

**ASSESSMENT OF CUSTOMERS' SATISFACTION FROM LARGE BUSES SERVICES  
IN URBAN PUBLIC TRANSPORTATION**

**A CASE OF UBUNGO BUS TERMINAL**

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**A CASE OF UBUNGO BUS TERMINAL**

**By**

**Adam Bonaventura**

**A dissertation Submitted to the School of Business as Partial Condition for Fulfilment of the  
Requirement for the Award of Master Degree of Business Administration in Corporate  
Management (MBA-CM) of Mzumbe University**

**2015**

## CERTIFICATION

We, the under signed, certify that we have read and hereby recommend for acceptance by the Mzumbe University, a dissertation entitled: **Assessment of Customers' Satisfaction from Large Buses Services in Urban Public Transportation**, in partial fulfilment of the requirements for award of Master Degree of Business Administration in Corporate Management (MBA-CM) of Mzumbe University.

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## DECLARATION

I, Bonaventura Adam hereby declare that this research report is my own original work and it had never been presented to any other University or Institution for a similar or any other degree award.

Researcher's full name: Bonaventura Adam

Signature: \_\_\_\_\_

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## **DEDICATION**

This study is dedicated to my beloved parents Mr and Mrs Bonaventura Chimwenda and Zainabu Ahmad and to my young brother Moses Bonaventure, for their love, prayers and un-ending encouragements during the whole period of my study.

## **LIST OF ABBREVIATIONS AND ACRONYMS**

BRT	-	Buses Rapid Transit
DART	-	Dar-es-Salam Rapid Transit Agency
EDP	-	Expectancy Disconfirmation Paradigm
MBA- CM	-	Masters of Business Administration in Corporate Management
MDGS	-	Millennium Development Goals
MU	-	Mzumbe University
NSGRP	-	National Strategy for Growth and Reduction of Poverty
NTP	-	National Transportation Policy
SUMATRA	-	Surface and Marine Transport Regulation Authority
TAC	-	Trans-Africa Consortium
URT	-	United Republic of Tanzania

## **ABSTRACT**

Among of the solutions for sustainable transportation especially in urban areas is through provision of public transportation with high services quality that satisfies and fulfils more wide range of different customers' needs and expectations in order to keep and attract more passengers. Hence, in order for BRT operation to be part of solution with sustainability in terms of their operation and to ensure investment payback the concept of customer satisfaction for large buses customers must be studied. As for such reason this study was designed to assess customers' satisfaction from large buses services in Urban Public Transportation with emphasis on; effects of service quality dimensions on customers' satisfaction, to determine the operational performances in terms of buses departure frequency, degree of customers' satisfaction and service attributes of buses that must be improved in future.

This cross-sectional study used quantitative approach and included two hundred and thirteen respondents who were obtained through convenience technique who responded to on-board questionnaire survey; while stratified random sampling technique was used to obtain two large buses (Abood and BM) which were subjected to observation. Moreover, descriptive analysis was the statistical technique used in data analysis with aid of statistical package known as SPSS version 16.0.

The study findings revealed that the satisfaction rate of passengers was high whereby, Abood passengers were more satisfied compared to BM passengers, in case of operational performances. Abood buses were departing on time with average time difference of 30.5 minutes between their buses compared to 38.5 minutes of BM. and Also the following attributes were recommended for improvement as they had least satisfaction to respondents; punctuality, ticketing and bus fair and trustworthiness among bus officials.

Basing on the study findings, satisfaction had shown positive relationship with operational performances of large buses as Abood had more travelled buses compared to BM. Therefore, the study recommends the improvement of buses' services quality dimensions for buses operators to realize progressive profit and attract more customers.

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## **CHAPTER ONE**

### **BACKGROUND INFORMATION OF THE STUDY**

#### **1.1 Introduction**

This chapter is organised in such a way that it provide preliminary and basic information about the research problem. It will serve as both the foundation for undertaking this study and the path that will guide the researcher towards successful accomplishments of the study. The chapter is arranged as follows; Background of the Study, followed by a Statement of the Problem, Research Objectives, Research Questions, and Significance of the Study, Scope of the Study and the Limitations and Delimitations of the Study.

#### **1.2 Background of the Study**

Modern management science's philosophy considers customer satisfaction as a baseline standard of performance and a possible standard of excellence for any business organization, to reinforce customer orientation on a day-to-day basis, a growing number of companies choose customer satisfaction as their main performance indicator (Cengiz, 2010).

Business management domain major themes include studies of customer relationship marketing, which analyses how customer satisfaction relates to competitiveness and profits thus business management and marketing are concerned with ways of satisfying and retaining customers for the purpose of generating profits, improving companies' competitiveness and securing market share (Thomson, 1995).

The Transport Sector one of a formerly neglected sector is currently drawing attention from the African public authorities, economic analysts and international donors as an essential vector of growth, poverty reduction and sustainable human development. Given that the majority of Sub-Saharan African inhabitants are expected to be living in urban areas by 2025, it is imperative that measures be conceived and applied to anticipate these major urban mobility challenges. It is now unanimously acknowledged that such access for populations to sustainable mobility could not take place without the implementation of bold policies in favour of public transport development (Trans-Africa Consortium (TAC), 2008).

However the most common mode of Urban Public transit in most African Cities including Dar- es- salaam are small buses due to difficulties in operating large buses profitably hence about twice as many trips are taken by minibus than by large buses(Kumar& Barrett, 2008).

The reinforcement and appeal of minibuses is the relative ease of financing purchases of second-hand vehicles using interest-free loans from personal savings, family, and friends, as well as earnings from operations. Bank finance is rarely used, as the banks are reluctant to accept the vehicles as security for the loan, and revenue streams are not sufficiently reliable to assure the banks that loans will be repaid (TAC, 2008).

The use of minibuses results to clear disadvantages from the perspective of the public interest as they lead to road congestion their proliferation has produced severe congestion particularly during peak periods also in case of Safety and emissions most minibuses are old, inadequately maintained, and operated for long hours at low speed (Kumar& Barrett, 2008).

The Urban Public Transportation in Tanzania which is also mostly dominated by minibuses is also constrained by low level of motorization to meet transport demand, bus low capacity, and harsh behaviour of the bus crew, journey delays and road congestion. This influences the economic growth of individuals and the country in general (Ngulo, 2013).

The Africa Infrastructure Country Diagnostic Report (2008) in account of disadvantages of minibuses as means of Urban Public Transportation in African Cities where Dar- es- Salaam was among of the studied cities, recommended the strategies to overcome investment barrier of large buses, the report recommended control of competition in form of allocated rights to operate exclusive large bus services along dedicated routes hence avoidance of wasteful competition which should serve to reduce congestion and raise speeds of operation and making large buses commercially attractive (Kumar and Barrett, 2008).

Therefore the researcher came up with the study trying to draw on recommendations on how to improve this formerly forgotten sector of transportation.

