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A Study on Students' Attitude towards State Transportation Corporation Bus Services

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Abstract

This study tends to convey the attitude of college students towards STC Bus Services. The objective of this study is to identify the level of satisfaction of services offered by STC and problems faced by college students in availing the services of STC. A sample of 100 respondents - College student's residing in Coimbatore city were collected and analysed using percentage analysis. It is found from the study that majority of the College Students are aware of Weekly, Monthly, Yearly passes and also satisfied with the service of STC buses. Most of the College students opined that less space for standing inside the bus and not returning the balance amount as a problem .The College students expect certain services and facilities from the STC such as Extra buses during peak hours, Maintenance of buses, comfortable seats which are very common. The study conclude that if these suggestion are taken into consideration by the government then STC will always remains number one in providing the services with utmost satisfaction not only to the College students but also for the general public.

Keywords: *STC, Bus Service, Satisfaction of Service*

INTRODUCTION

An efficient transport system is fundamental for constant economic development. Transportation helps in integrating the nations, which is very essential in developing countries like India. The southern and southwestern parts of India are well developed in Roadway and Railway networks. Roadways are the dominant mode of transportation in India,

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as they carry country's passenger of 90 percentage and goods of 65 percentages. Buses have earned an increasingly high share of Passenger due to easy accessibility, flexibility of operation and reliability. The second largest government transportation corporation of India is Tamil Nadu State Transport Corporation (STC), which covers almost all routes including the inaccessible areas. The bus fare of STC buses are still the lowest in the country amidst frequent fuel price hikes. Majority of the Passengers like School, College, ITI, Polytechnic college students uses STC buses for their education purpose. The STC also issuing bus passes at free of cost to school children and at Concessional rate to college students and Workers.

STATEMENT OF THE PROBLEM

Public transport system consists of a wide range of passenger services which includes mass transit/metros, contract carriages, high capacity buses and stage carriages. Each of these means of transportation had certain discrete features. Mass transit/metros have the capability to move large volume of passenger quickly but involve huge fixed overheads and are suitable for big metros .Amongst the differing modes of public transportation, bus is the finest from the point of view of cost effectiveness to the society as it involve less fuel cost. Bus services comprises of both public and private transport system. STC is a government owned public transportation corporation, which plays an imperative role in the public conveyance. Private buses are also a part of STC buses, but inclination for STC buses is considered to be always high. In order to find out the factors that influences the college students for STC buses "A Study on Consumers attitude towards Tamil Nadu State Transportation Corporation Bus Services with Special reference to College Students of Coimbatore City" is identified as the problem of the study.

LITERATURE REVIEW

Agarwal P.K and Singh A.P in their study entitled " A case study on Performance improvement of urban bus system: Issue & Solution" concluded that location of bus stop was irrational, overcrowding due to inadequate system, inefficient structure of buses, and traffic jamming as the major reason for poor performance of bus system in India.

J Christy Priya and Dr. R Eswaran in their paper entitled "Passenger's satisfaction towards the Services of Tamil Nadu state transport Corporations with

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special reference to Salem division" has attempted to evaluate the Passengers level of satisfaction of Tamil Nadu State Transport Corporation Ltd. 600 respondents were collected for this study. The study revealed that the level of satisfaction of passengers was high on information about bus routes and timings and most of passengers have either moderate or lower level of satisfaction towards the STC bus service. Bus Maintenance, crews with skill and friendly relationship with passengers were the main

RESEARCH METHODOLOGY

SOURCE OF DATA

The main source of data is Primary data which is collected from College Students who avail the service of STC for educational purpose.

ANALYSIS AND INTERPRETATION

SAMPLE DESIGN

The sample size is limited to 100 respondents- college student's and sampling design followed in this study is convenient random sampling method.

TOOLS USED

Percentage analysis have been applied to drive the results

OBJECTIVES

- To study the awareness of different services offered by STC
- To analyze the level of satisfaction regarding STC bus services.
- To identify the problems faced by the college students while traveling through STC buses.

