

A Study on Customer Satisfaction Towards Service Quality and Transportation Logistics of Kusuma Travels in Ballari City

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Abstract- Transportation system is one of them that plays a vital role for people's movement inside indian country; however there has been an increase of number & usage rate of private vehicles (cars) especially buses especially those located at kanyakumari district. This report "customer's satisfaction with kusuma travels services provided by ballsar town" will show you how well they are performing today as a customer of theirs. Based on servqal theory, this paper converts 5 service quality attributes to 6 variables on time delivery, customer care, vehicle usability price fairness availability ease-of-use security. Data was gathered from 200 consumers via a survey conducted over six weeks with means, chi-square tests, tables, and graphs. Findings show customers are most satisfied with staff behavior (mean score 4.3) and safety measures (4.2), while pricing and value for money (3.5) scored lowest. Total 60.7 percent of respondents were satisfied or highly satisfied, and nearly 70 percent would commend the company. Flights late on schedule, high prices are a problem right now for me. Age is not related to customer's satisfaction as much as it is when counting number of visits per year (so probably more). The service provided by Kusuma's tourism company is great but there's an issue with timeliness & price tags. Hour flexibility, pricing clarity & upgrades on cars need to be provided to improve customers' loyalty thus allowing us make these changes now and then.

Indexed Terms- Customer Satisfaction, Service Quality, Transportation Logistics, SERVQUAL Model, Private Travel Operators, Punctuality, Kusuma Travels, Ballari City

I. INTRODUCTION

The transport system is a critical part of an economy and society for every country's development needs. The country's roads carry most travelers' trips; tourism operators are expanding fast due to increasing wealth levels along with more people moving within cities than ever before. In that part of our business customers' loyalty are what determine whether they will stay as a customer forever because unlike other

goods/cars, air-travel can't be stored; you use them right then when needed.

The six are punctuality; security and comfortability for travelers' needs to their vehicles' state; friendliness from employees towards customers along with affordability of services offered by them is what determines if people enjoy traveling on board these flights/highways/trains/airplanes etc.; then they return again & forth. The research focuses upon these six elements because they pertain to kusumatravels (a balli-operating company), so we want to know if customers are happy enough with them and what makes people satisfied by their services.

The indian road transport sector is one of the biggest globally with more than 60 percent of all freight and about 90 percent of all passenger traffic. The private travel sector of karnataka has a good amount of maturity; there are many tour operators that operate between bengaluru, hubballi, belagavi, ballari & hyderabad. Ballari is an important tourist destination due to its role as one of karyanakanta's largest commercial and mineral exporting centers; hence many people come here to do business, study abroad & healthcare services etc. so that they can visit other cities like mysuru. Some of these trends are gps based monitoring; e-tickets; bigger sleepers' vehicles; more demands on drivers for better service & accessibility through technology.

Literature Review and Research Gap

There are twenty-one previous papers that support this. The SERVQUAL model was developed by Parasuraman, Zeithaml & Berry who included tangibles, reliability, responsiveness, assurance & empathy while Cronin and Taylor proposed SERVPERF where performance matters more to predict customers' satisfaction as compared with expectation -performance gap. Technicality was

distinguished by Gronroos whereas functionalities were defined by Oliver's definition of customer's expectation-disconfirming experience (ced). The transport specific study supports them. Eboli & Mazzulla's finding of reliability/comfort being a major factor to customer satisfaction; Prasad, Shekar's research shows punctuality/staff behaviour is an important driver among Indian SRTC customers whereas Rao & Kumar discovered price/fare rates and routes matter significantly amongst Andhra Pradesh airline employees. Bangladeshi studies show prices, reliability & safety and drivers' behaviour as a factor for customers' satisfaction while Ghanaian research shows it too. Manoj & Verma & Shah & Trivedi were comfortable with cost-effective services; they had access to their terminals through internet bookings while Meena & Choudhary talked about transportation issues faced by Rajasthanian transporters. Reedy & Prasanna who studied Karnatakas were found to be price sensitive tourists whereas they are very concerned about timings of their trips as a professional traveler.

