SERVICE QUALITY GAP ANALYSIS IN BUS TRANSPORTATION AT KOLKATA

MR. SAYAK GUPTA*; DR. A.VANITHA**

*RESEARCH SCHOLAR
DEPARTMENT OF MANAGEMENT STUDIES
SCSVMV UNIVERSITY
KANCHIPURAM, TAMILNADU, INDIA.

**ASSISTANT PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
SCSVMV UNIVERSITY
KANCHIPURAM, TAMILNADU, INDIA.

ABSTRACT

Transport is an important part of India's economy. The road transport sector in India has expanded various in more than fifty years after independence, both in terms of spread (total road length & road density) and capacity (No. of registered vehicles on road and the volume of passenger and freight traffic handled). More or less people in India choose the first option of bus transportation to reach the particular destination. Kolkata has an extensive network of government run and privately run buses. The present paper studies the service quality gap analysis in bus transportation and also understands the passenger's satisfaction towards service quality attributes on passengers loyalty. The sample consists of 300 respondents from the city Kolkata. A structured questionnaire was administered for data collection. Secondary data was collected from the books, journals, magazines, library references and internet sources. The outcome of the study helped the bus transportation service to plan and design their service strategies effectively.

KEY WORDS: Service quality, customer satisfaction, Transportation, Loyalty, Expectations, and Perceptions.

REFERENCES