposed the canvas of intercity bus services used by the companies which are the most time-effective route to choose.

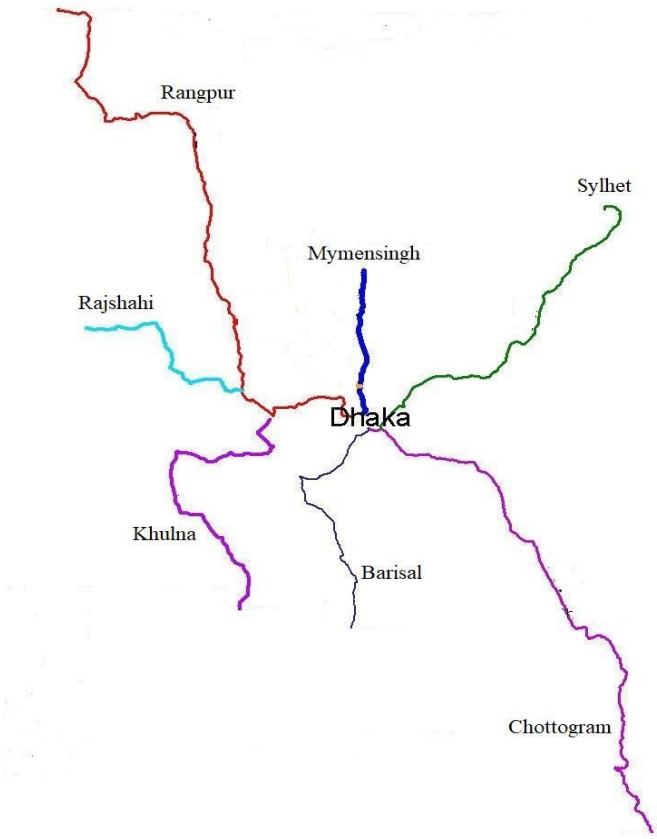

Figure 1: Major National Highways in Bangladesh (Hoque & Mahmud, 2009)

Due to the short travel time, companies have only introduced a few luxury buses on these routes. And the conditions of the roads are fragile on most of the highways, and modern facilities and bus fares are quite high. The traffic congestion inside Dhaka is the worst in the world. The unavailability of enough footpaths; high rate of toll charges, political instability, the unwillingness of people to abide by road and highway laws, as well as the presence of too many two-wheelers, bicycles, and privately owned automobiles, discourage bus owners from introducing modern facility buses; these are mostly seen inside Dhaka city in connecting the other divisions (Mahmud, Gope, & Chowdhury, 2012).

III. Hypothesis, Conceptual Issues, and Variables

In this paper, researchers have used SERVQUAL (Service Quality Model) as the conceptual framework. This section describes related conceptual issues, variables, and hypotheses.

3.1 Service Quality

The concept of "service quality" is the difference between what consumers expect from the service provided and what they perceive as the level of service received. In general, because they are so important to customers' purchasing decisions, the principles of service quality are keys to a successful company (Zygiaris, Hameed, Alsubaie, & Rehman, 2022). The findings of previous studies on service quality reveal that there are many different definitions and perceptions of service quality, despite the amazing expansion of the service industry. They don't seem to conform to any one established quality paradigm, particularly in public transportation services. This is most likely a result of the challenges in defining and measuring the construct. Given that service, quality is elusive and abstract in contrast to the quality of things, which can be evaluated somewhat objectively. The assessment of quality is a very complicated subject because of the distinctive characteristics of services, such as the inseparability of production and consumption, intangibility, and heterogeneity (Moeller, 2010). And these considerations are not dissimilar in bus services.