### **1.3 Statement of the Problem**

The Tanzanian National Development Vision 2025 provides guidance on policy work in Tanzania so as to archive Millennium Development Goals (MDGS). Its objective and goal is to raise the standard of living of Tanzanians to a typical medium level developed country by year 2025, the emphasis is on promoting economic growth. The government reviewed National Transportation Policy (NTP) of 2003 in 2011 to align Transportation Policy with National Strategy for Growth and Reduction of Poverty (NSGRP) II goals, and also to take into account the fact that other transportation initiatives like Road Safety and Public-Private Participation Policies come into being after the National Transportation Policy of 2003.

NSGRP II provides an overall strategy on how to reach the goals of Vision 2025. It identifies the following transport related strategies as crucial to achieve sustained economic growth among which are; Linking and connecting different parts of the country to regional and global networks by different transport systems; Raising the growth of the transport sector which was 6% in 2009 to reach 9.12% by 2015, Instituting measures to promote a conducive and enabling business environment and reduction in the cost of doing business; including business environment legal and regulatory reform, easing restrictions and license requirements in order to promote both domestic and foreign investment, improved market facilities, and business infrastructure for small scale operators and Ensuring optimal use of resources by investing in improved infrastructure in all modes of transport; promoting modal efficiency; enhancing competition; cost recovery from users and supporting the overall socio-economic development in a most cost effective manner (URT, 2011).

The National Transportation Policy of 2011 provide the mission as well as vision of the transportation sector, the vision is “ To have an efficient and cost effective domestic and international transport services to all segments of the population and sectors of the national economy with maximum safety and minimum environmental degradations” and its mission is “To develop safe, reliable, effective, efficient and fully integrated transport infrastructure and operations which will best meet the needs of travel and transport at improving levels of service at lower costs in a manner, which supports government strategies for socio-economic development, whilst being economically sustainable.

The stated mission and vision have been developed to the Long-Term Strategic Development Goals and specific goals among which is to Improving the urban transportation network of Tanzania in order to improve mobility and reduce congestion. Measures involve improving key road junctions, construction of high capacity roads as well as introduction of Bus Rapid Transit (BRT) services and effective traffic management, especially in Dar es Salaam to be put in place by 2020, together with appropriate institutional arrangements for regulation and management transport infrastructure and services to be put in place by 2015.

BRT system in Tanzania which is regulated and managed by the Dar es Salaam Rapid Transit Agency (DART) which was established by government order on 25<sup>th</sup> May 2007. The buses will be procured and operated by private bus operators that will enter into agreements with the DART agency (TAC, 2008).

Despite the fact that the adoption of BRT which will use large buses which will be operated by private sector as solution for the congestion in Dar- es- Salaam also efforts to insure sustainable operation like the avoidance of wasteful competition should serve to reduce congestion and raise speeds of operation, making larger buses commercially attractive and consolidating the informal sector into larger units or associations since fewer private operators are currently able to acquire large buses (Kumar & Barrett, 2008).

The solution for sustainable Transportation especially in urban areas is through provision of public transportation with high services quality that satisfies and fulfils more wide range of different customer's needs and expectations in order to keep and attract more passengers. Hence, in order for BRT operation to be part of solution with sustainability in terms of their operation and to insure investment payback the concept of customer satisfaction for large buses customers must be studied (Thomson, 1995).

The study by Govender (2014) recommended that with introduction of BRT in South Africa existed public transport organisation particularly buses have to adapt to changes or else they will inevitably fail. In general, public transport will be forced to move from a traditionally operations- driven orientation to a more market-driven orientation.

Therefore, in view of the aforementioned; the study assessed the customers satisfaction with currently operating large buses at Ubungo Bus Terminal so that DART operators

should have prior information which will insure high quality services which will satisfy and attract more passengers even private cars owners to opt for the public transportation so as to reduce road congestion and to insure the use of large buses which are environmentally and economically recommended since they are profitable and sustainable.

## **1.4 Objectives of the Study**

### **1.4.1 The General Objective**

The overall objective of this study was to assess customers' satisfaction from large buses service in urban public transportation

### **1.4.2 Specific Objectives**

- (a) To assess effects of service quality dimensions on customers' Satisfaction,
- (b) To determine the operational performance in terms of departure frequency from Ubungo bus Terminal among Abood and BM Buses Services,
- (c) To assess the degree of customers' satisfaction from large buses services,
- (d) To determine the service attributes of large buses that must be improved in the future.

## **1.5 Research Questions**

The proposed study on customers' satisfaction from large buses services in urban public transportation intended to answer the following research questions;

- (a) What are the effects of service quality dimensions on customers' satisfaction?
- (b) What are differences in terms of departure frequency among selected large buses operators from Ubungo Bus terminal?
- (c) To what extent customers are satisfied from large buses services?
- (d) What are the services attributes of large buses that must be improved in the future?

## **1.6 Significance of the Study**

The significance of the study included generation of further knowledge on customer satisfaction with large buses in urban public transportation. The study was on line with the MDGs, Tanzania Development Vision 2025 attribute which address high quality livelihood and NSGRP II cluster 1 and 2 which addresses growth for reduction of income poverty and

improvement of quality of life and social well-being, respectively. This study will be helpful to Tanzania government executive, DART and private buses operators, planners, policy makers, individuals, who are directly and indirectly involve in urban transportation

### **1.7 Scope of the Study**

The study was conducted at Ubungo bus terminal, and People involved were passengers whom were travelling from Ubungo Bus terminal to Msamvu Bus Terminal using large buses from large buses services providers on the day of survey at Ubungo Bus terminal.

### **1.9 Limitations of the Study**

There are some hindrances that faced the researcher during undertaking this proposed study whereby to some extent they would affect research findings, but for the sake of improving the validity of the study the researcher dealt with all hindrances and put their effects to the minimum possible. Here under, they are explained in brief the approaches which were used by the researcher toward overcoming them;

Decline to take part in the study by some respondents, due to tiredness some respondents it became difficult to conduct on- board survey with as they were slept during the whole journey, in order to deal with it the researcher trained four research assistants whom were distributed among two selected buses hence all active respondents through convenience sampling were reached on the day of study.

Some respondents were not willing to provide requested information especially buses staffs, an assurance of anonymity and confidentiality of the information collected along with an explanation of how the data will be treated helped to convince interviewees and respondents provided with questionnaire to provide requested information.

Shortage of time; time was not enough to grasp each and everything that may be expected to be included in this study, since customers' satisfaction and public transportation have widely attention in this era were the business completion is intensively to satisfy the intended market. In dealing with it the researcher focused the study to answer the specific research question during data collection also during the data collection researcher will employ t four assistant researchers with knowledge on data collection and customer care to help data collection both through observation and survey questionnaire.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Introduction

This chapter reviewed the literature of different issues in respect of the study. This chapter include four main parts which are; Theoretical literature Review, Empirical literature, Literature Gap and Conceptual framework which guided the study.

#### 2.2 Theoretical Literature Review

Theoretical part introduces the core concepts and theories that are concerned both in Customer Satisfaction and urban public transportation.

