

LITERATURE REVIEW

Customer Satisfaction leads towards repeat purchasing and enhance the quality of the firm. So far as monetary benefits are concerned, it procreates profit. So, every organization where it is a product based or service based, focuses on profit making through long and healthy relation with the customers. Taking this into consideration several valuable studies have been done on the various issues of customer satisfaction. Brief abstracts of some of those studies have been mentioned in the preceding paragraphs. The review of literature in this regard will assist into understanding the growth and development of problem, definition, in setting objectives, uses and various other issues related with it. It will also lead the research towards a right direction in which it should go.

In the study of customer effort, expectation and satisfaction, **Cardozo (1965)** represented satisfaction or dissatisfaction as an evaluative judgment of an infrequent purchase. The result of the study indicates that customer satisfaction with a product is effected by the work expended to acquire the product, and the expectations regarding the product. Specially, the study recommends that customer satisfaction using the product may be greater when customers expend significant effort to gain the product than when they utilize only modest effort. The study additionally advocates that satisfaction of customer is lower when the product does not meet the expectations of customer than when the product meets expectations.

Allen and Dicesare (1976) conducted a study to evaluate the transit service. This study is an outline to transit service evaluation and its use to the transit system of medium-sized bus. In this study the concept of transit assessment done with the measurement of level of service in terms of effectiveness and the appearance of a set of characteristic traits. The requirement for performance assessment, subsequently transit is a public service that does not work under the profit inducement. The study suggests that it is useful for management, formulation of government policy as well as in determination of subsidy levels. The study considers that services quality for public transport business confined two categories: user and non-user categories. "In the user category, it consists of speed, comfort, reliability convenience, safety, special services and innovations".

For the non- user category, “it is composed of system efficiency and demand”. The study concluded that transit service can be measured and estimated but significant effort is essential to accomplish a complete and equitable system.

Schneider, Parkington and Buxton (1980) found a noteworthy connection among internal and external customer satisfaction just in case of services industry.

In a study made by **Bearden and Teel (1983)** argue that marketers also focuses on customer satisfaction as a significant determinants which ensures repeat sales, positive word of mouth, and customer loyalty. The results of the study support that expectations and disconfirmation are acceptable elements of customer satisfaction and suggest that complaint activity may be comprised in satisfaction/dissatisfaction.

Norman (1984) in his book titled “Service Management: Strategy and Leadership in Service Business” determine that satisfaction of customer with services and quality of service rely on at least in part on how well service staff accomplish in their job.

As per **Grönroos (1984)** customer satisfaction has two dimensions i.e. technical and functional dimensions. Where, technical dimension included tangible elements, e.g., cleanliness, facility of waiting halls, seating arrangement, availability of lighting and fan, facility of drinking water and sufficient surface; and the functional dimension covered service delivery, e.g., behaviour of staff, promptness in satisfying the request. Former aspects may be considered the physical “what” of a service and the latter aspects may be considered the intangible “how” of a service. Thus, for customers’ satisfaction both technical and functional service delivery must be ensured.

Shanmugam (1987) “Marketing of Railway Services – A study of passenger and goods traffic in Madurai” studied the behavior aspect of passenger and goods traffic consumer of railway and also focus on the major strategies of marketing of services associated with Railway.

Parasuraman, Zeithaml and Berry (1988) undertook a study to define the development of SERVQUAL an instrument of 22-item used for measuring perceptions of customer regarding service quality in retailing and service establishments. The study identified that service quality is a type of attitude associated to satisfaction and comes

from comparative assessment between expectations and performance. Service quality incorporates a comparison of expectations with performance. It is measured on the platform of delivering the services level and matched customer expectations on a consistent basis. It is a form of customer expectations conceived from the services process and analyzing output quality of what they have received. The study concludes that SERVQUAL has a range of potential applications. It can be helpful for retailing and service organizations in evaluating customers' expectations and perceptions regarding service quality. It can also be helpful for identifying areas which require managerial consideration and action to enhance the service quality.

Atkinson (1988) is of opinion that there are so many factors which affect satisfaction level of customer like safety and security of the customer, cleanliness facilities, value for money and courteous behavior of the staff. While **Knutson (1988)**, focus on various factors like room sanitation and comfort, serviceability of location, timely and quick service, protection and assurance and warmth behavior of the employees in a similar study made on customer satisfaction of services.

While **Tse and Wilton (1988)**, **Oliver (1999)** describe customer satisfaction as an "evaluation of the perceived discrepancy between prior expectations and the actual performance of the product".

Sharma and Duggal (1989) "Grievance Redressal in Indian Railways" stated that maximum number of railways passenger had been disappointed with railway services related to catering, cleanliness and enquiry. Most of the complaints failed to utilize the redressal services delivered by the department of railway.

Berry, Zeithaml and Parasuraman (1990) recognized the determinants of service quality such as Responsiveness, Reliability, Competence, Courtesy, Access, Communication, Security, Credibility, Understanding the customer and tangibility, Presence of personnel, etc. Out the basis of study, a number of the conclusions were drawn. Those are given as follows: The first outcomes of the study disclose that the perceptions of consumer regarding service quality occur due to comparing the expectations before getting the services and the actual experience with the service they received. The second outcomes of the study focus on that the large number of groups considered interpersonal behavior of the service provider are also an important element

such as willingness to help, politeness, trust worthiness, etc. Thusly, it was summaries that the services providers are encourage to focus on these elements to improve their quality and business. Third outcome of the study explored two types of service quality. First, there is the quality level at which the service is delivered and the second type is that quality level at which expectation or issues are controlled.

Schnars (1991) in his book *Marketing Strategy: A Customer-Driven Approach* delineated efficient and effective complaint handling as one of the way to consumer satisfaction as a result of it “offers an opportunity to turn a dissatisfied customer quickly back into a satisfied patron of the firm’s products”.

Fujimura (1992) explained that by satisfying customer’s needs, compensating benefits can be acquired which is the base of service marketing and conjointly represented customer satisfaction as a main idea in contemporary marketing theory and practice.

Bitner (1992) concentrated variety of attributes conducive towards customer satisfaction found that several tangible evidences could have an effect on customer’s analysis of a service encounter (i.e., the customer’s satisfaction) since these provide a “visual metaphor for an organization’s total offering” by proposing “the potential usage and relative quality of the service”.

Cronin and Taylor (1992) create observational support for the idea that perceived service quality prompted to satisfaction furthermore contended that service quality was really an originator of consumer satisfaction.

Cronin and Taylor (1992) affirmed that “consumer satisfaction seemed to exert a stronger impact on purchase intention than service quality, and over that the strategic stress of service organizations ought to concentrate on overall customer satisfaction programs. The authors contemplated that customer might not purchase the best quality service in light of variables such as price, convenience or availability and that these constructs might improve satisfaction while not really influencing consumers’ views of service quality”.

Rogers, Clow and Kash (1994) higher customer satisfaction can be accomplished by expanding job satisfaction among service staff.

Anderson, Fornell and Lehmann (1994) mention the significance of customer satisfaction among companies and helpful in improving, supervising or assessment of the product and service performance provided to the customer as well as it is also helpful for motivating the employees for achieving the objectives.

Akan (1995) conducted a study on dimensions of service quality in Istanbul focus on various factors such as behavior of staff, timeliness and cleanliness as the main determinants of customer satisfaction.

Sasamoto and Momomoto (1995) undertook a study on “Safety equipment for passengers on Railway Platforms”. They explored that “Japan, particularly in the Tokyo area; railway platforms are more crowded with travellers throughout commuter rush hours for several reasons. It is a very vital task for railway corporations to decrease the danger of passengers being exposed to accidents. Safety fences are constructed with automatic doors on the platform of Meguro Station, one in all the stations of the Yam note traveller line in Tokyo, so as to analyze whether safety and security fences are beneficial for stopping travellers from tumbling off the crowded platforms onto the tracks and being hit by moving trains. Therefore of the research, it is found that the safety fences with automatic doors don’t prevent the flow of the passengers, and in this manner inferred that fences are a valuable method of minimizing the risk of accidents to passengers. Fences are convenient means of diminishing the danger of mishaps of passengers standing on railway platforms as crowded as Meguro Station”.

Moutinho and Goode (1995) analyzed gender as an attainable determinant of overall satisfaction.

Andreassen (1995) summaries that satisfaction or dissatisfaction of customers in public transport system relies upon various factors such as: ticket fare, conditions bus station and platforms. He also identified that the public transportation is an area with lessor usage because of gap amongst customers’ needs and the services provided. Additionally to the above results, he clearly defined that the reliability and convenience are the core factors in determining the level of customers’ satisfaction. Consequently, reliability and convenience in transport industry enhance the level of customer

satisfaction. Reliability, time taken to reach destination and the level of comfort are examined to be the primary element which generates impact on the level of customers' satisfaction

Devi Nalini (1996) disclosed in the study that to enhance the performance of the subordinates there is a need of regular meeting of the employees with their subordinates which is very vital to boost the juniors. The uniformity of the superior meeting the subordinates depends upon the span of control. It is ascertained that the span of control is decent as disclose through the majority of personnel. The recent consideration that the expenditure obtain by south central railway has improved from the year suggest that south central railway is changing into a lot of quality sensible or seek to offer safety, security as well as comfort to the travellers.

