TABLE OF CONTENTS

The Study: Evaluation of Service Quality and Passenger Satisfaction in Indian Railways by developing RAILQUAL

<table>
<thead>
<tr>
<th>DECRIPTION</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Declaration</td>
<td>ii</td>
</tr>
<tr>
<td>Certificate</td>
<td>iii</td>
</tr>
<tr>
<td>Acknowledgement</td>
<td>iv</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>vi</td>
</tr>
<tr>
<td>List of Tables</td>
<td>xv</td>
</tr>
<tr>
<td>List of Figures</td>
<td>xviii</td>
</tr>
<tr>
<td>Abbreviations</td>
<td>xx</td>
</tr>
<tr>
<td>Abstract</td>
<td>xxi</td>
</tr>
</tbody>
</table>

CHAPTER – I INTRODUCTION

1.1.1 Introduction 01
1.1.2 Background of the Study 01
1.1.3 Brief overview of Indian Railways 03
1.3.1 Brief overview of South Central Railway 04
1.3.2 Railway Sector Performance 05
1.3.3 Global Bench Marks 06
1.3.4 Losses in Passenger operations 07
1.4 Service –Quality –Service Quality 08
1.4.1 Development of definition of Quality 09
1.4.2 Definition of Services 10
1.4.3 Characteristics of Service Quality 11
1.4.4 Approaching Service quality concepts 12
1.4.5 Customer Satisfaction 13
1.4.6 Customer Satisfaction Measurement 15
1.5 Statement of the Problem 15
1.5.1 Significance of the study 15
1.5.2 Research questions 16
1.5.3 Research Objectives 16
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.5.4 Research Hypothesis</td>
<td>17</td>
</tr>
<tr>
<td>1.6 Statement of originality of Research</td>
<td>17</td>
</tr>
<tr>
<td>1.7 Research Design and Methodology</td>
<td>20</td>
</tr>
<tr>
<td>1.7.1 Research Design</td>
<td>21</td>
</tr>
<tr>
<td>1.7.2 Qualitative Research Approach</td>
<td>21</td>
</tr>
<tr>
<td>1.7.3 Sampling and Data plan for the main study</td>
<td>22</td>
</tr>
<tr>
<td>1.7.3 A Sampling Frame</td>
<td>22</td>
</tr>
<tr>
<td>1.7.4 Sampling Justification</td>
<td>22</td>
</tr>
<tr>
<td>1.7.4A First Justification</td>
<td>22</td>
</tr>
<tr>
<td>1.7.4B Second Justification</td>
<td>23</td>
</tr>
<tr>
<td>1.7.4C Third Justification</td>
<td>24</td>
</tr>
<tr>
<td>1.7.4D Fourth Justification</td>
<td>24</td>
</tr>
<tr>
<td>1.7.5 Non Response Bias</td>
<td>25</td>
</tr>
<tr>
<td>1.7.6 Data Cleaning and Missing value analysis</td>
<td>26</td>
</tr>
<tr>
<td>1.7.7 Data Triangulation</td>
<td>27</td>
</tr>
<tr>
<td>1.7.8 Reliability and Validity Assessment</td>
<td>28</td>
</tr>
<tr>
<td>1.7.9 Demographic Characteristics and Relationships</td>
<td>28</td>
</tr>
<tr>
<td>1.7.10 Data Analysis</td>
<td>30</td>
</tr>
<tr>
<td>1.7.10A Exploratory Factor analysis (EFA)</td>
<td>30</td>
</tr>
<tr>
<td>1.7.10B Confirmatory Factor analysis (CFA)</td>
<td>31</td>
</tr>
<tr>
<td>1.7.10C Structural Equation Modeling</td>
<td>33</td>
</tr>
<tr>
<td>1.8 Summary of the Research Methodology adopted</td>
<td>37</td>
</tr>
<tr>
<td>1.9 Future Scope and Limitation of the Study</td>
<td>40</td>
</tr>
<tr>
<td>1.10 Justification of the Research</td>
<td>40</td>
</tr>
<tr>
<td>1.11 Structure of the Thesis</td>
<td>41</td>
</tr>
<tr>
<td>1.12 Referencing Style and References</td>
<td>42</td>
</tr>
<tr>
<td>1.13 Chapter Review</td>
<td>44</td>
</tr>
<tr>
<td>1.14 Chapter References</td>
<td>44</td>
</tr>
</tbody>
</table>
CHAPTER- II       REVIEW OF LITERATURE             50-89