##### 2.2.1 Definition of Key Terms

**2.2.1.1 Large Buses** are defined basing on ability to carry passengers where it must have capacity to carry 50 up to 100 passengers when seated. In most cases they are modern and not second hand purchased hence they provide great comfort, safety and speed (Kumar & Barrett, 2008).

**2.2.1.2 Customers** refers to people who buys and use the services;, therefore a customer under this study will be passengers who will be travelling using large buses from Ubungo Bus Terminal.

**2.2.1.3 Customer Satisfaction** refers to passengers' level of realized benefits and the degree of consistency between expectations and actual results of the provided bus services which influence repetition consumptions of the service from the service provider.

**2.2.1.4 Public Transport** refers to mode of communication that is shared by the community for transiting people from one place to another basing on the study public transport would be large buses operating between Ubungo Bus Terminal to Msamvu Bus Terminal.

**2.2.1.5 Operational Performance of Bus Services** refers to the punctuality measure of public transport as it has been observed to be major factor in passengers' satisfaction and perceived service quality (Gilmore, 2012). Therefore based on the study performance

measurement for buses at Ubungo Bus Terminal also depends on probability distribution of the times between buses departure.

### **2.2.2 The Concept of Customer Satisfaction**

Customer satisfaction is the degree to which a customer perceives that an individual, firm or organization has effectively provided a product or service that meets the customer's needs in the context in which the customer is aware of and / or using the product or service. Satisfaction is not inherent in the individual or the product but is a socially constructed response to the relationship between a customer, the product and the product provider or maker. To the extent that a provider / maker can influence the various dimensions of the relationship, the provider can influence customer satisfaction (Reed & Hall, 1997).

Cengiz (2010) argued that definition of customer satisfaction has been widely debated as organizations attempt to measure it. Therefore he proposed definition of customer satisfaction to be summarized through different approaches to the definition of customer satisfaction as they were proposed by Millan and Easteban (2004) as cited by Cengiz (2010).

The table was extracted from the journal which was titled development of a multiple-item scale for measuring customer satisfaction in travel agencies services, also since large buses provide services and not products the definition extracted are based on services provision or both services and products and not based on products only.

**Table 2.1 Concept of Customer Satisfaction**

Reference	Definition	Key Words	Object
Oliver (1981)	Final psychological state resulting from the disconfirmed expectancy related to initial consumer expectation	Evaluation  Final psychological state  Emotional response	Suprise  Disconfirmed expectancy with relation to pre-purchase expectations
Labarbera and Mazursky (1983)	Subsequent evaluation of purchase  Evaluation of surprise derived from the purchase of a product or service	Evaluation	Suprise
Cadotte, Woodruff, and Jenkins(1987)	Impression after the evaluation of use of the product or service	Impression created by evaluation	Use of product or Service
Oliver (1997)	Judgement of sufficient level of satisfaction offered by a product or service during consumption	Evaluative response of satisfaction level during consumption	Product or service

Source:Millana, Angel, Esteban, Agueda, Development of a multiple-item scale for measuring customer satisfaction in travel agencies services, *Tourism Management*, 25, 2004, 533–546. As cited by (Cengiz, 2010).

Hence from the above summarization of defition of satisfaction Cengiz (2010) concluded that satisfaction implies the existence of an objective that the consumer wishes to reach.The attainment (satisfaction) of this objective can only be judged by taking a standard of comparison as a reference, the evaluation process of satisfaction implies the intervention of at least two stimuli which are a result and a reference or standard of comparison.The study based itself on the definition provided by Oliver (1997) that Satisfaction is the consumer’s fulfillment response. It is a judgment that a product or service feature, or the product of service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under-or over-fulfillment. The reason behind this remarkable defition is; first, the focus is on a consumer rather than a customer.

Traditionally speaking, the consumer uses a product or service, whereas a customer pays for the product or service but may not be the consumer who is the direct user. Satisfaction with a product/service is a construct that requires experience and use of a product or

service. Individuals who pay for a product or service but who do not use this product or service should not be expected to have the type of satisfaction or dissatisfaction that serviceuser will have (Hom, 2000).

Therefore from above insighting of the concept of customer satisfaction the study will base on some dimensions of service of large buses as point of reference for evaluation of customers' satisfaction from large buses services in urban public transportation, while the comparison will be done through comparing their frequencies operation through depature differences among selected large buses operators.

### **2.2.3 The Relationship between Customer Satisfaction and Service Quality**

According to Sureshchandar *et al.*, (2002) customer satisfaction should be seen as a multi-dimensional construct just as service quality meaning it can occur at multi levels in an organization and that it should be operational along the same factors on which service quality is operational.

Parasuraman *et al.*, (1985) suggested that when perceived service quality is high, then it will lead to increase in customer satisfaction. He supports that fact that service quality leads to customer satisfaction and this is in line with fact that satisfaction is based upon the level of service quality provided by the service provider.

In proposing quality influences satisfaction model, it is necessary to formally endorse the perspective that satisfaction encompasses quality at the counter-specific level. Thus, quality is one of the key dimensions that were factored into the consumer's satisfaction judgments. Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated and implied need (Parasuraman *et al.* 1985).

In short term, Service features determine quality, which then satisfies consumer needs. Subsequent to this immediate effect, it can be assumed that satisfaction may reinforce global quality perceptions but only indirectly. Thus, the relationship between the two is that Quality is hypothesized as one dimension on which satisfaction is based, and satisfaction is one potential influence on global quality perception.

## **2.2.4 Customer Satisfaction Theories**

Theories refer to systematically related set of statements, including some law like generalizations, which are empirically testable. Customer satisfaction like other disciplines has theories that were reviewed for the purpose of increasing scientific understanding of the problem under the study.

### **2.2.4.1 Expectancy-Disconfirmation Paradigm (EDP)**

The theory provide basis of the study as it was proposed by the Oliver in 1980's its main theme implies that consumers purchase goods and services with pre-purchase expectations about the anticipated performance. The expectation level then becomes a standard against which the product is judged. That is, once the product or service has been used, outcomes are compared against expectations. If the outcome matches the expectation confirmation occurs. Disconfirmation occurs where there is a difference between expectations and outcomes. A customer is either satisfied or dissatisfied as a result of positive or negative difference between expectations and perceptions (Oliver, 1997).

### **2.2.4.2 The Comparison Level Theory**

This was proposed by Thibaut and Kelly in 1954 provides other sources of expectations which EDP theory ignores hence this theory acts as modification for EDP theory. The comparison level theory argues that there are more than one basic determinants of comparison level for a product or service: consumers' prior experiences with similar products or service, situational produced expectations which is created through advertising and promotional efforts and the experience of other consumers who serve as referent persons (Yüksel&Yüksel, 2000).

**SEVQUAL Model** provide main basis of the study as it focus on both service quality and customers satisfaction which are currently receiving great deal of attention from both scholars and practitioners because of their relevancy and relationship according to Eshighi *et al* (2008) cited in (Daniel &Berinyuy,2008).