3.2 Repeat Purchase Intention

Consumers typically find themselves in a scenario where their needs have either been addressed or have not been met after trying a product. In any event, customers do not research and re-evaluate the competition or the goods or services (Calantone& Benedetto, 1988). Recurring purchase intention is defined as a person's assessment regarding the purchase of a specified service from the same firm, taking into account his or her current status and likely circumstances (Hsu, Chang, & Chuang, 2015). Contrary to popular belief, "buying intention" refers to a consumer's decision to buy a specific good or service in the future based on his cognitive and emotional evaluation of the offer in comparison to other options (Isa, Annuar, Gisip, &Lajuni, 2020). The Customer's repurchase intention is a crucial indicator for assessing recurring consumer behaviour. Customers' intentions to repurchase goods and services and to spread good word-of-mouth recommendations to their friends, co-workers, and family members are examples of repeated purchase intentions (Soderlund, 2002). It costs more to implement marketing methods to attract new customers than it does to retain current ones. In other words, keeping an existing customer is less expensive than finding a new one. Customer retention is a significant challenge for businesses looking to acquire a sustainable competitive advantage. The company's profit, growth, decrease in marketing expenses, and the consumer's readiness to pay higher premiums all result from an increase in customers' likelihood of making repeat purchases (Steenkamp, Heerde, &Geyskens, 2010).

3.3 SERVQUAL

Due to its distinctive qualities—intangibility, heterogeneity, inseparability, and perishability—measuring service quality is challenging. Several theories have been proposed in this context to establish the link between service quality and consumer pre- and post-purchase behaviour. Functional quality and technical quality were the two dimensions of service quality. This led to the creation of the SERVQUAL model. After conducting a study on four service settings—retail banking, credit card services, repair and maintenance of electrical appliances, and long-distance telephone services—this is a model of service quality. The SERVQUAL model defines service quality as the gap between a customer's view of the service they received and their expectations of the service being offered (Parasuraman, Valarie, Zeithaml, & Berry, 1985). When it was first developed, the SERVQUAL model had ten dimensions of service quality.; tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding the customer, and access, although due to some dimensions' overlap, these dimensions were eventually reduced to five. (Communication, credibility, security, competence, courtesy, understanding customers, and access), and authors included Tangibles- physical facilities, equipment, and staff appearance. Reliability- the ability to perform the promised service dependably and accurately; Responsiveness- willingness to help customers and provide prompt service; Assurance- knowledge and courtesy of employees and their ability to inspire trust and confidence; Empathy- caring, individual attention the firm provides its customers (Parasuraman, Valarie, Zeithaml, & Berry, 1985) . These dimensions mainly focus on the human aspects of service delivery (responsiveness, reliability, assurance, and empathy) and the tangibles of service. It is recommended that the SERVQUAL model is a good scale to use when assessing service quality in various individual industries, but that it is appropriate to choose the most essential model characteristics that correspond to the specific service being tested to ensure accurate and valid findings (Ladhari, 2009). This model will be employed since it provides the finest means of gauging service quality in the service industry by considering both customer expectations and perceptions of the service (Shahin, 2004).

3.4 Customer/Passenger Satisfaction

One of the key components of a successful business is customer happiness. Customer satisfaction is thus typically one of each corporation's business objectives. The main factor in determining a company's viability is customer satisfaction. Moreover, it is a term used to express the entire evaluation of a good or service based on the experience of buying and using it (Mmutle&Shonhe, 2017). Customer satisfaction, then, is a measure of how happy customers are with a business's ability to deliver on its promises. Customer dissatisfaction must also be considered from the opposite perspective because it may have an impact on how unhappy customers will respond to the products or services in the future. A customer's overall attitude toward a service offered by a business is called satisfaction. It can also be an emotional reaction to the gap between what customers expect and what they get in terms of the satisfaction of certain needs, goals, or aspirations for fashion attire (Kim & Sullivan, 2019). Hence, if the services offered by bus companies are satisfactory to the customers, they will purchase tickets from that same company.

3.5 Tangibility

Tangibility includes things like buildings, machinery, and the way people look (Park & Moon, 2013). Modern bus facilities, good conditions, the driver, supervisor, helper, and other staff's dress and appearance, sufficiently spaced seats for passengers, eye-soothing exteriors and interiors that are attractive and free from dust or bad smells, and comfortable seating facilities that passengers may sight with their eyes are the components of tangibility. Passengers prefer "visibility,", which is a physical presence, to make repeated purchases. The connection between customer satisfaction and service quality within different service providers like Islamic banks is positive. The results demonstrated that timeliness and dependability had a big impact on consumer satisfaction. This study found a link between service quality and customer contentment, and dependability and customer satisfaction had a weak but statistically significant positive association (r = 0.1455, p 0.05) (Rajapaksha, 2021).