Kotler (1997) also finds that “the cost of keeping a new customer is estimated to be five times the Cost of keeping a customer happy”.

Raghavan Vijaya (1997) “focus on the requirement of service marketing approach to public road transport based on some diagnostic studies done earlier and construct a framework based at the traces of Parasuraman, Zeithaml and Berry model of service quality”. This study identified principle dimensions to analyze service quality are Tangibles, Empathy, Responsiveness, Reliability and Assurance.

Bansal and Sharma (1997) “study on some observation on the catering services in the Indian railways” summaries in this study about catering services of Indian railway. This study disclosed that arrangement of the Indian railway dining car, healthful procedure discovered by the food managed and entire practice of catering from storing of insufficient and filled with health risks.

While **Oliver (1997)** has chosen the area of public Transport in which he is of opinion that so far as passenger satisfaction in the field of public transport is concerned, passenger satisfaction has been measured on the basis of perceived discrepancy between actual and ideal level of services. Perception and expectation has been analyzed in both ways, what the provider has provided and what the consumer has consumed?

Sparks, Bradley and Callan (1997) examined the influence on customer satisfaction and service quality of two features of employee: empowerment of employee and communication style of employees. The outcome of the study exposed that the completely empowered employee formed more customer satisfaction than the other situations, but only when the service provider used a cooperative style of communication. Empowered and nonempowered employees were not judged contrarily when an under cooperative style of communication was implemented. Additionally the service characteristic of ‘inseparability’ reflected by the quality of interpersonal interaction among the customer and the employees and has been perceived as a very important factor about making customers’ satisfaction.

Friman (1998) conducted a study on Satisfaction with public transport services. He explored various factors influencing satisfaction level of customer in public transport service of Sweden. The outcomes disclosed that total cumulative satisfaction associated with attribute definite cumulative satisfaction and recalled frequencies of adverse detracting incident (the driver conducts unusually badly or the mode of transport is depart prior to scheduled departure time).

Juran (1998) Contends that customer satisfaction is a perspective where the customer believe that the product feature are perfect with their own desires. He additionally recognizes customer disappointment or discontent as a different idea, characterizing it as follow: customer dissatisfaction is a state where the product deficiency and defects achieve customer grievance and criticism. He also trusts that customer satisfaction and customer dissatisfaction are not two inverse terms. In facts, customer satisfaction gets from product features includes or provide services which urge customers to buy and utilize that product or services and customer dissatisfaction arise from product or service deformities and inadequacies prompting customer protestation and displeasure.

Bitner and Zeithaml (1999) in their book titled “Service marketing defined customer satisfaction as being for the patient”, “a function of his or her assessment of service quality, product quality, and price” and they also observed that it is affected by the perceptions of product and service quality, and it is also influenced by individual factors and uncontrollable situational factors.

According to **Asian Productivity Organization (2000)** customer satisfaction is a function performance which is related to the customer expectation. In addition, customer is satisfied once he gets a slightly bit higher than he was promised to. Clearly, the fundamental objective of any organization is to satisfy each and every customer. Yet, it is not a simple thing as each and every individual has his own idea of what is best customer service. As an example, one are satisfied with plastic chairs to sit down in the waiting room, however another wants an extremely comfortable chair while waiting for the flights. To all appearances, if the organization desires to satisfy each and every customer, the organization should take proper consideration of choice and preferences of those clients, who have higher expectations level.

In the word of **Mcquitty, Finn and Wiley (2000)** summaries in their study that “there are no alternates for good value and high quality, in relation to what is given to customer by goods and services. Modifying products in an unimportant way or generating high expectations in order to generate sales are not long term substitutes to real value. Although consumer satisfaction may decline over time as the customer becomes acquainted with the product, superior products will obtain higher stable state or long term rankings of satisfaction than inferior competitors. This is because fulfilling higher expectations will result greater customer satisfaction than meeting low expectations. Additionally the most obvious implication is that systematic variation in customer satisfaction can help explain changes in product choice, based on initial degree of its satisfaction and its rate of change. Such explanatory power provides powerful tools for those interested in employing customer satisfaction as a predictor of profit, choice, repurchase behavior or market share”.

A study was done by **Gleave (2000)** on railway passenger service quality evaluation. He did his study between 1999 December to 2000 June by the association named Steer Davies Gleave of London ready for “Shadow Strategic Rail Authority”. The report incorporated the role of railway passenger in the development of service and quality facilities on station and in trains. This study emphasis on importance of the economic evaluation of the enhancement of service for customers. The main purpose of the study is to give certain vigorous considerations that can utilize in various conditions of appraisal of railway service. Those considerations provide necessary assistance to short

out the attributes of service quality which influence the satisfaction of passengers towards the services; 22 traits were utilized to execute the process of quality evaluation of railway passengers which is beneficial to recognize the responsible attributes concerning the particular study.

McColl-Kennedy and Schneider (2000) attempted a study on measuring customer satisfaction. The purpose of the study is to create awareness of the complications in customer satisfaction measurement as well as using this measure in decision making. The study highlighted that providing satisfaction to customers is one of the key purposes of every industry. Organizations identify that retaining current customers is more beneficial than winning new ones to change those lost. Management and marketing theorists emphasize the significance of customer satisfaction for an Organization accomplishment and growth.

Competitive environment and technology also enhances the quality of services. In his work, **Kelly and Storey (2000)** specify that changing customer choice helped in improving the competitive contribution and enhance services and technology for working organization to introduce new services as well as upgrade existing services and facilities in the railways like computer reservation system, enquiry counter, passenger status check-up etc. timely offerings of new services and awareness towards the customer needs are also made to be competitive.

MacLaurin and MacLaurin (2000) have investigated that in service marketing there is a positive association between customer satisfaction and service quality.

Oyewole (2001) identified in their study that demographical variables effect on services and satisfaction level of customer in the airline industry. Additionally the demographic variables effect on other traits of consumer behavior. The study constitute relationship between customer's socio-demographic attributes and satisfaction using services within the Airline transport business and construct six demographic variables influencing on consumer satisfaction such as age, gender, marital status, income, occupation and education. The outcomes of the study exposed that there is no consequence of age or household income on satisfaction of customer. On the other

hand occupation, gender, marital status and education have significant impact on customer satisfaction in airlines industry.

Friman, Edvardsson and Gärling (2001) analyzed the “impact of quality enhancement in public transport on customer satisfaction and frequency of perceived negative crucial incidents”. The studies were conducted in thirteen regions in Sweden that were conducting quality enhancement in public transport. Data were collected prior and when implementation. To understand the type of enhancement that improves customer satisfaction, comparing passenger reaction is essential. The explored in the study that “customer satisfaction affected by quality enhancement only to a restricted extent. Moreover, the impact was directionally inverse in that respondents expressed minimum satisfaction and better frequencies of negative critical incidents after the quality enhancement had been enforced. Therefore quality enhancement doesn’t continuously boost customer satisfaction. Thus, it’s not the enhancement intrinsically that confirm the success of public transport, however a given level of quality including the perception of the service”.

Athanassopoulos, Gounris and Stathakopoulos (2001) investigate in their study about the behavioral consequences of customer satisfaction. With the progression of time service quality it has been signified because of increased competition between service firms. It was investigated in this study that how satisfaction of customer influences the behavioral outcomes of customers. This study establishes a strong effect of customer satisfaction on their choice of judgment to stay with the prevailing service supplier; and control their adverse behavioral motives.

The analysis of findings of a survey finds in a survey of Amtrak passenger by **Tripp and Drea (2002)** assess the “direct and indirect relationship between pre-core/peripheral and core services performance components and their impact on the likelihood of repeat purchase”. Customer attitude towards the service provider and their purpose to use the service of train depends on overall onboard experience of customer. There are various attributes like comfort, hygiene, safety and security, behavior of staff, waiting rooms, catering services and announcements.

Jamal and Naser (2002) undertook a study on antecedents of customer satisfaction. Service quality, performance, expectations, desires, disconfirmation, effect or equity is some significant antecedents of customer satisfactions. The purpose of the study is to find out the influence of service quality dimension or customer expertise on satisfaction level. The result of the study indicates that service quality relational or core dimension are associated with customer satisfaction and expertise is adversely associated with customer satisfaction. Additionally researchers find that Customer satisfaction is that consumer feeling or state of mind towards a service or product recently used.

In a study by **Cantalupo and Quinn (2002)** using customer survey data to observe the growth of Delaware transportation plan. The purpose of the survey was to offer the department data as a standard model for passenger satisfaction concerning transportation systems in Delaware. In this study it is also suggested that performance monitoring program should be adopted for providing the transportations services and facilities according to the needs of the passengers as well as per changing circumstances. The results of the study find that satisfaction of customers is evaluated by modification in the user's perception of the adequacy of service provided as per the mode utilized.

Prasad Durga (2007) "A Study on Passenger Amenities in Railways" He analyzed that a lot of general compartment are going to be needed for short distance passenger and he also found that mostly passenger don't seems to be happy notably with the standard of food. There should be requirement of focus on upgrading the quality of food and introduced different varieties of food.