SEVQUAL Model which was propounded by Parasuraman, Zeitham and Berry (PZB) in 1980s by creating ten dimensions which were; tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding the customer,

and access. After that, PZB conducted experimental research on different industry and found five dimensions of service quality which were applicable to all kinds of service industry. The five dimensions of SERVQUAL model includes; tangibles, reliability, responsiveness, assurance and empathy.

### **2.2.5 The Five SERVQUAL Dimensions of Service Quality**

According to Mudie and Pirrie (2006), the fifth gap in the Gaps Model of Service quality gave rise to SERVQUAL a self-administered questionnaire purported to be generic measure of service quality and it is applicable to wide variety of services. The dimensions to be measured were;

**Reliability** – the ability to perform the promised service dependably and accurately. It is regarded as the most important determinant of perceptions of service quality. This dimension is particularly crucial for services such as railways, buses, banks, building societies, insurance companies, delivery services and trade services

**Responsiveness** – the willingness to help customers and to provide prompt service. This dimension is particularly prevalent where customers have requests, questions, complaints and problems.

**Assurance** – the employees’ knowledge and courtesy, and the ability of the service to inspire trust and confidence. This dimension may be of particular concern for customers’ health, financial and legal services.

**Empathy**– the caring, individualized attention the service provides its customers. Small service companies are better placed (though not necessarily better at) for treating customers as individuals than their larger, invariably standardized counter-parts. However, relationship marketing is designed to offer a more individualistic approach for customers of large organizations.

**Tangibles** – the appearance of physical facilities, equipment, personnel and communication materials. All of these are used in varying degrees to project an image that will find favor with consumers. Tangibles will be of particular significance where the customer’s physical presence at a service facility is necessary for consumption to occur.

### **2.2.5 Dimensions of Bus Services Quality**

The generic SERVQUAL model dimensions cannot be adequate to assess customers' satisfaction as it was recommended by Carman as cited in William & Hu (1999) after revision of several studies Carman suggested that to get reliable results studies of customers' satisfaction through service quality, evaluation should base on the original ten dimensions. Therefore this study based on the following dimensions of bus service quality;

**Cleanliness and comfortable of the large bus** which is tangible dimension is one of the appearances which are focuses on the cleanliness of interior, seats and windows of the particular transports. The perception assessment of input quality would include consideration of whether the equipment seem up to date and in good working order; whether waiting areas were appropriately furnished, cleaned, and well and whether service providers were appropriately attired. The knowledge and skills possessed by employees represent important inputs to service production.

**Frequencies and Punctuality**, which is reliability dimension of the public transport, arrives on time and able to meet the perception expectation of the user. This reliability dimension of quality in the public transport is focuses on frequencies of the public transport available in the particular areas. Therefore this indicates the perception and expectation of the user will indicate the service quality of the public transport delivered. The punctuality measured in term of time arrival and departure is important elements in service quality of dimension.

**The employees' behaviour** has similarities with the SERVQUAL dimension of responsiveness, whereby it may be related to assurance but with regard to access to information rather than employee knowledge and courtesy scale. This service quality dimension of responsiveness is related to the attitude of the driver or staff in large buses in public transports. This indicates that the customers or user perception and expectation to evaluate the service quality in the public transports more important.

**Safe from Accidents** that is competence dimension, where by passengers have confidence on manner driving of their bus driver, ability and skills to deal with different circumstances, and driving speed.

**Security** the dimension can be assessed both as on board security whereby passengers become free from dangers, the dimension deals mostly with safety of passengers' properties like luggage, mobile phones and Jewries

**Tickets Accessibility** the dimensions deals with how passengers approach ability to establish a way of utilization of the service through access of tickets from buses offices without being interfered by middle men during the process of purchasing tickets.

**Communication**, which deals with how the bus services provider keep their passengers informed through understandable language about their services to customers, also it deals with on the board information that are provided by buses personnel to passengers.

**Responsive**, it deals with willingness or readiness of employees to provide service. It involves timeline of service.

**Courtesy** it involves politeness, respect, consideration and friendliness of service operator to customers.

**Credibility** it involves trustworthiness, believability and honesty of service providers.

**Understanding and knowing the Passengers**, this dimension concerns with how far does the service providers understand the needs of passengers during service provision.

### **2.2.6 Satisfaction Aspects of Bus Services**

The Wallis Consulting group (2012) which conducts regular Australian Market and Social Research in order to monitor satisfaction with metropolitan Bus Services (Public Transportation) based on analysis of survey results and using statistical methods over long time have developed satisfaction aspects of bus services basing on importance of aspect of the service as follows;

**Primary Aspects** are aspects of bus services that are mostly important for the overall satisfaction of buses services and they are concerned with running services that are; buses not arriving late, Frequency of scheduled services, travel time of journey, hours of operation and ability to make connecting services.

**Secondary Aspects**, are aspects of bus services which are more important for the overall satisfaction of buses services which are mainly concerned with passengers' personal

security which are Security on buses after dark, Security on buses during the day, Ability to call for assistance, Security at bus stops after dark, Security at bus stops during the day, bus design, space and comfort.

**Tertiary Aspects**, these are bus drivers courteous and helpful to passengers, information concerning bus timetable, design allowing to safety enter and exit the bus, ease of purchasing a ticketing and price of bus transportation.

### **2.3 Empirical Literature Review**

This section presents relevant information obtained from other empirical works and divided into four subsections that are organised based on research objectives. The reviewed empirical work has studied the customer's satisfaction particularly in urban transportation and results reviewed the following relevant information;

#### **2.3.1 Service Quality Dimension of Buses Services**

The Study by Jen & Hu (1999) about "Developing City Bus Service Quality Dimension-TAIPEI CITY as EXAMPLE" which was conducted in Taiwan by identifying five dimensions on bus services which include interaction with passengers, tangible service equipment, operating management support, handiness of services and offering correct service information.

According to Budiono (2009) on the study titled "Customer Satisfaction in Public Bus Transport" which was conducted in Indonesia, the study results were analysed using descriptive, correlation, factor and regression analysis concluded by identifying top four factors that positively correlate with overall satisfaction of passengers as follows; bus frequency, comfort travel by bus, on board security and travel time.

#### **2.3.2 Buses Services Operational Frequencies or Departure Reliability**

The emphasis amongst transport operators to understand operational performances such as departing on- time and arriving on time remain popular because they can be easily understandable.

Bus and rail passengers' reliability covers two components that are reliability in arrival or departure time at bus stop and the reliability in the travel time spent on the bus.

The study by Currie, Douglas & Kearns (2011) titled “An Assessment of Alternative Bus Reliability Indicators”. The study was conducted in Perth Australia and concluded that a good number of Buses Departing on-time was rated medium and ranked fourth among bus reliability indicators.