H1: Repeat purchase intention is heavily influenced by tangibility.

3.6 Reliability

The ability of a corporation to deliver services in a precise and dependable manner as promised is referred to as reliability (Famiyeh, Kwarteng, & Darko, 2018). The crucial elements of reliability in bus service are well-trained drivers, problem-solving skills, timely following of the route, being trusted and dependable, and maintaining help desks to receive and handle complaints and safety. WOM (Word of Mouth) and a commitment from providers make passengers reliable to purchase from the same company's bus conveniently. Reliability can also be defined as providing services at the agreed-upon time and professionally handling client issues (H., Taufik, Adzmir, &Saharuddin, 2016). According to the link between the two variables, reliability has a beneficial impact on customer satisfaction. Customer satisfaction will be at its maximum if consumers perceive a company as reliable.

H2: Repeat purchase intention is heavily influenced by reliability.

3.7 Responsiveness

Response time and the company's readiness to assist clients are examples of responsiveness. Response time refers to how fast and effectively service providers address customer issues in a certain amount of time (Berry, Wall, & Car). Easy ticketing and seat allotment, supportive facilities in good condition for effective service delivery at counters, availability of bus schedules, route maps, and bus numbers at bus stops, and sufficient bus stops and stands in different geographic areas and on various routes and lines, Proper shelter and a place or benches for waiting for passengers are vital elements of responsiveness. Customers' post-purchase behaviour is influenced by responsive retailing as they engage in more cross-buying, revisiting, and referral behaviour (Sharma, Paul, Dhir, &Taggar, 2022). If the providers are responsible enough to facilitate basic service needs, passengers will always be committed to them. Responsiveness measures the extent of swift service and timely responses to client inquiries, whereas service empathy captures the customized attention employees give to consumers (H., Taufik, Adzmir, &Saharuddin, 2016).

H3: Repeat purchase intention is heavily influenced by responsiveness.

3.8 Assurance

Employees' competence, politeness, and capacity to foster confidence and trust are what constitute assurance. That means the knowledge and actions of staff members that increase consumer trust in using given services are known as assurance (Corbett,,Canava, & Lo, 2007). Security measures against crimes (pickpocketing, etc.) on buses; staff members' helpfulness and courteousness in protecting passengers' interests; skills of bus staff; avoiding

overcrowding to make the journey safe or enjoyable; and information availability by the service provider on schedules and routes through phone, mail, website, etc. Reservations for a few seats for senior citizens, the handicapped, ladies, and soldiers are the components of assurance. Assuring safety and delivering one-stop service assure passengers that they can believe in them. Because it fosters a positive impression of a business in a customer's mind, assurance is one of the fundamental aspects of service quality that has an impact on customer satisfaction (Parasuraman, Valarie, Zeithaml, & Berry, 1985)

H4: Repeat purchase intention is heavily influenced by assurance.

3.9 Empathy

Empathy is defined as "a person's ability to sense another's thoughts, feelings, and experiences, to share another's emotional experience, and to react to the observed experiences of another person" (Wieseke, Geigenmüller, & Kraus, 2012) Customer service that is individualized and compassionate is empathy. It refers to the good manners, respect, and friendliness of bus staff when buying tickets, during the journey to its end, and after the journey-on-travel rating and other interactions with passengers. Courtesy is the weapon that makes people loyal. A well-behaved person would be devoted to their service. Service empathy measures the extent of swift service and timely responses to client inquiries, whereas service empathy captures the customized attention employees give to consumers (Parasuraman, Valarie, Zeithaml, & Berry, 1985).

H5: Repeat purchase intention is heavily influenced by empathy.