Kiew and Chee (1997) summaries in their study that "Service quality includes the perception and expectation regarding the service level delivered to the customer which fulfills their needs. The quality service also concerning the consumer expectations on service environments, process and also the output quality they will see themselves and received".

William and Buswell (2003) also summaries in his study that customers' satisfaction as when "Customer are satisfied when their judgment of the service they have received equals or exceeds what they expected". In a similar study "satisfied customers are also

more economical to an organization as they not only generate repeat business but they recommend the service to others”.

Zeithamal and Bitner (2003) Customer satisfaction can vary from individual to individual and product to product. However usually if the product has a minimum of met the needs of the consumer then its same to be customer satisfaction. In case it neglected to meet the basic desires of customers then it will be transformed into dissatisfaction.

Zeithamal and Bitner (2003) Customer satisfaction is measured in an exceedingly given reference of time. So with due regard of time even it changes so as the satisfaction level. It changes from time to time and factor to factor as it is a dynamic procedure. In extremely involvement decisions it is essential to fulfill the satisfaction level. If it did not meet the expected level then the companies can lose the customer. As there won't be any second opportunity

According to **Hansemark and Albinson (2004)** cited in **Singh (2006)** “Satisfaction is an overall attitude towards a product provider or an emotional reaction to the difference between what customer expect and what they actually receive regarding the fulfillment of a need”.

Gabriel and Babu (2005) attempted a study on “passenger reservation system in the Indian railways”. They explored “the effectiveness of passenger reservation system, whether the current railway reservation system is truly effective in fulfilling the passenger’s needs and whether any modification or alteration in the current reservation system could bring about a noticeable enhancement of the services”. The study revealed that railway is setting up the computerized reservation centers and have authorized out -agency bookings and hence all these facilities reveal the efficiency of reservation services of the railways and the outcomes of the study shown that only railway is responsible for providing supreme reservation services effectively and efficiently to the passengers of Indian railway.

Thomas, Rhind and Robinson (2005) conducted a “Study on rail passenger perception of risk and safety and priorities for improvement”. In this study data was

collected from the passenger at station, on platforms and on trains to examine the perception of passenger towards safety measures implementation. The outcomes of the study on safety and risk provide a valued indicator of perception of passenger about risk, particularly when associated to quantitative valuations of actual risk. The result suggests that relationship amongst the actual and perceived risk is not effective or strong. In this study data related to passenger preference questionnaire were examined using conjoint technique and outcomes of the study give information about preference and priorities of passengers for development. Railway must consider the preference of passenger while executing safety interventions for the improvement.

Tondon (2006) advocates that use of Internet and computer in passenger reservation system play a vital role in minimize ticket disburse time and helpful in the development of Indian Railways. In a similar study **Sharma (2006)** justifies that counter of railway enquiry which provides information to the customer regarding trains, timing, play a fundamental role in customer satisfaction however in India services provided by Indian railway enquiry is not satisfactory.

Kumar (2006) conducted a study on “Indian Railways-IT Innovations in passenger services” highlighted that Indian Railways’ worked in a multifaceted environment that’s why there is need for its operation to be updated with correct and timely information to a variety of business concern. Additionally, the most favorable utilization of the existing resources required setting out of a vigorous infrastructure with implementation of innovative and cost-effective technologies. The study publicized that in august 2002 on-line reservation system was launched under the guidance of IRCTC (Indian railway and catering and Tourism Corporation). The online reservation system was an extension of the passenger reservation system. The study concludes that number of cost-saving advancement that was implemented by Indian Railway in advancing and enhancing their passenger services. The advanced application of Information Technology worked as a thrust in the direction of improved receptiveness to the increasing demands of passenger. The communication infrastructures that Indian railway established over the years not only satisfy the needs of customers but also create new opportunities for income generation.

A study on factor affecting customer satisfaction was done by **Eboli and Mazzulla (2007)** they proposed model of structural equation in this research for showing the relationship among passenger's satisfaction and service quality attributes supplied. Structural equation model was applied in this study on the basis of needs and expectations conveyed by passengers of a bus service. They found various factors like seating arrangement at bus stop, hygienic condition, overcrowding, safety and security, behavior of personnel, communication system, passenger amenities, escalators, signage and physical condition of bus stop. For the improvement the proposed model recognizes the attributes of service quality with the purpose of providing bus services featured by advanced levels of quality.

Prasad Durga (2007) conducted a study to identify the passenger's amenities provided by railway on board the train or at stations in Guntur division as well as the opinion of the passengers regarding the passenger's amenities. This article highlights that a nicely organized transport system act as an activator of socio-economic changes. Transportation system is recognized as an actual barometer for social, economic, commercial and cultural modification. In the Indian approach; air transportation contributes sufficiently to the growth process. Due to the financial weakness of Indian Railway and high social cost it is lacking behind in contributing to the socio- economic infrastructure. So it is necessary for the Indian Railway to conceptualize marketing and reform the strategies decision to start the process of qualitative- cum- quantitative developments.

Raja (2007) undertook a study on Consumer image of Indian Railway. He focuses on various component and aspects of Indian railway such as computerized reservation service, response to enquiry, announcement, seating arrangement, water facilities, bathroom and toilet facilities at stations, quality of food and snacks, availability of reading material, cleanliness, medical facility, waiting room facility to analyze the passenger perceptions towards quality of services provided by Indian railway and its track record. Some other attributes were also taken in this study to examine the public image of Indian railway such as safety, comfortable journey, punctuality, efficient, economical, high regard, courteous services, modern and honest. The result of this study revealed that some passenger have positive attitude towards Indian railway and

some have negative attitude. As the whole positive attitude regarding safety, comfortability of journey and economical of travel attributes is greater than the negative attitude. The study suggested that railway sector should consider the negative aspect for improvement of the service quality standard.

Fu and Xin (2007) analyzed in their study about “service quality attributes affecting customer satisfaction for bus transit”. The main aim of the study is to find out the correlation between various attributes of service quality, to analyze the interrelated dependency between attributes and to recognize the more advantageous attributes for enhancing the service quality with varied technique such as factor analysis, ANOVA and regression analysis.

Madhavaiah and Durga (2007) he compared the service quality perception of Andhra Pradesh public road transport corporation and Tamilnadu public road Transport Corporation. He also analyzed the customer satisfaction related to service quality. This study mention that the passenger of Andhra Pradesh public road Transport Corporation more satisfied in comparison to the passengers of Tamilnadu public road transport corporation in terms of services on the basis of (SERPERF) service perception dimension. Passengers of Tamilnadu were more satisfied with the arrival or departure information, information system or enquiry counters at bus stop. Andhra Pradesh passengers satisfied with the frequency of service, cleanliness, interior, and safety provided by Tamilnadu public road Transport Corporation. The result of this study revealed that passenger of Andhra Pradesh Pradesh focus on reliability and empathy of services to determine the services quality and repatronize the service.

Beirão and Sarsfield Cabral (2007) said that “Service recovery and information regarding service advancement don’t perpetually appear to enhance satisfaction of customer. An additional approach for improving public service is to draw attention of individuals through publishing benefits of utilizing public transport. Elements to place onward are that it’s viable to require happiness in public transport, that it is un-stressful and which is feasible to have a beneficial journey time. Public transport is as yet an option as a travel mode of choice for several individual. So as to keep current

passenger, public transport must enhance the service to cater wide range of customer need and expectation”.

Liy and Gao (2007) attempted a study on “Railway Transport Service Quality Evaluation”. The study justifies that service quality is the significant element that service organizations utilize to make variance and achieve competitive benefits. The study is depending on “SERVQUAL Model” and incorporates the real condition of railway transport service of China’s to generate its valuation indicators system. Empirical studies have streamlined the indicators system and confirmed the railway passenger service quality evaluation model. Moreover, we have tested its reliability and validity. The study revealed that there are five dimension of railway service quality such as reliability, tangibility, communication, relationship and portability. Lastly, the study implement the indicators system into practice to assess the service quality of railway and create some recommendations for railway transport organization to enhance their service, it additionally give the significant academic and accurate reason for railway transport organization to enhance their service. This paper concentrates on the utilization of the service quality theory and statistical analysis in evaluation of railway service quality, attained the preferred results and organizes a multi-dimensional evaluation model. This paper focuses on the railway service quality evaluation model, brings out some parts of instructional guidance of the service quality management for railway organization and creates basis for the further research. Firstly, to increase the samples range means broader representation. It additionally focuses on whether there are differences between various service quality dimensions of railway organization cared by passengers. On this premises, it enlarges the scope of indicators system. Just in the broader railway service environment, where soundness and serviceability of Railway Passenger Service Quality Evaluation Model better tested.

Dziekan and Kottenhoff (2007) found that at the bus stop, customer satisfaction is influenced by information displays. Additionally, it has the positive psychological impact and reduces uncertainty and tension as customers know the definite departure time. Information displays also enhance the sense of security amid customers particularly at night. Definitely, the displayed information also improves the comfort

level of customers when they make an outing. It also enhances, generates regulated travel behavior between the passengers and passengers can even utilize their waiting time productively and for his or her effective travelling. It additionally helps transit customers to get information regarding the mode of transport.

