



SERVICE QUALITY RENDERED BY PUBLIC BUS TRANSPORT IN WEST BENGAL: A PERCEPTION STUDY ON PASSENGER SATISFACTION

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ABSTRACT

As part of a larger study on public transport, - particularly bus transport in the state of West Bengal, a primary survey is undertaken on 502 bus passengers to investigate the most significant factors and their influence on passengers' satisfaction with respect to bus service quality parameters against the fare paid by them; and to compare the preference and willingness to pay for more facilities such as CCTV, GPS, Wi-Fi, catering facilities and toilet facilities according to the age group, gender, monthly income level and educational qualifications. This study lays the foundation for future investigation on service quality in a very promising but highly complex public transport by expanding the target area through including more transport systems to evaluate on one hand and benchmark and enhance the passenger service quality rendered through Scenario and Causal analysis using Bayesian Probabilistic Network for appropriate policy implementation.

KEYWORDS: Service Quality, Scenario and Causal Analysis