### **2.3.3 Degree of Customers’ Satisfaction from Buses Services**

The study on “User Needs and Management of Public Services in Dar- es – Salaam which was conducted by SUMATRA (2011) as an attempt to understand relationship between owners, crew and passengers with view of bring harmony in the industry. The study revealed that majority of passengers were dissatisfied with commuter transport services due to misconduct of bus crew mainly conductors were the frequently reported misconducts included; use of abusive language, poor cleanliness of buses, dirtiness of crew uniforms, overloading especially peak hours and high tuned volumes of music and radio.

The report results by Wallis Consulting Group (2012) on “Public Transport Satisfaction Monitor” using the early top of mind measure of satisfaction, overall satisfaction remained stable for the quarter of study with a mean of 75.4, unchanged from the previous quarter. Satisfaction with running of service that was used as the primary driver of overall satisfaction with bus services remained stable at 73.6 for the quarter (73.2 last quarters). There were no significant changes in satisfaction across any individual aspects of running of services. The study was conducted in Sydney Australia and used survey design in data collection through questionnaire and interview.

### **2.3.4 The Service Attributes of Bus Services to be Improved in the Future**

Budiono (2009) on his study proposed that since the functional factor had a strong influence on customer satisfaction hence these bus attributes need higher attention to improve customer satisfaction. The identified service attributes were; Frequency, price, punctuality and travel time were the crucial factors that were responsible in bringing higher level of satisfaction.

The study on “Service Quality of Malaysia Public Transport” recommended the following attributes to be improved based on the findings in order to assists the public transports around Lembah Bujang area to improve the service quality of the public transports that is

buses and taxis. It was proposed that; comfortable of the passenger seats and internal and external cleanliness to be given priority, the bus and taxis appearance to be in better condition and not using transports which is too old. Besides, they also should provide a good and sufficient bus and taxi stations that is in usable condition. The attitude of the drivers and conductors of the public transports should be friendlier, often react to the customers' problems, greeting and respects the customers or passengers when they use the public transports. The driver also should drive the transports in safe and careful condition in order to satisfy the customers (Zakaria et al, 2010).

## **2.4 Research Gap**

Based on the literature reviewed both on theoretical and empirical part connote a problem to be researched basing on customers' satisfaction from large buses services as public transportation as follows;

The studies conducted by SUMATRA in 2011 and TAC in 2008 were mainly based on minibuses public transportation due to the fact the urban public transportation especially in developed countries is dominated by minibuses hence the satisfaction results based mainly on minibuses (Kumar & Barrett, 2008).

The study conducted by Wallis Consulting Group in (2012) on "Assessment of customers satisfaction with metropolitan buses" The metropolitan buses are large and the study was conducted in developed country which have developed experience in using large buses in public transportation for long time unlike urban public transportation in developing countries like Tanzania which have different economic and social bases most of these countries adopted capitalism ideology while Tanzania had moved through socialism ideology which in turn may have different impact upon both economic and citizens behaviour.

Therefore, the study assessed customers' satisfaction from large buses in urban public transportation at Ubungo Bus Terminal.

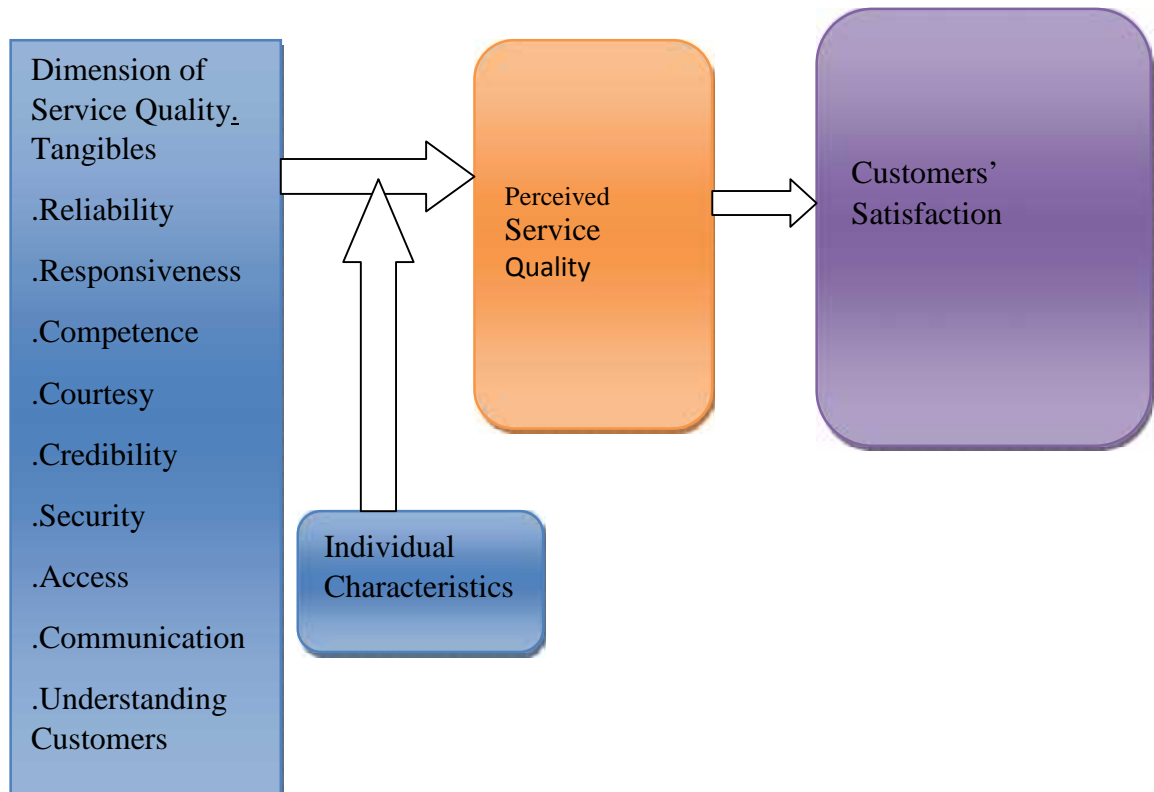
## **2.5 Research Framework**

The conceptual framework refers to the skeleton presentation of the variables studied and their perceived relationships. It aims at summarizing the entire study and provides clear

presentation of the areas in which the researcher concentrated as shown in figure 2.1 below.

### Figure 2.1 Research Framework

Independent Variables Extraneous Variable, Dependent Variable



Source; Researcher conceptualization, 2015

### Description of Variables

**Independent variables** are ten dimensions of service quality which are; tangibles, reliability, responsiveness, competence, courtesy, credibility, Security, Access, communication and understanding customers. These dimension have directly relationship with passengers' expectation and perception about service quality and finally with their satisfaction with buses services

**Dependent Variable** refers to variable that its consequence depends on other factors (Kothari, 2004). Customers' Satisfaction is the dependent variable of the study and its process depends on the dimensions of service quality.