Gopal and Cline (2007) highlighted the need of techniques of customer relationship management by transport services providers to generate long term profitability and sustain customer loyalty and satisfactions. Transportation service providers use those methods of Customer relationship management which is based on customer emotions for satisfying the customer and to generate customer loyalty. The study advocates that 'Customer Relationship Management' is one of the vital elements for customers' satisfaction in public transport. Customer Relationship management is a significant method which helps the organization to assess the behavior of customers', and to offer quality services. The study also focus on the behavior of working employees, reliability of the service provider, service frequency ,consumption of time and essentially waiting time to be the furthestmost important factors which affects customer satisfaction.

Jham and Khan (2008) attempted a study to find out the customer satisfaction perspectives and relationship marketing. In this study researchers identified seven major factors for measuring customer satisfaction. According to them the components like transportation of belongings, loading or unloading services, packaging, insurance facilities, claims for damage of luggage, estimate process and optimal coverage has a major impact on customer satisfaction.

Vanniarajan and Stephen (2008) recognize "specific area for enhancing the quality of services provided by the Southern Railways. They explored the attributes like reliability, assurance, empathy, tangibles, and responsiveness that are used to evaluate the services quality of Indian Railways. They found that passengers were moderately satisfied by these dimensions. Passengers rate the reliability, empathy and assurance as the most significant measurements of Railqual model. Meanwhile, reliability and empathy factors of Railqual are significantly affecting the passenger's satisfaction and image of the railways. The study reveals that the intangible aspects of services have a

strong direct and positive impact on satisfactory attitude and image. An improvement in the quality of service normally leads to the passenger's satisfaction, which leads to positive image on the railways. Therefore, providing an incessant better-quality service and facilities can be the best way to ensure passengers loyalty in this globalized period of strong competition. Despite the fact that, a lot of significant works and services are done by the authority of Indian railways, still there is a broader scope for more upgrading in their service quality particularly reliability and responsiveness. If the authority understands the need of further improvement of service quality offered by Indian railways, it will become the most profitable sector in near future for Indian economy".

Nathanial (2008) undertook a study on "The quality of service for passengers on the Hellenic railways". He has introduced a framework created supporting railway operators into observing and controlling the quality of services delivered to passengers. This framework relies on the assessment of 22 indicators, classified below six criteria, i.e. system safety, itinerary accuracy, cleanness, servicing, passenger comfort and information system. The evaluation of the indicators is accomplished with the analysis of qualitative or quantitative parameters got either from statistical sources retained by the railway operator, or data collected from a questionnaire survey addressed to passengers. The framework has been executed within the Hellenic Railways and has given quality control records to the individual indicators, furthermore as for the whole performance of the network. The service quality evaluation based on the framework creates a useful tool, for the support of the decision process for the development of the railway operator.

"A transnational comparison of customers' public transport perceived service satisfaction in nine cities of Europe" was done by **Fellesson and Margareta (2008)**. The study focused on four general elements such as reliability and information, traffic supply as well as bus and bus stop design that creates customer relaxed and appreciate the experience of travel, skills of staff their knowledge and perspective for customer; and safety not only each with in the bus or bus stop but prevent additional safety from traffic accident. Moreover, it was concluded that variation in public transport technology and infrastructure might cause differences in individual item loadings.

A study on “Service quality attributes affecting the satisfaction of Railway passengers of selective route in southwestern part of Bangladesh” by **Rahaman and Rahaman (2009)** they found various attributes like organization of waiting hall, seat conditions, gaps among seats, space for moving on train, luggage storage conveniences, condition of windows, environs inside the train, situation of the toilet, quality of food, safety and security, journey time, announcement facilities ,ticket timing, information system and behavior of the staff. This study found that all the attributes are equally responsible for passenger’s satisfaction. A huge number of passengers with different income have dependency on the railway sector. Railway should observed the quality of existing services and try to focus on assessment , improvement and maintenance of the service quality as per the requirements of the railway passenger’s to satisfy them.

The study "corporate safety plan in Indian Railways" underlined the fact that Indian Railways **CAG (2009)** has been creating endeavor in the course of recent years to upgrade the services delivered to their passengers. As per this study ninety one per cent of the passengers fell that the services were enhancing throughout the years. However more endeavors are expected to enhance the services more. Many stations were affirmed totally technologically advanced model stations from the perspective of accessibility of passenger amenities. Moreover physical examination of facilities disclosed that several essential amenities were missing in various model stations. Indeed in the account of amenities to be delivered for the physically challenged travellers there is postponement and non-availability in some model stations. There is requirement to enhance counter services via training the employees in customer care. Travellers feel that enough security is not given to stop crime and theft. However there is a necessity to efficiently observe the formation and looking after the services so that the benefits can be associated and also the position on ground might be enhanced.

Budiono (2009) determine two groups of service traits. First is a “soft quality” variable which comprises comfort, safety and security issues. The second is “functionality quality” variable incorporates frequency, punctuality, travel time. With the last being the more powerful on level of the customer satisfaction. The study also summarize that the opinion of the customer is a typical and efficient way to recognize the requirement of the customer and the best approach to satisfying them. Many towns in numerous

European countries are as of now evaluating customer satisfaction on yearly basis. The exertion in research is devoted to build up an alluring and attractive public transport.

Dadkhah (2009) satisfaction suggests that created a positive feeling in a customer or beneficiary of a service. Truly, such feeling is prompted by satisfied customer desires and fruitful supplier execution. A sentiment of excitement or disappointment is seen when the customer desires and received products and services are at a similar level, or the products fall lower or higher than the customer expectation.

Malay Mail, (2009) concludes that “usually in term of physical facilities of the public transports are inadequate this is on the ground that the public buses typically not provided convenience services to the disable person that is utilize wheelchair to board. The public buses commonly not provided the ramps. Disable person more convenience to utilize that type of the public transports. This is diverse in another nation Japan, Tokyo which is their public transport system and the built environment are totally available. They have moveable ramps in all stations where there is a variance in height between the train and platform and stations masters are constantly prepared to help wheelchair customers when requested”.

Abbasi, Khalid, Azam and Riaz (2010) have determined regarding customer potential concerning their requirement and furnished services to them, the staff wants to be self-motivated in service delivering to the customers. The railway needs to understand its significance to the customers as regards to fulfill the customer. Level of customer satisfaction, customer loyalty and organizational profit are highly affected by the service delivery to the passengers and their value by which it is cater. If self-motivated employees is glad of what he is doing, are going to be able to drive customer satisfaction and customer will deliberately continue to utilize the services and therefore the motivational level being excessive and satisfied. These employees can reflect positive energy with the relationship with the customer. This study also focuses on the public private partnership. The progresses of Japanese Rail and British Rail on the basis of privatizing have achieved the models that are adopted Strategy of reducing the dependency on government for funding and enhance the services and their quality. So that the customer remind the service potential of employees and the organization which

provide service throughout his travel experience. Retention and extension of customer each will provide high benefits to the railways, decrease customer acquisition costs and maximize profits. The railway strategies ought to be long run and customer focused with an everlasting need to keep up relationship.

Hanef, Hafeez and Riaz (2010) conducted a study on factors affecting customer satisfaction and to recognize the reason and factors that are responsible to create satisfaction amongst customers. Railways have to compel to drive the service process and determine the quality themselves. Servicing the customer is an important element of their job and will permit organization to grow with these services to provide to the customer. Railways can then have to several opportunities to explore and may conjointly gain their lost market share. For those passengers who can become loyal and enhance long term relationship with Indian railways better quality of services should be provided. The result of this study revealed that for customer satisfaction price fairness and or customer's services play a vital role. Customer satisfaction is extremely necessary as customer who satisfied would add value to the price to the whole and expand a positive word of mouth and assist in creating appropriate image of the brand. Satisfied customer would be capable to create long term profitable relationship with the organization. There is important impact of price fairness on customer satisfaction. Fair and reasonable price of service always satisfy the customers need. Further if customer are treated with pleasant services like courteous behavior of staff and complaint handler then they recognize emotional attachment with the organization. Moreover, if customer complaints are resolved quickly and responsibility or commitments consummated than it might give a sense of belongingness to the organization. This study found that if any organization desire to achieve success over long term period then it's to create its customer satisfied with treating fair price and better quality of services so they will reign over the market.

Bharathi (2010) analyzed that the Indian Railway in order to save their market share and workability have to work on different factors with an organized managed structure that pay attention on business on business and customer, developed assets and staff efficiency, change in service system to meet customer requirements, high goals of targeting market segments and removing unessential activities. According to present

study railway have to pay attention towards four factors like amenities and safety measurement, facilities for reservation, cleanliness and concession and catering facilities. The railways have to change their strategies to remain in market. The basic change is to introduce the services according to the needs of customer and prices vary similarly.

Waris, Yacob, Zakiyatussarrloh and Mamat (2010) attempted a study to find out the perception of customer towards services of electric commuter train in Malaysia. This study focused on various factors which mostly influence the services .In this study to identify the factors logistic regression analysis was used on those passengers waiting for their trains on platforms as well as on board the train. The study found that there are different factors which mostly effect on the good services were speed, frequency, reliability, safety, comfort, and train operation.