3.10 Summary of Variables

Table II: ***Dependent Variable***

Sl.	Variable Name	Acronym
1.	Repeat Purchase Intention	RPI

Table III: ***Independent Variables***

Sl.	Variable Name	Acronym
1.	Tangibility	TNG
2.	Reliability	RLB
3.	Responsiveness	RSP
4.	Assurance	ASR
5.	Empathy	EMP

3.11 Data

Data used in the present study was collected through a one-to-one physical survey. The population is the passengers who continuously travel outside of Dhaka, Bangladesh. A total of 500 respondents participated between January 1 and March 31, 2023. The study's respondents are passengers of the six (6) leading bus service providers in Bangladesh – Greenline, Hanif Enterprise, Shyamoli Paribahan, Ena Poribahan, ShohagPoribahan, and Desh Travels. The following (table) contains the descriptive statistics of the demographic characteristics of the respondents. The sample consists of 63.6 percent males and 36.4 percent females. Most of our respondents are below 30 years old (55.6 percent) and most of them earned between 20,000 to 30,000 taka per month (42.8 percent). The highest frequency of traveling with bus services is Dhaka to Khulna (24.8 percent), followed by Dhaka to Sylhet (21.0 percent) and Dhaka to Chottogram (19.2 percent).

Table IV: Descriptive Statistics of Demographic Characteristics

Demographics	Particulars	n = 500	Percentage
Gender	Male	318	63.6
	Female	182	36.4
Age	Below 20	36	7.2
	20 to 30	278	55.6
	30 to 40	87	17.4
	40 to 50	41	8.2
	Above 50	58	11.6
Monthly Income (BDT)	Below 10,000	29	5.8
	10,000 to 20,000	53	10.6
	20,000 to 30,000	214	42.8
	30,000 to 40,000	109	21.8
	Above 40,000	95	19.0
Route	Dhaka-Khulna	124	24.8
	Dhaka-Rajshahi	59	11.8
	Dhaka-Chottogram	96	19.2
	Dhaka-Rangpur	45	9.0

	Dhaka-Sylhet	105	21.0
	Dhaka-Barisal	23	4.6
	Dhaka-Mymensingh	48	9.6

IV. Research Design and Methodology

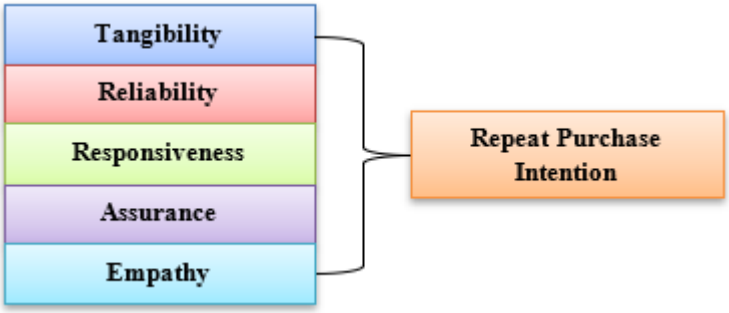

Figure 2: SERVQUAL Model (Parasuraman, Valarie, Zeithaml, & Berry, 1985)

4.1 Model Equation of the Study

The model of the study attempts to measure the relationship between the dependent variable (repeat purchase intention) and the five SERVQUAL independent variables. The general model is estimated by the following equation.

$$RPI_t = \delta_0 + \delta_1 (TNG_t) + \delta_2 (RLB_t) + \delta_3 (RSP_t) + \delta_4 (ASR_t) + \delta_5 (EMPP_t) + E_t$$

In the above equation, RPI is the measure of repeat ticket purchase intentions, δ_0 is the intercept or constant of the model, δ_k (k = 1, 2, 4 & 5) are the coefficients to be estimated, and E is the error term of the equation. All variables are measured at an individual time t.

A significantly positive coefficient estimate shows a statistically significant positive relationship between repeat purchase intentions and the corresponding factors. On the other hand, a significantly negative coefficient estimate indicates a statistically significant negative relationship between repeat purchase intentions and the corresponding factors.

4.2 Methods for Data

Analysis The study adapted tools from earlier studies to match the context of intercity bus services in Bangladesh. The scale items are scored on a 5-point Likert scale, with 1 indicating strongly disagree and 5 indicating strongly agree. The research method is multiple regression analysis. Before running the regression, internal consistency is measured by Cronbach's alpha. This study uses IBM SPSS Statistics 26 to run the equations and related tests. All the hypotheses have been checked at a significant level of 0.05.