**Extraneous variable;** Independent variables that are not related to the purpose of the study, but may affect the dependent variable are termed as extraneous variables (Kothari, 20014). Therefore, Service Quality is extraneous variable of the study since it's not related to the purpose of the study proposed by the researcher, but they will affect Customers' Satisfaction, therefore the researcher will collect data on perceived service quality so that to control their effects to the dependent variable

**Control Variables** refers to individual differences that can have impact to the study findings. Kothari (2004) suggested that control variables effect should be minimized through selection of good research design to minimise the influence both extraneous variable and control variables. The control variables of the study were demographic characteristics of the study that were; sex, place residence, age, occupation and purpose of passengers' trip.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

Research methodology is a systematically way of solving the research problems, it may also be understood as a science of study on how research is done scientifically (Kothari, 2004).

Through research methodologies, researcher studied various steps that were adopted in conducting research study. Therefore, the chapter comprise; research design, study area, targeted population, and sample size, sampling techniques, data collections methods and analysis of data.

#### **3.2 Area of Study**

The study was conducted at Ubungo Bus Terminal which is located in Dar-es- Salaam City council, The study area have been selected due to the fact that it's the bus terminal with large buses which conducts their services between two urban places which are Dar-es-Salaam and Morogoro.

Therefore, the proposed area of study was helpful for the researcher to collect information concerning customer satisfaction from large buses in urban public transportation.

#### **3.3 Population of the Study**

Population of the study is the complete specific group relevant to the research area (Kothari, 2004). The targeted population in which the researcher based as his point of view were passengers using large buses as urban public transport during the data collection day from Ubungo Bus Terminal.

### **3.4 Research Design**

Research design is a grand research plan that determines what a researcher is going to observe and analyses in the field. It also includes some issues that try to answer the two questions why? and how? of the research (Milanzi, 2009).

Also Kothari (2004) defined research design as the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

In the course of executing this study, a cross-sectional research design was used to conduct survey study as it has been recommended by Smith et al (2008 cited by Bryman and Bell 2011). This kind of a research design was appropriate as it was concerned with describing the existing situation as well as the level of a particular attributes within a study population as it was proposed by (Olsen & Marie, 2004).

A cross-sectional design entails the collection of data on more than one case and at the single point in time in order to collect a body of body of quantitative or quantifiable data in connection with two or more variables, which were examined to detect pattern of association.

### **3.5 Sample Size and Sampling Procedures**

Sample size of the study as well as techniques which were used to obtain sample are stated under this section;

#### **3.5.1 Sample Size**

Sample size means a number of observations being used to make population estimates, it must be appropriate since it is critical, otherwise data may not be reliable, and conclusions may be based on misinformation (Kothari, 2004).

The population of the passengers who use buses to travel from Ubungo Bus Terminal to Msamvu Bus Terminal is infinite since it's impossible to exactly know it, therefore the population under the study is infinite thus according to Kothari (2004) if the population is finite, therefore, a sample size was calculated based on the following formula;

Where;

n = Size of Sample

e = Acceptable error

p= Probability assumption.

Z = Standard variation at a given confidence level

Therefore;

P = 0.1

q = 0.5

z = 1.96

e = 0.03

n =?

$$n = \frac{(1.96)^2(0.1)(1-0.1)}{(0.03)^2} = 213$$

Therefore, sample size consisted of 213 passengers. According to Hair, Anderson, Tatham, & Black (1998) regarding the sample size in the factor analysis, the researcher generally would not factor analyse a sample of fewer than fifty observations, and preferably the sample size should be 100 or larger. Hence, a sample of 213 respondents was acceptable size for quantitative analysis.

### **3.5.2 Sampling Techniques**

#### **3.5.2.1 Stratified Random Sampling**

Refers to probability sampling where by the population is divided into different groups or layers before selection of the representatives (Adam and Kamuzora, 2008).

The study employed stratified Random Sampling to select buses' companies that provide services from Ubungo Bus Terminal to Msamvu Bus Terminal. Two large buses were selected for the study from three groups of large buses. The selected bus services companies were Abood Bus Service and BM Bus Services. These companies were selected because of the following reason; Abood Bus Service was first introduced as a brand with new fleet of Luxury Executive Express coaches servicing between Morogoro and Dar es Salaam. Abood Bus has more than 20 years in the bus service and it has built up the brand

to provide the excellent service, price and quality for bus service between Arusha and Morogoro as well as Dar es Salaam and Morogoro (jipaconnection.com). Also, BM Coach is one of the most popular bus companies providing bus service from Arusha to Morogoro and returned service from Morogoro to Arusha. BM Bus Service also provides service from Morogoro to Dar es Salaam and Dar es Salaam to Morogoro daily. Over the years, BM Bus service has built up the brand to provide a balance in excellent service, price, and quality service. They have made a reputation of leaving and arriving on scheduled time so customer have peace of mind knowing the bus they are traveling in is punctual (jipaconnection.com). Therefore, the selection of these bus services companies were based on the fact that these companies has a high competitive advantage and many customers of Dar es Salaam Morogoro trans-route compared to other companies.

### **3.5.2.2 Convenience Sampling**

Convenience Sampling involves selecting respondents on basis of their availability and willingness to respond (Shaughnessy *et al*, 2000) as cited by (Adam and Kamuzora, 2008). The study employed the technique to 213 respondents who are using large buses which were Abood and BM from Ubungu Bus Terminal to Msamvu Bus Terminal in Morogoro.

## **3.6 Data Collection Methods**

The proposed study used both primary and secondary data.

### **3.6.1 Primary Data Collection Methods**

Kane and O'Reilly (2001) argue that the fact that secondary data were collected from other different purposes is one of the challenges of secondary data, but researchers recognize this and are aware for these challenges before they make decision to use primary data. This study used questionnaires and observations as primary data collection methods.

#### **3.6.1.1 Questionnaires**

A questionnaire consisted of a number of questions printed in a definite order, and set of forms. The questionnaires were distributed to respondents who were expected to read and understand the questions and write down the reply in the space meant for the purpose in the questionnaire itself (Kothari 2004).

Questionnaires were used to conduct on-board survey were respondents selected through convenience sampling were 213 were either surveyed using either English version and or translated Swahili version of questionnaire. Therefore, researcher used questionnaire method because the method helped a large proportion of the desired information on customers satisfaction based on aspects of service of large buses in urban public transportation.

### **3.6.1.2 Observation**

This is the technique of data collection that involves using eyes and ears to investigate a phenomenon of interest. Observation is a powerful tool in that it does not require the help of the respondents to collect required data. The problem with observation is that the investigation may be subjective, biased and fails to observe key issues in relation to the subject matter under investigation. Observation may be participant or non-participant in nature (Bailey, 1982).

In this study observation instrument was used to record differences on departure frequencies between selected large buses under study on the day of data collection.

Through observation it was possible for the study to observe operational performance as it have been suggested by (Headley & Bowen, 1997)that buses, airlines, trains, taxis and others public transports service measurement in term of expectation and perception will be as assessment tool that gives accurate comparative indicators based on performance rather than subjective opinions.

The punctuality and frequency of the public transport effects the satisfaction of the user because the satisfaction is measured by the indicators of perceptions and expectations that is related to the service quality (Eboli&Mazzula, 2008).