2.1 Introduction                        50
2.2 Service Quality                     50
   2.2.1 Definitions of Service Quality   51
2.3 The Characteristics of Service quality models    51
2.4 Introduction of the most significant Models       53
   2.4.1 Technical and Functional quality model     53
   2.4.2 Three dimension model                    54
   2.4.3 Three component model                    55
   2.4.4 Gap model                                55
   2.4.5 Zone of tolerance model                  56
   2.4.6 Attribute service quality model          56
   2.4.7 The Synthesised model of service quality  57
   2.4.8 SEVPERF model                            57
   2.4.9 EP and NQ model                          58
   2.4.10 PCP attribute model                     59
   2.4.11 Retail Service quality model            60
   2.4.12 Customer value workshop model           60
   2.4.13 The Hierarchical retail service quality model 61
   2.4.14 Hierarchical model                      61
   2.4.15 Antecedents mediator model              62
   2.4.16 Fundamental model                       62
   2.4.17 Internal Service quality DEA model      63
   2.4.18 SERVPEX model                           63
2.5 Summary of all the important models           64
2.6 The relation between service quality and Satisfaction 66
2.7 Evaluation and Operationalization of Service quality  68
   2.7.1 Evaluation approaches                  68
   2.7.1A Qualitative approaches                 80
   2.7.1B Quantitative approaches                81
2.8 Chapter Review                           83
2.9 Chapter References                       83
CHAPTER- III  CONTEXUAL RESEARCH REVIEW  90-127

3.1 Introduction  90
3.2 The Indian Railways  90
   3.2.1 Indian Railway Passenger Business  94
   3.2.2 Cross Subsidization  97
   3.2.3 Market share of Indian Railways  99
   3.2.4 Earnings of Indian Railways  99
3.3 Refining modifying SERVQUAL  101
3.4 Critiques of SERVQUAL  104
   3.4.1 Theoretical Bases  107
   3.4.2 Process orientation  108
   3.4.3 Dimensions  108
   3.4.4 Problem of Factor Structure  109
   3.4.5 Role of Expectations  111
   3.4.6 Two administration order keeping  113
   3.4.7 Dynamism  113
   3.4.8 Psychometric problems  114
   3.4.9 Problem from the Likert scale  114
   3.4.9A Centring  114
   3.4.9B Number of Categories  115
3.5 Review of Service quality in Public Transport Industry  116
3.6 Qualitative research in Railway passenger services  117
3.7 RAILQUAL Research Context  122
3.8 Chapter Review  122
3.9 Chapter References  122

CHAPTER- IV  DEVELOPING AND VALIDATING RAILQUAL INSTRUMENT  128-144

4.1 Introduction  130
4.2 RAILQUAL Scale Development  130
   4.2.1 Construct Framework and Definition  131
4.2.2 Attribute Generation
4.2.3 Deductive Attribute Generation
4.2.3A Perceived Service quality
4.2.3B Passenger Satisfaction
4.2.3C Behaviour Loyalty
4.2.4 Inductive Attribute Generation
4.2.5 Attribute pool review
4.2.6 Expert opinions
4.2.7 Conclusion about Focus Groups

4.3 Pilot Study

4.4 RAILQUAL Instrument purification

4.5 RAILQUAL research model overview
4.5.1 Dimension evaluation and Hypothesis
4.5.1A Reservation and ticketing
4.5.1B Platform Services
4.5.1C In Train Service
4.5.1D Punctuality
4.5.1E Employee service
4.5.1F Safety and Security
4.5.1G Railway passenger Service quality
4.5.1H Passenger Satisfaction
4.5.1I Passenger Behaviour Intention

