

CUSTOMER SATISFACTION ON SERVICE QUALITY IN INDIAN RAILWAY WITH REFERENCE TO VIRUDHUNAGAR

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ABSTRACT

The present study focus on analyze the customer satisfaction on service quality in Indian railways has a very highly influence service quality. Various authors are describing the various problems about service quality. The passengers are expected more number of services but Indian railways is providing a small number of services are good quality and many of services are not good. Once the Indian railway is not fulfill the passenger expectation they are ready to switch over to another mode of transportation service. So this study to identify the railway passenger and to analyze the gap between the passenger exception and perception of the service quality. So the researcher has proposed to undertake this study to overcome the above issues.

Key words: Indian Railway, Service gap, passenger satisfaction, southern railways.

INTRODUCTION

The Indian railways provide the opinion approach of transportation for freight and passengers. Indian railways have been a fundamental element of the social, political and economic life of the country. This network has not only included markets but also people crossways extent and span of the country. It has clear the financial life of the country and helped in accelerating the development of the industry. Indian railway is one of the fast increasing service sectors which activate trains in and just about diverse parts of the country. It offers a choice of facilities to the passengers and making truthful attempt to develop and improve the infrastructure arrangement in the relevant railway junction. The benefits of new technology and development of atomization have been taken into account for given that various services to the Indian passengers.

OBJECTIVES OF THE STUDY

- To find out the demographic profile of the passengers.
- To evaluate the gap between the passenger expectation and perception of the Service quality.

REVIEW OF LITERATURE

J.Priyadharshini and M.Selladurai, (2016)³In this paper the study is able to complete research objectives, by carefully analyzing and identifying aggressive location of railway strength and weakness among the passengers. Indian railways should go behind receiving the review feedback from the passengers in their respective trains at least three to six month once. The reservation systems and infrastructure facilities in both trains and railway stations has to be improved. The railway staffs and assistant or helper can appoint for each coach and improved security system towards the passenger's expectations. Hence the human touch is more required as we compare airlines services which we missing in Indian railway passenger services. In this aspects more recover its show in the satisfaction levels of the passengers and take up a leading arrangement among the customer mind in enduringly.

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