There is a lot of news about public transport, State Road Transport Corporation (srtc) and private transport companies operating within Tamil Nadu, Gujarat, Andhra Pradesh & Rajasthan and Bangladesh; however very little attention has been paid to private transportation services catering to tier ii /iii towns like Ballari which have unique needs due to their economy of trade/mining/education sector. There are no studies on service characteristics (quality) of transport facilities like terminal and GPS based booking system within a single organization's scope only. This paper is to fill that gap through a customer's perspective of visiting Kusuma Travels in Ballaripolis district.

Research Objectives and Hypotheses

Objectives of the Study

This is trying to achieve those objectives:

For studying customer demographics while traveling on vacation to visit us at Kusuma Travels. Customers' feedback regarding their experience with regards to travel package delivery times, passenger comfort during road trips are evaluated here.

Evaluate consumer opinion on transportation services offered by Kusuma Travels company. Assess

customers' perception of their transport service provided by company "Kusuma Travel".

For identifying customer issues during their travel bookings with us at Kusuma Hotel Chain Company name. Study association between specific members' status as customers' perceptions regarding products/services provided by these people.

Suggest ways to improve services & customers' experiences on Kusuma Travels. These will help to develop a measure of customer satisfaction level for customers who use our services at Kusuma Travels; they would identify some factors that affect this like punctuality of service delivery by staff members (employees); comfort level while traveling on board with cost-effectiveness issues that need addressing based upon existing practices observed so far without any proof from customers themselves like complaints about delays, etc.

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To test for differences among customer demographics and behavior patterns, then we would set up a hypothesis to be tested by means of chi-square statistics later on. The study of human behavior is an important area of research that has been conducted by various researchers over time.

H02 There is no significant relationship between the frequency of travel and the overall satisfaction level of respondents towards Kusuma Travels.

It's not so much that there are statistics about tourists going anywhere but also how old people travel back and forth to wherever they want.

Testing H01 and H02 also support Objective 5, helping to determine whether demographic and behavioral profiling can meaningfully guide Kusuma Travels' service improvement and customer retention strategies going forward.

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H01 There is no significant correlation between the age of respondents and their overall satisfaction level towards Kusuma Travels. H02 There is no significant relationship between the frequency of travel and the overall satisfaction level of respondents towards Kusuma Travels.

Research Methodology

The purpose of this report is to describe rather than explain what happens so that we can identify patterns for customer experience, and, or relationship, between users and us.

Primary data on me & my company came directly to us through customers' surveys conducted for us by Kusuma travel agency as part of their business process procedures. The data is collected from company report/newsletter, advertisement (etc.).

Design

Customers to Kusuma travels are located at Ballari city.

The customers of kusuma's travel can be found in ballari city.

Sample Size: 200 respondents.

Location is Ballari city, particularly at the booking counter and bus stop for Kusuma travels.

Ballari location where you can find it as a customer service center of bookings & buses to travel with us from here.

The survey instrument is designed to collect data on respondent's age & gender; number of trips taken per year, reasons for traveling; rating scales ranging from 1 to 5 regarding punctuality of flights/stops/services provided by airline companies themselves etc.

customer's experience from all stages of air travel like seats, airport comforts & costs (airline fares) and problems faced like delay excuses prior/post boarding lights out after arrival.

Data Analysis Tools The data were analyzed by means of percentage analysis, mean scores analysis, and Chi-square test of independence with bar chart and pie chart created by means of MS Excel. Primary data collection takes place over a period of six weeks. This study was conducted at Ballari and among customers of Kusuma tours & Travels only so it cannot be generalized to other locations nor other travel agencies. The sample size of 200 respondents, while capable for this academic study, is a small fraction of the total customer base.

Results

200 respondents surveyed, 58 percent male and 42 percent female. The largest age group (34%) was between 25-35 years, followed by 26 percent in the 36-45 years group. Salaried employees formed the largest occupational group (36%), followed by business persons (28%) and students (22%).