Geetika and Nandan (2010) identify “the elements that determine user satisfaction with the service quality provided on platforms by Indian Railway. identified elements of service quality of Indian Railways at platforms on the basis of sufficiency of seating space, lighting, fans, drinking water and sanitation, clarity of announcements, reservation chart display, affordability of refreshments, security of self, security of luggage, behavior of porters, behavior of Railway staff, management of parking”. The study concludes that among all these elements behavior and refreshments are measured most significant by the passengers. The particular elements define passenger satisfaction at platforms of Railway and may be dissimilar from determining factor of satisfaction with Indian Railways as a whole. The study gives a way to railway administration by recognizing the areas for enhancing services and passenger satisfaction, particularly on railway platforms, may be improved.

Munusamy, Chelliah and Mun (2010) undertook a study to evaluate the level of satisfaction and service delivery in banking sector. The study revealed that an organization should cater the need of the customer and provide the right quality of product and services at right time to increase the level of customer satisfaction. On the basis of SERVQUAL model the researchers find out the relationship and impact between various dimension or customer satisfactions. They found that “Assurance has

positive relationship however it has no significant effect on customer satisfaction. Reliability has negative relationship however it has no significant effect on customer satisfaction. Tangibles have positive relationship and have important impact on customer satisfaction. Empathy has positive relationship however it has no significant effect on customer satisfaction. Responsiveness has positive relationship however no significant impact on customer satisfaction”.

Zakaria, Hussin, Abdul Batau and Zakaria (2010), undertook a study to analyze the “Service Quality in Public Transports of Malaysia”. The study underlined that dimension of service quality is the most important element which effect on the service quality of public transport in Malaysia. The purpose of this research study is to examine the association between independent variables such as tangibility, reliability and responsiveness that effect on the service quality and which Service Quality element are generally effects the Service Quality of Public transport in Malaysia. The outcome reveals that there is a positive relationship among Service Quality and reliability, tangibility and responsiveness dimension of Service Quality. The maximum dimensions of service quality which affect the Service Quality are tangibility which is emphases on comfortable and Cleanliness of physical amenities. For the upcoming research it can identify others significant factors that effects on the service quality of the public transports as well require to focus on others service quality dimension which is empathy and assurance in SERVQUAL model of Service Quality.

Prasad and Shekhar (2011) attempted a study to “evaluate the service quality and passengers satisfaction in Indian railway by using RAILQUAL”. In this study five dimensions are used to measure Service Quality that is quality in service delivery and Social Responsibility, Assurance, Empathy, Reliability, Responsiveness and Tangible. The aim of the study was to recognize the areas where authorities of Indian railways need to be given the attention for the aim of passenger’s satisfaction. In service industry Quality is important element. This research evaluating service quality has primarily concentrated on how to meet the expectations of external customer’s and opinion that service quality as a measure of how the delivered service level matches with the consumer’s expectations. For improving the effectiveness of railway passenger business one of the best way is to enhance the quality of service. The results of the

study revealed that there is need to frame management policies like staff training so as Staff has to be more responsive towards the customer's needs. Therefore the human touch is also essential as we can appreciate in Airlines industries which are lost in Indian Railway. If railway concerned on these aspects there will be absolutely enhancement in the passenger's satisfaction levels.

Prasad and Shekhar (2011) conducted a study on Indian railway to analyze the perspective of railway passengers about the service quality. The article study revealed that there was a difference perception of lower and upper class of railway passengers regarding the service quality. The perspective of lower class passenger is that there is no other substitute or option which offers economical and convenient mode of transport as railway. They did not want any luxurious services besides punctuality of the trains and availability of tickets. In variance the upper class passengers anticipate about exclusive services, catering services, courteous behavior of the staff and some other form entertainment to create journey interesting.

Pettersson (2011) analyzed that enhancing platform amenities plays an important part in improving the execution of service provider in fulfilling the passenger expectation from the whole journey. Thus the concentration in this research study was on identified the level of passenger satisfaction with different platform amenities and their related significance level to get an understanding into the gap among the significance and satisfaction level of individual amenities and to recommend areas for the development altogether of need. A train journey is over the time spent with in the train, subsequently railway organization must offer progressive services to the customer even before they purchase a travel ticket and until they reach their journeys end station.

Gallup Organization Report (2011) on survey on passengers satisfaction with rail services found out that customer are most happy with the aspect of easy purchasing of ticket, individual security in station, information regarding schedule of trains and platforms. On the other hand customers are unhappy with the car parking facilities, service quality and maintenance regarding station facilities.

Kalavathi and Rekha (2011) analyzed with chi square test, percentage analysis and ANOVA to evaluate the level of passengers' satisfaction on services and amenities

provided by southern railways in Coimbatore junction. The result of the study reveals that majority of the passengers have booked their tickets through station counter 3-6 days in advance before the departure. The study recommended that to improve the level of passenger's satisfaction the railway should focus that the services must be given at world class level and it will also enhance the enjoyment of passengers during travel.

Gupta and Datta (2012) undertook a study to “evaluate the quality of service provided at Indian railway stations”. The aim of the study is to recommend an approach which specifies the level of satisfaction and importance and which other recognized strategies of service quality valuation don't provide clearly. There are six attributes considered in this study which is associated to passenger services of an Indian railway stations. Prioritizing of the attributes for enhancement of service quality can be chosen centered on the proposed strategy. Outcome of study disclosed that both the levels of significance, as well as importance, can be evaluated by the Law of Categorical Judgment. Outcomes reveal that most of the passengers are dissatisfied with “extent of waiting”; subsequently, there is a need of additional upgrading of the “security” system. The “travel associated facilities” such as use of cashless facilities and Automated Teller Machine at ticket counters; and “passenger amenities” such as station furniture and refreshment facilities, waiting room have also been placed upper regarding requirement for improvements.

Maruvada and Bellamkonda (2012) concludes that there are certain determinants to be kept in mind to enhance the railway passenger service quality and these are on-board services, staff behavior, train punctuality, services at platforms, reservation and ticketing, safety and security, also these determinants are inter-related. The major problem of railway is to improve services at current trains rather than introducing new trains, dirty platforms, lack of seating and communication mechanism facilities, non-availability of lifts and escalators are problem at most of the stations in Indian Railway being the most popular way of transportation for long distances in India. Development is needed to handle huge crowds and provide passenger's complete information in short better communication of officials and passengers will help in managing the crowd and proving better security. To make it possible one need to give priority and make policies in keeping view the passenger. Being the public transport system railways has to

provide quality services. The passenger must be the center of work for railway. The passenger must not be treated as a user with lack of options to choose but as a consumer with special preference.

Del Castillo and Francisco (2012), focus on a method for complete prediction of satisfaction index of user of different types of services in a public transport. The importance of predictive model of the overall satisfaction index is in finding the more influential part of services on user satisfaction. The information is in quantitative form and can be used by the transit services operator keeping in view the preference of user. There are three different models used in this study; a model based on mean, a model based on statistical distribution and lastly a generalized linear model. The information of prediction of these three models is to find the most effective services aspect which contributes to overall satisfaction. By comparing the output of the three models accuracy can be obtained and paying attention to those aspects which are most significant in model. The study of the method has been carried out on public bus company in Bilbao. And has concluded five aspects are analogous from a set of 35 services aspect different from each other.

Esmaeili, Manesh and Gilshan (2012) analyzed in their study about the relationship among services quality, customer satisfaction and customer loyalty. The result of this study revealed that there is a positive relationship between among them and the Raja Rail transportation company should focus on enhancing the knowledge among the employees regarding the importance of concerning customers, how to behave in good manners with customer, handling customer complaints, providing information about the schedule of the train, timings of trains and accessing the needs of the customer. Furthermore for providing accurate and detailed information to the customer appropriate brochures available at all stations and public areas. Brochure should contain schedule of arrival and departure, schedule changes due to seasonal variations or important information which is required by the passengers. The study suggests that concentrating on the measure can conceivably enhance service quality and eventually rise customer satisfaction and thusly prompt to reinforced customer loyalty.

Khurshid, Khurshid, Naeem, Ejaz, Mukhtar and Batool (2012) highlighted the “current issues of transport sector that how service quality effects passengers satisfaction”. Passenger’s satisfaction is measured to be the most substantial factor whether it is meant for a service or a product. In case of failing to satisfy the passengers, business will be changed by others and when organizations offering a number of services, need to be more attentive because there is a special attitude that plays a significant role in appealing and retaining the passengers. The study measured various elements from which passengers are dissatisfied and those factors are less security, non-availability of seats arrangement for females, Mental Harassment and Timing related issues. By analyzing these factors researchers emphasized on current issues of transport sector in Pakistan and how quality of services effect on passenger’s satisfaction. The consequence of the study revealed that there is a positive relationship among passenger’s satisfaction and service quality in the Pakistan transport sector.

Balakrishnan (2012) studied the “relationship between Railway service quality attributes and customer satisfaction based on passenger perception”. He said that “Waiting arrangement, Seat condition, Spacing between the seats, Spacing for moving on a train, Luggage storage facilities, Window condition, Environment inside the train, Condition of toilet inside the train, Food, Security inside the train, Journey time, Train announcement, Waiting arrangement, Ticketing time, Information availability, Toilet facilities at the station, Security at the station, Safety caution, Announcement at the station and behaviors of the staffs at the station were the important factors for the relationship”.