### **3.6.2 Secondary Data Collection Method**

According to Kothari (2004), secondary data are those already available, which have been collected and analyzed by someone else, but for the current research project these data are valuable for use. Secondary data are important because they may help the researcher to save time and money. Secondary data may either be published data or unpublished data.

### **3.6.2.1 Documentary Sources**

Documentation method is about gathering data from secondary source. The Documentary sources of data play an important role in disseminating knowledge in all disciplines. The documentary sources of data for research purposes include manuscripts, journals, research reports, newspapers and other unpublished literary works (Ndunguru, 2007). In that way, a researcher used various documents to conduct the study especially policies that guide public transportation in Tanzania and other documents which were useful for the study.

### **3.7 Data analysis Plan and Processing**

The data collected were stored, coded, summarized and analysed according to the study objectives. Data analysis was guided by objectives and research questions were qualitative data were broken to reduce bulkiness for easy understanding by readers and the same with are presented in tables, that's descriptive statistical methods which was easier for the researcher to handle compared to other statistical data analysis method.

### **3.9 Data Analysis and Management**

The analysis of data obtained from the study was analysed both qualitative and quantitative techniques with the aid of appropriate computer software for data analysis known as SPSS version 16.0. Questionnaires were prepared using EPI- data, under this software the questionnaires were entered directly then they were exported to SPSS package for data analysis.

### **3.10 Ethical consideration**

Permission to conduct the study was obtained from Dar- es Salaam City Council; further permission was sorted to different stakeholders like Ubungu Bus Terminal, Police Check Point at Ubungu Bus Terminal and Operators of large buses selected for the study. The prospective respondents were informed of the purpose of the research and their cooperation to be interviewed before departure of the bus from Ubungu Bus Terminal as study involved on board survey.

The respondents were informed that their participation in study was voluntary. The limitation to take part in the research study will be explained, assurance for voluntary participation, freedom to withdraw from interview at time will be given to willing

participants: Confidentiality among unity in interpretation and dissemination of data was assured. Privacy was also assured by not exposing such study findings in way that would reveal details of individual respondent.

## **CHAPTER FOUR**

### **DATA PRESENTATION, ANALYSIS AND DISCUSSION**

#### **4.1 Introduction**

This chapter presents the research findings of the study. It discusses the major findings and describes the information derived from questionnaires and observation gathered from Dar es Salaam region. This chapter is divided into two major parts: the first part contains the respondents' profile, and the second part contains the data on the specific research objectives that included To assess effects of service quality dimensions on customers' Satisfaction; To determine the operational performance in terms of departure frequency from Ubungo bus Terminal among Abood and BM Buses Services; To assess the degree of customers' satisfaction from large buses services and to determine the service attributes of large buses that must be improved in the future or rather the data grasped were analysed and described in respect to the research questions. It gives answers to the study questions that were raised before the research work. . In this chapter, the findings are discussed in order to provide answers to each of the research questions or rather objectives.

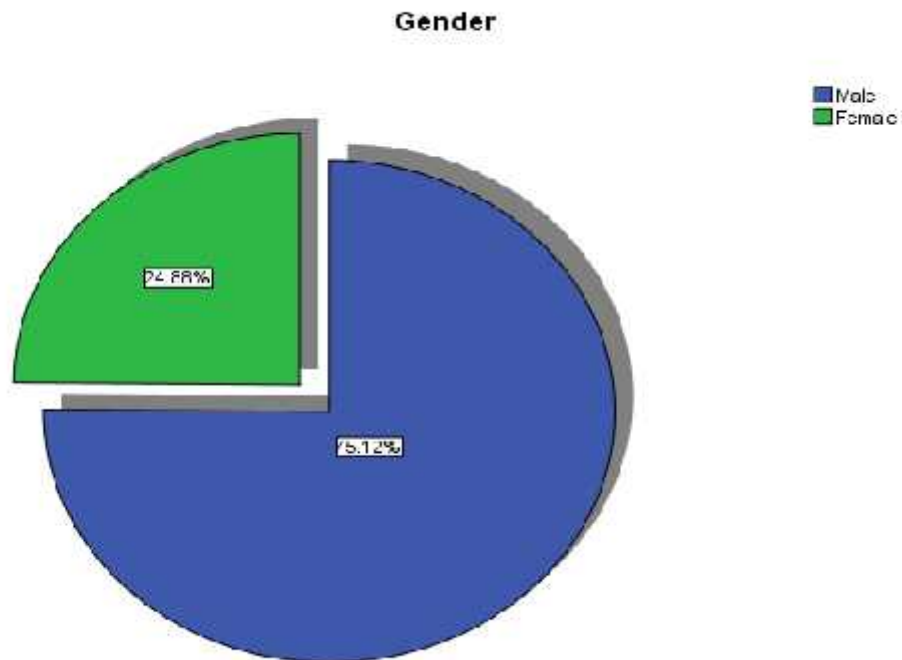
#### **4.2.1 Responses Rate**

The response rate refers to the ratio of the number of collected questionnaires to that of distributed questionnaires. Although the preferred respondent was 100 respondents, given the number of research assistants being four, the researcher and researcher' assistants distributed 213 questionnaires as per the calculated research sample. In a period of 7 days with a research team of 5 people, each person was able to contact an average of 42 respondents. Also, all questionnaires were collected from the survey. The respondents exceeded 100 in order to obtain more reliable data. Therefore the response rate was hundred per cent (100%).

#### **4.2.2 Respondents by Sex**

The respondents served with self-administered survey questionnaire were asked and identified with their sex. The study findings revealed that out of 213 respondents, 160 (75.1%) respondents were male and 53 (24.9%) respondents were female.

**Figure 4.1: Respondents by Gender**



Source: Research Study, 2015

According to Figure 4.1 above data shows majority of respondents were male with 75.12%. This is due to the fact that even from observation male were many or rather due to the facts male are too mobile than female. The finding of this study is consistence to that of Nkurunzinja (2013), on sustainable transportation in Dar-es-Salaam that was also dominated by male by 53.7% compared to 46.3 female. Another study by Temba (2012) on his study concerned ferry passengers' satisfaction in Lake Victoria sex distribution was also dominated by men.

#### **4.2.3 Places of Residence and Bus Usage**

Respondents were asked to indicate their place of residence and bus service they normally use. Out of 213 respondents, 107 were from Morogoro, 64 were from Dar- es- Salaam and 42 were from other places. Also respondents were asked to state bus services they normally use between Abood and BM. Out of 213 respondents, 108 respondents equivalent to 50.7% preferred Abood while 105 respondents equivalent to 49.3% preferred BM. This

study also shows residence of Morogoro prefers Abood Bus Service with a rate of 71% compared to 29% of BM Bus Service. Observation showed that Abood Bus Services headquarter is at Morogoro and the brand owners have both political and economic influence at Morogoro as he is the Member of Parliament representing Morogoro Urban. Also observation showed that Abood Bus Service is popular at Morogoro because of its advertising power given the fact that Abood owns Abood Broadcasting Cooperation that included a radio station and television station that supports community at large. Another reason was Abood bus parking at Msamvu is much closer to Daladala stand than BM something that make the company easily track passengers dropping from Daladala while in order to come to BM they have to pass through Abood parking, something that needs passengers who truly committed to BM.