V. Empirical Studies and Findings

Table V: Reliability Statistics

Cronbach's Alpha	Number of Items
0.876	5

Table VI: Model Summary

R	R squared	Adjusted R squared	Standard error of the estimate	Durbin-Watson
0.912	0.864	0.851	0.226	1.775

Table VII: ANOVA

Model	Sum of squares	Degrees of freedom	Mean square	F statistic	Significance
Regression	162.213	4	40.553	342.128	0.000
Residual	15.346	119	0.129		
Total	177.559	123			

Predictors: (Constant), TNG, RLB, RSP, ASR, EMP; Dependent variable: RPI

Table VIII: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		
	Beta	Std. Error	Beta	t	Sig.
(Constant)	-0.451	0.112		-7.657	0.000
TNG	0.492	0.039	0.475	6.364	0.001
RLB	0.362	0.024	0.328	9.258	0.000
RSP	0.261	0.027	0.243	8.354	0.000
ASR	0.434	0.016	0.429	5.964	0.003
EMP	0.186	0.025	0.178	8.458	0.000

Dependent variable: RPI

The table above (table VIII) shows that tangibility, reliability, responsiveness, assurance, and empathy have statistically highly significant positive impacts on repeat ticket purchase intention. Tangibility has the most decisive effect on repeat ticket purchase intention, followed by assurance, reliability, responsiveness, and empathy. The intercept (δ_0) has a value of -0.451 which is also statistically highly significant. The model has an R-squared value of 0.864, indicating that 86.4 percent of the variance in customer satisfaction can be explained by the explanatory variables. In addition, Cronbach's alpha shows a value of 0.876, which indicates a high acceptance level of reliability. In other words, the value specifies that response values for each participant across the set of questions are consistent. Moreover, the Durbin-Watson value is in the range of 1.50 - 2.50 (1.775), which indicates that there is no autocorrelation in the residuals of the statistical regression analysis.

VI. Conclusion: Policy Implications and Limitations

This study intends to shed light on how the service quality model affects repeat ticket purchase intentions for long-distance bus services in Bangladesh, which, according to several socioeconomic indices, is a developing nation. We have identified the previously identified independent variables (tangibility, reliability, responsiveness, assurance, and empathy) that determine perceived determinants of passengers' intention to purchase repeat bus tickets by thoroughly analysing the body of existing literature using SERVQUAL (Service Quality Model). From the statistical analysis (multiple regression runs on data collected through a robust questionnaire primarily designed with a 5-point Likert scale), we emphatically found that all of the above-mentioned independent variables positively impacted the pact satisfaction level of customers, hence the repeat ticket purchase intention of passengers. (Table VIII).

Significant industry ramifications stem from this study. It is difficult to sustain consistently better service because of heterogeneity, inseparability, intangibility, and perishability, which may make customers dissatisfied and discourage future purchases. But a more lucrative appearance of the buses, sufficient suspensions inside, punctual departure of the buses, commitment to excellence by the staff, including the trained drivers and others, avoidance of overcrowding, an appropriate break point with impeccable timing, as well as passenger luggage security and insurance facilities, would favorably affect service for the swift journey by the same company's buses. Our research confirms that the top bus service companies need to pay close attention to these important aspects. To gain a competitive advantage over competitors, it is now essential to enrich the website with comprehensive information and a simple return policy. Of course, the results of this study also indicate that friendly and professional service providers are important in generating positive feelings among passengers. Therefore, providing employees with adequate downtime and lodging options for enough naps, scheduling regular training sessions, hiring motivated employees, regularly praising kind deeds, and aligning pay with performance can improve morale among staff members, particularly drivers, supervisors, and helpers, as their friendliness is an integral part of the service they offer and the business they represent.

Our results might have been more representative if we had used a larger sample size. More geographical coverage in sample collection might have increased the reliability of this study's findings, albeit proving rather challenging to achieve. Future studies could solve these implementation challenges by incorporating additional variables that affect happy customers' propensity to purchase further tickets. In Bangladesh, the bus industry is very competitive, and things are getting more complicated as new competitors swarm the market with cutting-edge equipment. Hence, any specific study findings that are pertinent at a given period may become ephemeral and frequently necessitate fresh studies with new research designs in modern situations.

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