Irfan, Hung Kee and Shahbaz (2012) attempted a study on “Service quality and Rail Transport in Pakistan: A passenger perspective”. The study was based on modified SERVQUAL model including eight components:-empathy, tangibles, timeliness, responsiveness, assurance, information system, food & safety and security. The purpose of this study was to analyze the perception of passengers towards service quality of railway system operating in major cities like Lahore, Karachi, Multan, Peshawar and Rawalpindi. The article revealed that most of the passengers were dissatisfied with all the parameter of service quality except only one parameter that is tangible which provide satisfaction. Passengers were not satisfied with cleanliness,

lighting, functioning of AC, and seating arrangement. From the last couple of years Pakistan Railways had stopped operations in many cities because of lack of proper planning. As the result indicate that the perception of passengers towards rail transport were not providing quality of services that can meet the passenger's expectations. Only the service quality indicators enhance the satisfaction of customer. Pakistan railway must be focus on upgrading the railway system to satisfy the passengers and for smooth operations.

In the word of **Agarwal, Chaurasia and Negi (2012)** Customer satisfaction is an endless process, this not begin or end with a purchase. It comprises the whole ownership experience from selecting a product, to purchase, to use and to repeat purchase. A satisfied customer generally inclines to be a loyal customer therefore customer satisfaction is an essential factor that improves customer loyalty and firms profitability. There are such a variation of factors which influence the purchase decision of consumer such as product price, attractiveness, brand image, durability, quality, after sale services and availability. Customer satisfaction is straight forwardly identified with customer loyalty and it is conjointly beneficial for the development or achievement of an organization.

Vishnuvarthan and Selvaraj (2012) conducted a study on "Railway passenger satisfaction: A study in Salem division of southern Railway". The study revealed that most of the passengers are not satisfied by using railway services. Indian railway should be focus on improving the standard of services by examine the complaints of the passengers with effective working of grievance redressal cell at every station. There should be periodical examination of complaints and suggestion box in front of authority. Indian railway should take necessary steps to extend the no of compartments throughout the festive season to avoid the rush and also focus on some other factors which affect passenger's satisfaction such as cleanliness, announcement, awareness about the services, index boards, bulletin boards in all rest room, lounge, platforms and at the entry points. By doing thus, passenger awareness concerning the services may be enhanced.

Sheeba and Kumuthadevi (2013) highlighted that day by day Indian railway achieving significance. Additionally Indian railway focused to spread out its attention to enhance the passenger's satisfaction. The study identified the most and least important factors of customer satisfaction on service quality. They said that "factors determining the service quality of the Indian Railways in train service that lead to the customer satisfaction were availability of Seats, drinking water, power supply, sanitation quality, neatness in compartment, presence of creatures & insects, self-safety, safety of belonging, affordability, quality, medical service, availability of doctors, right time service, information accessibility, behavior of staff, behavior of co-passengers". The study revealed that continuous, complete, lengthy deliberate performance and efforts are important to enhance the service quality for passenger satisfaction.

Gamdhimathi and Saravanan (2013) conducted a study on "customer satisfaction towards Indian Railways services at Coimbatore junction". The concentration of the study is to evaluate the managerial aspect of railway rather than engineering and technical aspect. The purpose of the study was to analyze the perception and satisfaction level among the passengers towards the services provided by the railways. The study recognized Empathy, Frequency, Speed, Reliability, and comfort variable for customer satisfaction. The study concluded that passenger feels comfortable in travelling by train. Mostly low income passengers are travel by train in India and it is suitable for all passengers based on gender, family size and income level. Passengers are not reliable on timings of trains. To satisfy the passenger railway should improve their standard of service quality.

Gamdhimathi and Saravanan (2013) attempted a study to assess the platform service quality of southern railways. They advocate that "railways play an important role in transportation and factors that passengers use to assess the service quality at Railway stations are reasons cost, sufficiency of seating space, lighting quality, fans in platform, drinking, water and sanitation, clarity & frequency of announcement, behavior of staff, reservation chart display service, security of self". Behavioral and refreshment are considered as most important factors by passengers. The result of the study revealed

that railway should improve the service quality on platforms to satisfy the passengers such as providing facility of fans, drinking water, management of parking etc.

Osman and Sentosa (2013) undertook a study on “Mediating effect on customer satisfaction on service quality and customer loyalty relationship in Malaysia rural Tourism”. The purpose of the study was to prove significant direct relationship among service quality, customer satisfaction and customer loyalty. The study pointed that customer satisfaction is a intermediary between service quality and customer loyalty. There is a positive and significant direct effect of service quality on customer satisfaction. The research emphasized that customer satisfaction play a vital role Malaysia rural tourism. The result suggests that satisfaction level of can be improved by emphasizing on service quality.

Noorzain (2013) explored in their study about the link between railway services quality and customer satisfaction, their effect on Sabah Train passenger of urban and rural areas and also examines the effect of dwelling areas on the relationship among service quality and customer satisfaction. This study was based on RAILQUAL model including components: tangible, assurance, empathy, comfort, responsiveness, convenience, reliability and connection. The outcome of the study revealed that dwelling areas create moderate the effect of service quality on customer satisfaction and the most important component of service quality which effect the customer satisfaction are connection and convenience.

Durgamani, Renuka and Ganesan (2013) undertook a study on the passenger satisfaction in regards to services at Kumbakonam junction administration. The key factors affecting passenger satisfaction are quality of services, right information system, trained staff, basic facilities and safety and security. The above factors play a major role in passenger’s satisfaction, out of which refreshments services and behavior of staff is considered as most significant factor. The above determinants are in regards to a particular railway station. Thus the quality of services can be improved by Kumbakonam junction by considering and working on these factors.

Hemant and Yadav (2013) undertook a study to identify the factors that determine customer satisfaction with the service quality provided by Indian Railway. In this study

five major attributes are identified such as responsiveness, assurance, reliability empathy and tangibles. The result indicates that in order to enhance service quality, it is important to contact with staff frequently and assess their service experiences. With the knowledge and experience of the customers, the service organizations will decide however well the organization or staff performed on each and every dimension and therefore the governing bodies may determine the weakness so as to create improvement. There is a requirement of enhancement and improvement in the services of railway in every single area.

Hossain and Islam (2013) now a day's extreme burden on railway service has occurred due to increase transportation demand. However with enhancing demand of service there is no effective action has yet been taken to enhance the performance of railway service. Still, in most of the cases the present service quality at platform has not recognized at satisfactory provision though a huge number of passengers of various income brackets have reliance on this sector. So, there is a requirement for further development of the service so a lot of passengers might attract to utilize the services of platform. The satisfaction models are going to be useful to work out the satisfaction that's whole scenario of existing rail services in several circumstances. Moreover this will give the guideline for further evaluation, change and development process. It will give a mean of measuring the perception of passengers in terms of platform service quality that successfully can facilitate to evaluate the proficiency of supply side of service.

Gajendrum (2013) undertook a study to find out the passengers satisfaction between private and public bus service industries. He summaries in his study that Satisfy the customer is one of the most difficult tasks for any service organization and all is aware that it is a difficult task to satisfy the various categories of bus passengers and other type of transport sectors too. To retain the passengers and for future survival of a transport industry it is mandatory to satisfy their passengers. However all these goals will be accomplished if the service providers are capable to recognize the psychology, attitude, pre-travel expectancy and post-travel judgment of the passengers. The study identified various important factors which are related with the passenger's satisfaction towards services such as service efficiency, time management system, supervision,

safety and security, level of comfort, convenience, reliability, optimal level of response from service staffs', proper maintenance of buses and effective complaint handling system. Regular follow up and Periodical considerations on these factors will support the bus transport service provider to enhance their capability for survival with the service quality, maximum passenger satisfaction and also to succeed to a larger extent in their business. The result of the study concluded that there is no significant difference in the psychology, attitude, pre travel expectancy and post travel judgment of passengers regarding public or private bus transport services. Service providers should implement pre-determined set of plans relating to their services to enhance the quality standard in their bus transport associated services in all aspects which are related with passengers' travel. The same will absolutely enhance the satisfaction level amongst the bus passengers.

Singh and Kumar (2014) outline that customer consider as an assets for the organization. Henceforth the organization must ensure that the right quality of product and services provided to the customer at right time with effective promotion to satisfy the customer needs and demand. In today's competitive market, quality service and merchandise are very important. A business that takes into account their customer needs can inevitably gain the loyalty of their customer, therefore resulting repeat business as well in addition as potential referrals. Thus, it is basic that organization becomes more acquainted with their customer. Building up a proficient association with customer engages us with the knowledge about customer need. Whenever a business concentrates on value of customer, this will create the repeat potential business. The result revealed that there is a positive relationship of various attributes such as reliability, tangible, responsiveness, assurance and empathy with customer satisfaction.