Travel behavior, 40 percent of respondents travelled with Kusuma Travels occasionally and 31.3 percent monthly, totaling over 71 percent of respondents and indicating a fair degree of repeat business. Leisure and tourism (32.7%) and family/personal visits (28%) were the most common purposes of travel, followed by business travel (24%).

Among the six service quality parameters rated on a five-point scale, staff behavior and courtesy scored highest (mean 4.3), followed closely by safety measures (4.2). Pricing and value for money scored lowest (3.5), indicating that customers understand fares as fairly high relative to value received.

Total, 60ph 60.7 percent of respondents reported being highly satisfied or satisfied with Kusuma Travels, while 21.3 percent expressed dissatisfaction. Nearly

70 percent said that they would recommend this firm to others, while about 20 percent were not sure. Delay in departure (55 responses) and high fares (43 responses) emerged as the most frequently cited problems, consistent with the lower satisfaction scores recorded for punctuality and pricing; 39 respondents reported facing no issues at all.

Chi-square testing showed the calculated value for age and overall satisfaction (9.842) fell below the table value (26.296) at the 5 percent significance level, so H01 was accepted - age has no significant bearing on satisfaction. For frequency of travel, the calculated value (23.157) exceeded the table value (21.026), leading to rejection of H02 - indicating a genuine link between travel frequency and overall satisfaction.

Discussion

The above is an overall positive assessment of kusumtara's job as a salesperson for ballarites' clients; however there are certain areas that need better attention by him/their managers. With 60.7 percent of respondents coverage gross expiation and nearly 70 percent willing to recommend the company, Kusuma Travels seems to have built a fairly loyal customer base in a competitory local market that includes operators such as VRL Travels, SRS Travels, several smaller territorial players, and state-run KSRTC services.

The strength of staff behaviour and courtesy (mean score 4.3) and safety measures (4.2) as the two best-performing parameters aligns closely with earlier findings in the literature. Shekhar & Sam; hamidus and Daniels also said that employee behavior is important for customer's satisfaction/loyalty on bus services while Gowri/ganapathy said it's a sign of customers' loyalty as tourists who travel with tour operators based out of Tamil Nadu state. This is because it shows how much we spend on enhancing driver's skills & performance and employee support (as per our company's policy).

At the same time, pricing and value for money emerging as the weakest parameter (3.5) is similar to what Rao and Kumar and Manoj and Verma found regarding fare sensitivity among private bus and intermediate transport users. The fact that high fares was the second most frequently cited complaint (43

responses), just behind delay in departure (55 responses), reinforces this pattern and echoes Reddy and Prasanna's (2022) observation that leisure travellers in Karnataka's private travel industry remain particularly price-conscious - a segment that, at 32.7 percent of this sample's stated travel purpose, forms Kusuma Travels' single largest customer group.

There is a similarity to this problem with punctuality and other researches like chowdhury & cedar & nathanail's study which showed that on-time performance (tot) matters much more than smoothness out at any given transportation mode irrespective of whether it was roadway/truck/bus/car/etc. The customers complain that there is a delay on their departure because it's safe for them to come back but there are no buffer times nor reliable services due to bad planning & monitoring (real-time).

Perhaps the most analytically interesting result is the hypothesis testing outcome: overall satisfaction shows no significant association with age (H01 accepted) but a significant association with frequency of travel (H02 rejected). It's also because people are spending more time with our company than returning back as clients since they've been living well enough so far on their current account balance there. High ratings from repeat customers may be due to selection bias (satisfied users tend not to visit as frequently) and/or relationship building effects, as familiarity increases customer perception of value for money with each subsequent transaction. Both approaches aim to retain clients rather than focusing upon age groups; therefore we need attention for customer experience like that provided by Kusuma travels hotel where fast services & price flexibility is highly required there.

Managerial Implications

There are a few things here regarding management of your business as per Kusuma travels such as timeliness & pricing problems, and behavioral changes for employees/staff members/behavior/safety issues etc. On promptness, since stay in exit was the single most often cited complaint (55 responses), management should prioritize tighter trip programming with built-in buffer time to absorb minor operational delays before they cataract into the next travel. Live tracking also would help them out since they're traveling so that nobody can tell whether things have gone wrong

because there was nothing wrong with you at all. Since there's an association between frequency of trips and customer satisfaction, addressing punctuality for repeat customers, who account for 71.3 percent of travelers who do so at least once a month, could help improve retention.

