A STUDY ON QUALITY OF SERVICE DELIVERED BY PRIVATE PASSENGER TRANSPORTATION COMPANIES IN GULBARGA CITY

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ABSTRACT
Quality has become the buzzword nowadays, whether it may be in service or product. Delivering the exact quality has become a hectic task, because the customer expectation level keeps on changing day by day. Hence, a regular measurement of the quality of service and product being produced and delivered becomes essential to meet the customer expectations. Measuring the quality of service delivered by a transportation company varies along a long dimension, because different transportation companies boasts of providing different level of services. If there is a slight mismatch in the expectation and service rendered, then there is a possibility that the customer switching over is bound to happen. Hence, an attempt is made to understand the different satisfaction levels of Gulbarga City passengers towards long Distance Bus services operated by Private Companies.

KEY WORDS: Passenger, Service, Service Quality, SERVQUAL, Transportation Services.

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