Marinov, Agajere, Bigotte, Proietti and Gerenska (2014), undertook a study on customer satisfaction factors for light Rail. The wide usages of Light Rail in urban areas can be an assortment of advantages for both operators and customer. Light rail build income by bringing down maintenance and community costs. Light rail is also beneficial for the environment as it reduce the air pollution because of reduced use of buses and cars. Furthermore mobility in urban areas enhance due to decrease in traffic

congestion in light of adaptability offered by light rail. It additionally creates urban advancement, better living condition and subsequently populace development. The most vital factors of customer satisfaction which influence the utilization of light rail for passengers are price, time, reliability and punctuality. Furthermore transport connection between different modes of transportation and accessibility within the station are often decisive factors. For the selection of a mode of a passenger some other factors such as ticketing services, behavior of staff and information services can pull in additional passenger to the system. At long last, cleanliness of the light rail, stations and issues related safety and security consideration are vital fulfillment element for passenger satisfaction. Some other external factors also affecting the performance of the light rail such as competition, populace development, network with various modes of transport. However, meeting customer needs is the principle consider for an effective and successful system.

Islam, Chodhury, Sarker and Ahmed (2014) have found that customer satisfaction differ in line with the dimension of services which influence add up to satisfaction. Furthermore customer satisfaction shows a modest to sturdy level of satisfaction on the basis of service dimensions. The result revealed that customer satisfaction affected by the service quality attributes. Top quality public transport not only just retain customer to proceed using the transport to satisfy their travel demand yet additionally attract prospective customer. They also found various factors which affect customer satisfaction such as behavior of staff, service reliability, frequency of service, timing and availability.

Le-Klahn, Hall and Gerike (2014) attempted a study to find out the “satisfaction of visitors in public transport along with underground trains, suburban trains, trams and local buses in Munich, Germany”. The objective of the study is to examine how visitors perceive services of public transport and the various factors which affect their satisfaction level. They considered four dimension of service: comfort, accessibility, service quality and additional features adding to customer satisfaction. The outcome of the study reveals that visitors are usually satisfied with the services of public transport services in Munich. Conversely, there is still need for service improvement. Firstly, Information is recognized as very significant for visitors when utilizing public

transport. In this investigation, railway stations and bus stops, accommodation receptions, local people, internet and tourist information centers were observed to be the most well-known sources of information. Language is also one more issue specified in the survey. Various non-German-speaking visitors proposed that English information was either unavailable or inadequate. For providing updated and accurate information public transport suppliers ought to cooperate with tourist centers, hotels and tourist attractions. Most of the information in English should be provided. Secondly, ticket price got the most minimal rating and were observed as “expensive” and “complicated.” Consequently, it is important that the types of tickets and ticket zones be offered in a perfect and simple way. Thirdly, in regarding to service frequency, the decision of expanding services influence by various factors such as finance and budget. However, offering more services in most important tourist routes could be one probable solution. Fourthly, enhancing ease of use is also associated to improvement of information and ticketing system. Additionally, clear ticketing system and more information in English are crucial to make public transport in Munich easier for visitors to use. Moreover, Comfort attributes are shown as significant for visitors traveling by public transport. There is need of upgrading the waiting area at railway stations and bus stops .Providing more seating arrangement for passengers when waiting for their trains or buses is also essential. Public transport services in Munich were confidently assessed by tourists, and their observations are free from most factors. Most of the Visitors were satisfied with reliability, system punctuality, service frequency and network connection. Other areas that need further consideration consist of staff service, space, seat availability and cleanliness.

Pratminingsih, Rudatin and Suhardi (2014) conducted a study on Indonesia Railway services. The study revealed that there is a positive inter relationship between perceived value, perceived quality, satisfaction, trust and passengers loyalty and prompt to complete customer satisfaction.

Nair, Jain, Sachdev and Jain (2014) analyzed in their study about the perception of passengers regarding the satisfaction of services delivered by Indian railways and to discover the level of satisfaction between the customers of Indian railway services. To find out the significance of association amongst the demographics and the variables

chosen for the study F-test was used. The experience of various respondents significantly specifies difference in the experiences. There was a blended reaction regarding the perception whether or not Indian railways ought to be privatized or not. The study comes to an end that Indian railways must not be privatized.

Vadhel (2014) Summarize that physical aspects are very vital for service quality and there is lots of requirement to change in the physical aspects such as cleanliness at platforms, pest control system on regular basis, better quality of seating, customer care. Passenger satisfaction also affected by the restroom facilities, booking and reservation system. Service delivery plays a vital role in passenger satisfaction. Manpower involved in the service delivery should be trained for better quality service. Furthermore numerous routine works are needed to be outsourced for the higher services quality. Platforms are needed to tend to the experts or corporate for the super specialized activity. Hospitality of railway must be tied up with any international group for the catering services. There is need of monitoring of service quality in several areas such as booking system, customer complaint handling areas on regular intervals for the improvements.

Balyan and Pandit (2014) conducted a research on “Measuring service quality of Indian Railway” and identified eight major as service crucially, service acquaint ability, service response, service intelligence, service personalization, service modernization, service limitations and service priority to measure the service quality. This study revealed that most of the time railways provide accurate and timely services to the passengers. Perception of the passengers towards the service quality also affected by some demographics variable such as age, education and occupation whereas perception of passenger were not affected by gender and income variable. Sometimes passengers were not satisfied with services provided by the railway staff. The result suggests that railway must focus on adoption of advance technology to reduce the burden of the employees so they can provide timely, accurate and qualitative services to the passenger.

Rajeshwari and Tamilchelvi (2014) conducted a study on “Factor influencing the passengers to prefer Rail Transport: A study in Coimbatore Region”. The study

examines that railways authority has to pay more consideration to enhance various factors such as food & beverages, comfort, punctuality, security, type of train, reservation facilities, concession & free pass, travelling distance and luggage that affect the passengers to have a preference of rail transport over other mode of transport like air or road transport. The study indicates that the Indian railway performance is not up to the mark and needs and preferences of the passengers are not fully satisfied. It varies between the passengers based on their age, travel purpose, occupational status, and other factors. The result suggests that railway should enhance the quality of services by paying attention to the need and preference of the passenger's. If Indian railway considers the improvement factors then it will shine in the near future.

Rajeswari and Kumari (2014) made a study on “Satisfaction and service quality in Indian Railways- A study on passenger's perspective”. The research article is related to examine the quality of services provided by the railways sector of India to the passenger's. Modified SERVQUAL instrument was used in this study to evaluate the passenger's perception regarding the quality of services. There were eight service quality factors encompass 31 variables. As the result disclose that a large number of the passengers were not satisfied with the service quality of railway in India on the basis of different parameter of SERVQUAL. Railway should emphasize on advancement or improvement of the service quality to higher standard.

Gomatheeswaran and Sivakumar (2014) justifies that customers are the actual king in the business. The key objective of the study is to recognize the customer's satisfaction level in the Indian railways. The study discloses that the customers don't seem to be highly satisfied with the services in the Indian railways such as lack of proper parking space, lack of cleanliness, poor security at the entrance of railway station, entry of unauthorized and beggars at platforms. If the suggestions are deliberated positively, then it might be a healthy atmosphere to the customers and Indian railways as well.

Anuradha (2014) undertook “A study on passenger satisfaction towards Railway services in Erode Junction”. The objectives of this study to examine the passenger's perception and level of satisfaction towards services provided by the railway and also

suggested various measures for improving the service quality to the railway. This study focuses on various factors such as tangible, empathy, assurance, comfort, frequency, reliability and speed to study the passenger satisfaction. The study revealed that the level of awareness about the services is also an important element for customer satisfaction. However railway should focus to provide or create awareness among the passengers with the installation of index boards and bulletin boards in various places such as rest room, entrance, ticket counters, lounge and platforms, Awareness about reservation system and safety measures. This study also suggested that railway must enhance the level of awareness among the passengers regarding services.

Khan and Khan (2014) made a study on “customer satisfaction in airlines industry”. This study indicated that the airlines with higher satisfied customers were evaluated high in all areas. The competition is simply not in fare any longer however on what airlines will do to satisfy the passengers bitterly and accomplishing something, which others are not doing. The highly satisfied customer is not simply a frequent traveller however he can bring additional revenue to the company within the form of additional customers to the company. As once a customer highly satisfied he can produce a good and honest word of mouth for the company. Rather than looking forward to the customer to complain airlines should ensure changes to the process so that complain should not occur in initial place. Keeping the customers glad is a just way airline can make benefits.

Mounica (2014) disclose in the study that it's not enough that individual reach their destination at low cost and quick, however it conjointly involve certain qualitative factors that are challenging to measure, which are of great importance for how passengers experience their journey such as comfort, convenience etc. They are however difficult to measure by objective means, for example, monetary values. The study also reveals that there should be a close correspondence between bus comfort and overall satisfaction, and therefore steps towards enhancing the bus comfort can expand the ridership and their by reducing the utilization of private motorized vehicles. Thus overall satisfaction of the customers on Tirupati public bus transport is below average and authorities have to be compelled to look at into devices immediately to enhance the quality of service. These items include safety and security, ticket price, availability of

seats, cleanliness in bus stops and buses. The management public transportation system needs to reflect on these perspectives seriously and make remedial steps to enhance the customer's satisfaction and occupancy rate. Another essential factor that expands bus comfort is provision of fine leg space. Likewise, the local buses have a very narrow middle entrance that hinders the entry and exit of passengers with assist rails. Customer satisfaction is influenced by service quality attributes in using public bus transport. The service quality can be assessed and improved by analyzing single attributes however additionally by evaluating factors based on many attributes.