On pricing, the fact that fares scored lowest among all service parameters (mean 3.5) and were the second most common complaint (43 responses) suggests management should periodically benchmark its fare structure against competitors such as VRL Travels and SRS Travels. Not necessarily decrease cost but increase it through more information about things such as safety measures employees' training programs for cars maintenance costs etc. so that customers don't feel bad because they have expensive petrol/oil prices/traveling costs (etc.).

To sustain good levels of staff motivation & safety management should continue running existing courses on drivers' behavior; seminars/workshop etc. so that people will be able to tell other customers (especially foreign ones) how good our product / service is compared with what they get at their country's side. Fleet also needs an upgrade, we should improve a few of these aging vehicles because they will not have good customer experience scores like that right now.

Since about 25 percent of our clients do not have any feedback to recommend our company (and some bad reviews), then we should set up a customer complaint system like sending sms after travel experience etc. so that we can get immediate response regarding services provided by them. You should also strengthen your presence on travel booking sites & have an application that allows people to reserve their trips through us here. Also, offering a rewards program for loyal customers (or travelers) would be another way to incentivize them more strongly on their own - as opposed to what is being suggested by our test results here today so far.

Limitations and Future Research

Limitations

There are some constraints of this research which must also take care while making conclusions from it. Secondly it's limited by location (Ballari) and customer base for usumatraps - so we can't extrapolate

these results on behalf of any other travel company nor do they apply anywhere else including karnataka state itself. Here, it's a conclusion for that particular client's needs & services offered by him/her.

Second, the sample size of 150 respondents, while sufficient for the purposes of this academic study, is a small portion of Kusuma Travels' total customer base. More data samples will give better statistical inferences, including an accurate measure to assess customer happiness among all their clients.

Third, the study is based upon convenience sampling and it was conducted by interviewing people at booking counter and bus terminal where some customers do not visit these places regularly enough so that they cannot provide their opinions on this topic while booking online through an aggregator service.

Fourth, responses are based on customers' subjective perceptions and may be influenced by recent travel experiences, so a respondent surveyed immediately after a delayed or uncomfortable journey may rate satisfaction differently than they would on average. It also brings some memory, and freshness bias on these questionnaire scores.

Fifth, the research took place over an eight week period so it is unable to capture seasonal variations like pilgrims traveling at different times (holidays) etc. where there may be changes due to education periods.

Future Research

The future research might be able to increase its sample base, extend it over an extended time frame for better coverage of seasonality effects on customers' experience while travelling. A comparative study among some of these companies like vrl Travels & srs travel is needed to see if this pattern applies specifically for Kusuma travels business practices within kalyanakarnataka state (India). Also future research might include probabilistic samples for better extrapolation results; they may consider factors like wealth status & literacy rate along with choice between bookings channels (online vs. offline). A longitudinal study of loyal customers on various journeys may be able to determine if this relationship is due more so than being an indication that people are

trustworthy enough for them while they visit again and again without much effort from either side.

Conclusion

Overall on behalf of kusuma travels is quite good for customers at ballari due to good customer service level, security precautions taken by employees along with easy availability while booking a tour/flight/hotel etc. On contrary terms punctuality & price is an area which has low performance to customer experience where they get dissatisfied at large level. Frequent travelers are likely happier; they may have been on vacation before so they're already comfortable enough for a second visit, or maybe their loyalty has grown due to experience. Both are leading towards a common point that customers' loyalty matters most of all.

Demographic variables like ages do not matter much for customers' satisfaction while frequencies of travelling matter a lot so it's better to focus more upon improving clients' experiences instead of focusing only at an age group. Travels kusuma's have been successful from a customer's point of view, but they need more reliability (punctuality), better prices to improve their reputation among customers at ballari hotels. By paying close heed of this area along with more investments on employee development & vehicle maintenance we will be able to expand our clientele even better.