Table No. 1 Table showing the Awareness of different services offered by STC

Services of STC	**Aware**	**Not Aware**
Bus Pass for Students	83.3	16.7
Weekly/Monthly/Yearly bus pass	88.9	11.1
Concession for Senior Citizens	55.6	44.4
Exclusive Women Buses	38.9	61.1

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Table No 1, shows that out of the total respondents taken for the study 88.9% of College students are aware of Weekly/Monthly/Yearly bus pass service, 83.3% of college students are aware of the Bus pass Service, 61.1% of them are not aware of service of Exclusive Women Buses and 55.6% of them are aware of concession for senior citizens and offered by STC.

Table No. 2 Table showing the level of satisfaction of College students towards STC bus services

Factors	**Highly Satisfied**	**Satisfied**	**Neutral**	**Dissatisfied**	**Highly Dissatisfied**
Bus pass renewal procedure	27.8	44.4	22.2	0	5.6
Bus fare	22.2	44.4	33.3	0	0
Availability of bus at peak hours	16.7	33.3	44.4	0	5.6
Availability of bus at Normal hours	16.7	38.9	33.3	11.1	0
Safety	22.2	55.6	11.1	5.6	5.6
Convenience	22.2	33.3	38.9	5.6	0
Service of Conductor and Drivers	16.7	55.6	27.8	0	0
Timing of Buses	22.2	27.8	33.3	11.1	5.6
Maintenance of the bus	16.7	11.1	55.6	11.1	5.6

Table No 2, show that out of the total respondents taken for the study, 44.4% of the college students are Satisfied with the Bus pass renewal procedure, 44.4% of the college students are satisfied with the Bus fare of STC buses, 44.4 % of the college students are neither satisfied nor dissatisfied with services of availability of bus at peak hours, 38.9% of the college students are satisfied with availability of bus at normal hours, 55.6% of the college students are satisfied with the safe driving of STC bus drives, 38.9% of the college students are neither satisfied nor dissatisfied with the convenience of STC bus services, 55.6% of the college students are satisfied with the service of conductor and drivers, 33.3% of the college students are neither satisfied nor dissatisfied with the timing of STC buses and 55.6% of the

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college students are neither satisfied nor dissatisfied with the maintenance of STC buses.

Problems faced by the college students while traveling through STC buses.

The percentage analysis shows that out of the total respondents taken for the study, 18.6% of the college students opined that less space for standing as a problem, 13.9% of them opined not returning the balance amount, 11.6% of them opined crowd in bus during peak hours, 9.3% of them opined rash driving, 6.98% of them opined High Floor bus steps; Less seating capacity; poor seat comfort; delay due to fight with private bus; no proper maintenance of bus, 4.6% of them opined invisibility of name board; Giving high fare tickets instead of actual rate, 2.32% of them opined less space for luggage as problems.

SUGGESTIONS

- The College students expect certain services and facilities from the STC such as additional buses during peak hours, proper maintenance of buses, comfortable seats and arrival of bus at proper time which are very common.
- If the Bus pass renewal timing is extended, it will be convenient for the college students to get it after their regular class hours and also for daily waged workers to renew their passes after their work time, and many public are not aware of the availability of certain passes, government also can provide awareness.
- Ticket rates must be rounded off in order to avoid problem such as returning balance amount (Coins such as Rs.1 and Rs.2)
- Passengers find it difficult to stand during peak hours due to less standing space and also the height of handle bars in JNnurm air bus is very high. The design of the low floor airbus (JNnurm) should be changed with large space for standing and low handle bars.

CONCLUSION

People of India, especially college students, school students and workers from economically backward sector largely depend on buses as their means of transportation. Bus is considered as the cheapest means of transportation when compared to other forms of transportations. STC is a public corporation system regulated by Tamil Nadu State government is considered to be very effective transportation system, as it covers all the areas of Tamil Nadu mainly rural areas. The study concludes that if above said

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suggestions are taken into consideration by the government of Tamil Nadu State Transportation Corporation, then STC will always remains number one in providing utmost satisfaction not only to the College students but also for the general public.

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