Kumar and Jitin (2015) undertook a study on “A study on passenger's satisfaction towards Indian railway service with special reference to Coimbatore junction”. The purpose of this study is to evaluate the level of passenger's satisfaction and to determine the various factors affecting it. The article studied revealed that quality of services are the essential elements for the development and growth if Indian railway. The fulfillment of the need of the travelers is critical to other mode of transport. The result suggests that Indian railway must consider increasing compartments, reducing tickets fare and providing training programs to the railway staff for the expansion and development of railway sector.

A study on “The effect of perceived services quality on customer satisfaction in Indian Railways” by **Singla (2015)**. The aim of the study was to analyze the marketing strategies of Indian Railway, passenger perception towards the service quality and factor affecting the passenger's satisfaction and loyalty. The outcome revealed the large difference was found between the perceived passenger's perception and their actual experience.

Dhillon (2015) undertook a study about “service quality in Indian Railways”. The purpose of the study was to examine the level of passenger satisfaction and deficiencies in service quality in Ac coaches of Sachkhand superfast train from Amritsar to Hazur Saheb Nanded and also examine the difference in level of satisfaction among gender on the basis of various factors. He identified various factor for measuring service quality such as cleanliness, maintenance of bathrooms functioning of AC, quality of food, behavior of railway and pantry staff, behavior of TTE, Punctuality, proper working of

electric points, Linen supplied by the railway staff. The result of the study revealed that the passenger were not satisfied with cleanliness of train coaches and have poor opinion about maintenance of bathrooms. A large group of passenger disliked the quality of food however they were satisfied with the behavior of TTE and other railway staff but were not satisfied with the behavior of pantry car employees, satisfied with the AC in coaches. This study also suggest that Railway must improve the quality of service in terms of pantry service, cleanliness, maintenance of bathrooms, water supply, quality of foods, behavior of staff to satisfy the passenger.

Balakrishnan and Banu (2015) summarize that quantity in one in every of the essential criterion with specific end goals to measure the performance and benefits of product and services and it is also an important indicator for the measurements of organizational performance. The study investigates the services offered by the departments of Indian railway to its passengers and to know the passenger perception towards the service quality. A modified SERVQUAL model was used to analyze the passenger's perception about the service quality of Indian Railway. There were eight service quality construct: tangible, assurance, responsiveness, empathy, timeliness, information system, food and safety& security. The study examine various factors influencing the service quality of railways such as clarity of information at station and timetables, courteous behavior of the staff, delay information, cleanliness, food, safety and security. A lot of awareness concerning personal safety may be given the railway to make sure the security of the passengers to extend the standard of services in future time frame.

Rani (2015) Customer care implies that a customer ought to get a sense that he/she is being taken care of excluding from ordinary service for which he has paid the charges. It doesn't mean an unimportant transport of passenger or goods from one place to different by Railways, Additionally requirements to include a more care and concern. The researcher firmly accepts that if every suggestions offered are accepted, the Indian Railways may turn into a powerful instrument of advancement for the economic benefit of the country. To enhance the customer care in Railways, the part of user public and their co-operation play an important role. The Railways image relies on upon its quality of the products or services offered as well as personality and perception

of its travellers. There are some perceptives towards which the respondents have positive approaches and on the other hand there are some perceptives for which the respondents have negative approaches. So it is exceptionally hard to state in a single word as to state whether the Indian Railways has positive or negative images. In any case it is comprehended from the assessment of the travellers that the negative viewpoints require the consideration of the Indian railways.

Patil (2015) explored that employees of Indian railway need to be motivated, by organizing frequent training and development programme for the employees which would make them understand the significance of the passengers and furthermore it will help them to take decisions in resolving their issues when the passengers is in need so that the passenger feel gratified during his journey. The study also indicated that the existing infrastructure is insufficient with the rising number and similarly quality of passengers. The domestic and international tourist passengers require special entry and exit for physically challenged handicaps with facilities to carry them on wheel chair and modern escalators. Various other indicators like infrastructure, hygiene, helpdesk, friendly employees, medical, safety and security are very important for satisfying the railway travellers. It is on the grounds that if these parameters are enhanced the nation would turned into a developed nation and will help in satisfying the traveller of railways. Today these facilities are hardly seen however it is not far that these things should be most regularly utilized in nearby future observing at the growth and development of the passengers. The country which provides customer the quality service, that nation would be visited by most tourists as a value for money.

A study was done by **Rengarajan, Sathya and Dhivya (2016)** on Determinants of customer satisfaction towards E- ticketing system in Indian Railways. The purpose of the study is to evaluate the customer awareness and occupational status of selected sample customer. On the basis of this study researchers conclude that price of railways tickets for upper class also affect the customers and they will try to move to the alternate option such as airlines. Railway authorities must focus on provide training programme to the staff and tries to reform their behavior to ensure qualified service also consider for improvement of basic facilities such as safety, security and hygiene to compete with other mode of transport mode or to satisfy the passenger's.

Geetika, Gosh, Ojha, and Kumar (2016) analyzed about platform amenities which are important for customer satisfaction and have marked those amenities that needs to upgrade and manage. They identified various factors which required up gradation such as cleanliness at platforms, cleanliness on tracks, lighting at platforms, waiting room, platform display, cleanliness near seating areas, food and refreshment stalls, cleanliness near water supply, washroom facilities, availability of refreshment and their quality, safety and security, facilities like elevators. To ensure the higher customer satisfaction there is need of up gradation in the services and railway administration should focus the matter relating to cleanliness connecting ‘Swachh Rail’ with including the ‘Swachh Bharat drive.

Sathyamoorthy and Karthikeyan (2016) conducted a study on “Passenger satisfaction towards Indian railway services”. The purpose of this study to find out the passenger awareness about the railway services their opinion, idea or preference regarding Railway services. The result of this study revealed that there are so many factors which determine the satisfaction level of passengers. Identified determinants are Hygiene, catering, Health care services, basic facilities, punctuality, safety and security and behavior of staff which affects the passenger’s satisfaction level. One of the most important determinant considered by the passenger are safety and security and the least important considered behavior of staff towards the passengers. Indian railway has centered to extend its considerations regarding fulfill customer needs and made drives to enhance the service quality to complement the satisfaction of customer.

Premsanthi and Sivakami (2016) analyzed in their study about satisfaction of train passengers and their problem faced in reservation of tickets. For the development of Indian railway offering of quality services towards the passengers is very fundamental. The satisfaction of the requirement of passengers is vital to compete with alternative mode of transport. The study revealed that if railway should focuses on creating awareness regarding the railway tickets reservation either at station counters or through web and operators. Furthermore it’s ‘prompt that the passengers need additional reservation and enquiry counters and that they additionally in want of area wise services to book their tickets and they need additional number of seats in tatkal booking system, create more mindfulness about the web booking system. In addition avoid the

substantial number of seats given to the booking agents of tickets. If the Indian railway considered on these major issues it is expected that the Indian railway can shine and convey grandeur to our country within the close to future.

Anbupriya and Subadra (2016) Indian Railway is one of the most vital mode of public transport in India. Railways have contended a major role in the development and growth of country. This is the cost effective and regularly utilized long distance transport in the country. Railways offers utmost appropriate mode of passenger transport equally for long distance and suburban movement. The key purpose of the study is to identify the satisfaction level of the passengers regarding the services provided by Southern Railways. Railways try and enhance the main areas and provide quality of services to the passengers. If the recommendations are considered positively, then it might be a robust environment to the passengers and similarly Southern Railways.

Dana, Nane, Belete, Ergado and Labiso (2016) conducted a survey on passenger satisfaction on service quality of public transport .The study reveals that all of the bus stops are not furnished with the basic physical amenities (such as water ,toilets, lightning, waiting rooms and showers etc.). There ought to be a considerable measure to be done to enhance the passenger's satisfaction in public transport sector in the area. In general, the standard of services in the bus stops, the up-to-date knowledge, skill, ethics and behavior of drivers or other staff compelled to be intervened. Most of the passengers in each and every category apprehension regarding the quality concerns at public transport sectors. Thus, limited service in quality dimensions cause to customers' dissatisfaction at transport sector.

Maheshwari and Kumar (2016) analyzed in their study about passenger satisfaction of amenities provided by southern railway. The purpose of this study is to find out the profile of Indian Railway and to identify the level of satisfaction of passengers regarding the facilities provided to them by Indian Railway at Coimbatore junction and on trains run from and passing through Coimbatore junction. As well as find out the difficulty meet by the passenger in using the facilities and services. Various factors of service quality are considered in this study to evaluate passenger satisfaction such as :

Online Reservation, Touch Screen Facility ,Information Counters, advance booking, Cloak room, waiting rooms Lodging Facilities, Book stalls, Water Purifier, RPF (Railway Police Force), Parking Facilities, Taxi and Auto Facilities, Wheel chairs and Stretcher etc. The outcome of the study reveals that there are several amenities exist to develop the railway junction. Most of the respondents are fascinated to offer valued suggestions and ready to offer support to the Indian railway for developing their service and deliver to their passengers. The study suggests that the railway department and railway consultants would take a required action to improve and resolving the issues faced by the passengers.