A STUDY ON PASSENGERS SATISFACTION TOWARDS SOUTHERN RAILWAYS WITH SPECIAL REFERENCE TO SALEM DIVISION

Dr. V. SENTHILKUMAR, M.com. M.phil., M.B.A., Ph.D., CWAI(INTER)
Associate professor of commerce,
PG and research department of commerce, Vivekanandha college of arts and sciences for women (Autonomous), Elayampalayam, Tiruchengode, Tamilnadu, India.
Email: drsenthilkumarrsumathi@gmail.com

B. NIVITHA,
M.Phil (Full Time) Research scholar,
PG and research department of commerce, Vivekanandha college of arts and sciences for women (Autonomous), Elayampalayam, Tiruchengode, Tamilnadu, India.
Email: sринi196@gmail.com

ABSTRACT:

Transport is an important infrastructure in the economy of India. It assumes a greater role in developing countries since all the sectors of the development are closely dependent upon the existence of suitable transportation network. India's transport industry has been organised with a mixed pattern of public and private sector ownership. The evident economic growth in India over the last two decades has increased demand for all transport services, particularly land transport through road and rail. The developing of railways is one of the landmarks in the progress of human civilisation. Indian Railways, a historical legacy, is a vital force in Indian economy. India is a country with the largest railway network in Asia. Railways is the most convenient mode of transport for large scale goods movement as well as for long distance travel. Indian railways has envisaged provision of various automated facilities oriented towards interfacing and guiding passengers to comfortably board trains and for providing enquiry in the stations. Provision of ticketing machines, water vending machines, platform shelters at stations, pay and use toilets, provision of improved cost effective lighting, good retiring rooms with modern furniture, coach indication boards, signage, security and enquiry counters are also provided to fulfill the needs of the railway passengers.

KEYWORDS:
Passengers, Railways, Satisfaction, Services and Transport

INTRODUCTION

Southern Railway is the second largest railway in the whole world. southern railway is one of the most effective networks established in 1853 to operate both, long distance and
suburban rail systems on a multi-gauge network of broad, meter and narrow gauges. The southern Railway helps to unite the integral, social, economical, and cultural foundation of the country. southern railway has around 114,500 kilometers of railway track with 7500 railway station. This Railway carries approximately 30 million passengers and 2.8 million tons of freight daily. The present southern railways are characterized by challenges of market changes and increasing demand in capacity. Moreover, competition is a key factor in achieving improved productivity, lower prices and higher quality of services and products that respond to the changing needs of the customers. A certain degree of competition exists between rail and road passenger, but the level of competition varies widely with volume, distance and customer needs regarding transit time, reliability of service and value of goods. southern railways can provide the necessary customers focus and compete effectively with road provided its reliability, productivity and efficiency are enhanced.

Southern Railways is a large organization and this study which focuses only on certain aspects of Southern Railway with reference to the two railway divisions under the zone is not exhaustive. There is enough scope for further studies and extensive research on different aspects of Southern Railways. The present study has focused only on the economics of railway operations in Southern Railway, passengers and freight passengers satisfaction assessment, complementarities and the employees attitude towards the railways. Further studies on the topic can be conducted on

- Different zones and divisions of southern Railways.
- Financial aspects of different zones
- The complementarities -rail/road and rail/airlines
- Freight passengera through railways

Customer perception is defined as the way that customers usually view or feel about certain services. It can also be related to customer satisfaction which is the expectation of the customer towards the services. The customer expectations are fulfilled as called satisfaction.

STATSERVICE INDUSTRIES

The services sector with around 57 per cent contribution to the gross domestic product (GDP), has made rapid strides in the last few years and emerged as the largest and fastestgrowing sector of the economy. Besides being the dominant sector in India’s GDP, it has also contributed substantially to foreign investment flows, exports, and employment.
India’s service sector covers a wide variety of activities that have different features and dimensions. They include trade, hotel and restaurants, passenger, storage and communication, financing, insurance, real estate, business services, community, social and personal services and services associated with construction. Services in India are emerging as a prominent sector in terms of contribution to national and states’ incomes, trade flows, foreign direct investment (FDI) inflows, and employment.

STATEMENT OF THE PROBLEM

In India the population is increasing day by day. So the people needed passengeration to move from one place to another place. So most of the people prefer railway passenger. The railway passengers are facing a lot of problems. The research goes a ride on the problems faced by the passengers. So the majority of problems are availability of ticket, over crowded, delay in arrival, poor safety measure etc.

OBJECTIVES OF THE STUDY

1. To understand the passengers perceived value in terms of quality of service.
2. The study analysis passenger satisfaction towards Railways passenger with reference to Salem Division.
3. To explore the problem faced by the selected sample respondents in passenger satisfaction under the study area.
4. To study the recommendation for passengers comfortable and suggest to others.

METHOD OF DATA COLLECTION

While the researcher decides about the method of data collection to be applied for the study, the researchers keeps two methods of data collection.

PRIMARY DATA – The data which are collected afresh and for the first time, and thus happened to be original in character.

SECONDARY DATA – The data which have already been collected by someone else and which have already been passed through the statistical process.

The Primary data was collected from 180 passengers through the structured survey questionnaire to test level of satisfaction of the passenger and their perception, attitude etc.
Total time taken for data collection was 3 months. The researcher not only collects the data from the different web sites but also from reference books, newspapers and existing research articles, collection of data by way of questionnaire and face to face conversation with the passengers and also by observation method at Railway passenger.

The type of data collection adopted for this research is both Primary and secondary source of data. For the purpose of analyzing the results, the primary data is collected from passengers at Railway station.

SAMPLE SIZE

A sample size of 180 numbers of passengers is considered to study the perception as well as the level of satisfaction of the respondents / passenger.

STATISTICAL TOOLS USED FOR THE STUDY

Correlations Analysis

Correlation analysis between age group of the passenger and how many years are travelling through railway

<table>
<thead>
<tr>
<th>Correlations</th>
<th>age Group of the Passenger</th>
<th>how many years are your travelling through railway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.958**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>180</td>
<td>180</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
FINDINGS

- Majority of 53.5% of the respondents are male
- Majority of 34.4% of the respondents are in the age group of Below 25
- The maximum percentage (55.6%) of the respondents was unmarried.
- The maximum percentage 26.1% of respondents are Below SSLC.
- The maximum percentage (23.9%) of the respondents are student.
- The Most of 26.1% of the respondents are 5001-10000 monthly income.
- The Majority of 51.1% of the respondents are regular passenger for southern railway.

SUGGESTION

- The most of passengers like says that comfortable in travel in long distance.
- The railway transport or comfortable for compare with others.
- The railway transport facilities are adequate facilities in all areas.
- The passengers must be opinion for safety measures provide by rail transport.
- The passengers suggested that adequate of primary facilities in the railway travels.
- The report analysis that the passengers awareness from new passenger and carrying goods.
CONCLUSION

The research is well known that offering better services is essential for the growth of the Indian Railways. It is also equally important to make the passengers aware of the services. Still, Railway transport has to take more possible steps to enhance the level of awareness of the passengers. On the basis of the findings of the present study, some constructive and viable suggestions have been made.

If the suggestive measurements have been considered earnestly by the Indian Railways and the Policy Makers, it is hope that the Railway transport will shine and bring grandeur to our country in future.

The study concluded that rail a passenger has mostly convenient and comfortable for rail transport. Thus the report analysis rail passengers must be valid datas from their opinion.