4.6 Chapter Review

4.7 Chapter References

CHAPTER- V DEVELOPING RAILQUAL THEORETICAL MODEL

5.1 Introduction

5.2 Approach to Exploratory Factor Analysis
5.2.1 Conducting the Survey
5.2.2 Data analysis for EFA
5.2.3 Descriptive statistics
5.3 Exploratory Factory Analysis
   5.3.1 Pre – analysis checks
   5.3.2 Stable factor structure
   5.3.3 Attribute Scaling
   5.3.4 Appropriateness of dataset
   5.3.5 Sampling adequacy

5.4 Determine the overall suitability of the data for the factor analysis
   5.4.1 Degree of correlation between the variables
   5.4.2 Spot Check for linearity

5.5 Ensure each variable is suitable for inclusion
   5.5.1 KMO values
   5.5.2 Correlation matrix
   5.5.3 Determinant of the correlation matrix
   5.5.4 Determine the number of factors to extract
      5.5.4A The Eigenvalue rule (Kaiser’s Criterion)
      5.5.4B Catell’s scree criterion
      5.5.4C Judgment and previous research findings

5.6 Determining the most appropriate method
   of factor analysis and factor rotation
   5.6.1 Method of extraction
   5.6.2 Method of rotation
   5.6.3 Factor interpretation

5.7 Best Solution of EFA

5.8 Reliability of RAILQUAL theoretical model

5.9 Validity of RAILQUAL theoretical model

5.10 Discussion about RAILQUAL theoretical model
   5.10.1 Reservation and Ticketing
   5.10.2 Platform Services
   5.10.3 In-train Service
   5.10.4 Punctuality
   5.10.5 Employee Service
7.3 Construct Validity of RAILQUAL
    7.3.1 Face Validity
    7.3.2 Convergent Validity
    7.3.3 Discriminant Validity
7.4 RAILQUAL Basic Structural Model
7.5 RAILQUAL Model Cognitive attributes
    7.5.1 Railway passenger Satisfaction
    7.5.2 Railway passenger Behavior intention
7.6 RAILQUAL Final Structural Model
7.7 Results of Hypothesis testing
    7.7.1 Hypothesis 1
    7.7.2 Hypothesis 2
    7.7.3 Hypothesis 3
    7.7.4 Hypothesis 4
    7.7.5 Hypothesis 5
    7.7.6 Hypothesis 6
    7.7.7 Hypothesis 7
    7.7.8 Hypothesis 8
    7.7.9 Hypothesis 9
7.8 Replication and generalizability of hypothesis testing across demographic variables
    7.8.1 Path estimates across Gender
    7.8.2 Path estimates across Travel Class
    7.8.3 Path estimates across Travel Frequency
    7.8.4 Path estimates across Income
    7.8.5 Path estimates across Travel Purpose
7.9 Demographic Characteristics and Relationships
7.10 Analysis of Railway passenger’s satisfaction
7.11 Chapter Review
7.12 Chapter Reference
CHAPTER VIII  SUMMARY CONCLUSION RECOMMENDATIONS  

8.1 Introduction 233
8.2 Qualitative Research 233
8.3 Conclusion about Focus Group Analysis 234
8.4 Research Contribution 235
  8.4.1 Contribution to Academic Theory (i.e., Service quality Management) 235
  8.4.2 Contribution to Academic Practice 235
  8.4.3 Contribution to Transportation Industry Theory (i.e., Indian Railways) 235
  8.4.4 Contribution to Transportation Industry Practice 236
8.5 Research Findings 236
8.6 Overall Implications of the Research 238
  8.6.1 Theoretical Implications 238
  8.6.2 Practical Implications 240
  8.6.3 Methodological Implications 241
8.7 Research Limitations 242
  8.7.1 Theoretical Limitations 242
  8.7.2 Methodological Limitations 242
8.8 Scope for Future Research 244
8.9 Conclusion 245
8.10 Chapter Review 246

BIBLIOGRAPHY 247-255
APPENDICES 256-265

Appendix A1: RAILQUAL Instrument
Appendix A2: Publications out of this Research.