Abood Bus Services company is also favoured by its corporate social responsibility it offers at Morogoro. They have reserved three busses to serve for funeral for free for Morogoro residents something that leads to strong brand loyalty to Abood by Morogoro residents. This makes passengers who reside at Morogoro to have affiliations with Abood Bus Services. On the other hand passengers who reside at Dar es Salaam preferred BM Bus Service and according to respondents' opinions, BM Bus Terminal is a new company and a good number of passengers are students and business persons who are not residence of Morogoro. In case of respondents who were residence of neither Dar es Salaam nor Morogoro, 32 respondents (76.2%) used BM Bus Services while 10 respondents (23.8%). This implies that like residence of Dar es Salaam majority of respondents who are neither residence of Morogoro nor Dar es Salaam prefer to use BM.

As from observation BM Bus Services uses large number of road side ticket agents and relies on advertising from many radio and televisions station at Dar es Salaam. Also another issue raised by respondents is the fact that not all passengers' reaches bus destinations but they either stop before destination or continue with journey after destination because Morogoro or Dar es Salaam is not their place of residence.

**Table 4.1: Respondents by Place of Residence and Bus usage**

Residence	Abood Bus Service	BM Bus Service	Total
Dar es Salaam	22 34.4%	42 65.6%	64 100%
Morogoro	76 71.0%	31 29.0%	107 100%
Others	10 23.8%	32 76.2%	42 100%
<b>Total</b>	<b>108</b> <b>50.7%</b>	<b>105</b> <b>49.3%</b>	<b>213</b> <b>100%</b>

Source: Research Study, 2015

#### **4.2.3 Respondents by Age and Occupation**

Respondents were asked to state their age group and occupation status. In case of age group, out of 213 respondents, 75 respondents (35.2% ) fell under the age of 26-35, 63 respondents (29%) fell under the age of 21-35, 33 respondents (15%) fell under the age of 14-20, 33 respondents (15.5%) fell under the age of 36-45 and 9 respondents equivalent to 4.2% fell under the age of 46-60. This implies that majority of respondents fell under the age group of 21-35 with a total of 64.2%. This group is more mobile than the rest of the age groups with a total of 35.8 altogether.

In case of occupation status, 106 respondents (49.8%) were students, 54 respondents (25.4%) were Business People, 33 respondents (15.5%) were employed in private sectors, 21 respondents (9.9%) were peasants and 10 respondents (4.7%) were self-employed. This implies that students and business people with 75.2% frequently use bus services compared to the rest of other groups with 24.8% as detailed in the table below.

**Table 4.2: Respondents by Age and Occupation Status**

Age Groups		Occupation Status					Total
		Student	Business Person	Employed in Private Sector	Self-employed	Peasant	
14-20yrs		0	12	0	0	21	33
		.0%	5.6%	0%	.0%	9.9%	15.5%
21-25yrs		52	11	0	0	0	63
		24.4%	5.2%	0%	0%	.0%	29.6%
26-35yrs		43	21	11	0	0	75
		20.2%	9.9%	5.2%	0%	.0%	35.2%
36-45yrs		11	1	11	10	0	33
		5.2%	.5%	5.2%	4.7%	0%	15.5%
46-60yrs		0	9	0	0	0	09
		0%	4.2%	0%	0%	0%	4.2 %
<b>Total</b>		<b>106</b>	<b>54</b>	<b>22</b>	<b>10</b>	<b>21</b>	<b>213</b>
		<b>49.8%</b>	<b>25.4%</b>	<b>10.3%</b>	<b>4.7%</b>	<b>9.9%</b>	<b>100%</b>

Source: Research Study, 2015

#### 4.2.4 The Purpose of the Trip

Respondents were asked through questionnaire to indicate the purpose of their trip from Dar-es-Salaam to Morogoro. Out of 213 respondents, 96 respondents (45.1%) travelled for studies purposes, 52 respondents (24.4%) were travelling for leisure purpose, 33 respondents (15.5%) for shopping purpose, 31 respondents (14.6%) were travelling for work purposes and 1 respondent (0.5%). This implies that many respondents were travelling to school for studies purpose and leisure purposes whereby these two groups form 69.5% compared to 30.5% of all respondents altogether as the Table 4.3 below shows.

**Table 4.3: The Purpose of the Trip**

Respondents' Trip Purpose	Frequency	Per cent
Travelling to School	96	45.1
Travelling to Work	31	14.6
Shopping Trip	33	15.5
Leisure Trip	52	24.4
Other Purposes	1	0.5
<b>Total</b>	<b>213</b>	<b>100.0</b>

Source; Research Study, 2015

### **4.3 Effect of Service Quality Dimensions on Customers Satisfaction**

This is the first objective of the study that aimed at determining the effects of service quality dimensions on customers' satisfaction in public transport. The study evaluated the issues of customer satisfaction by putting focus into five SERVQUAL dimensions with 18 services attribute. In a general view, the dimensions included reliability, responsiveness, assurance, empathy and tangible attributes of services quality.

#### **4.3.1 Reliability Dimension**

This was the first service quality dimension, whereby the mean averages for each attribute was as follows; punctuality (3.28), error free (3.35), timeliness (3.58), right service (3.76) and sincerity (3.84). Basing on the analyzed data as the mean average ranges between 3.2 and 3.84 this means that both companies had an ability to perform the promised service accurately.

#### **4.3.2 Responsiveness Dimension**

This was the second service quality dimension intended to understand the rate of willingness bus services providers had to help customers and provide timely service. Data showed services quality attributes with the following mean averages; truthiness (3.4), promptness (3.35), willingness (3.82) and response (4.0). Results from data collected revealed high response rate of buses service provider with an average mean ranging from 3.35 to 4.0.

#### **4.3.3 Assurance Dimension**

This was the third service quality dimension aimed at assessing how bus services providers inspire trust and confidence to their customers as well as their courtesy and knowledge. Whereby the mean averages for each attribute was as follows; knowledge (3.35), courtesy (3.9), confidence (4) and safety (4.07). The average mean for this dimension were also too high. This implies passengers who uses these bus services companies have confident and trust of using this companies because of the assured safety and knowledge of service providers.

#### **4.3.4 Empathy Dimension**

This was the fourth service quality dimension focused in assessing how bus services providers considers the assurance of saving mutual interests, caring and paying equal attention to individuals customers while providing services. The mean averages for each analyzed attributes were as follows; interest (3.9), intention (4), help (4.14) and convenient 4.19. Data shows the mean averages have highly increased with average range moved to 4.19 high compared to the previous analyzed dimension. This implies that empathy is a crucial factor for the flourishing of bus service companies as it attracts a good number of customers as it is taken into consideration when selecting for a bus service company to use or not to use.

#### **4.5.5 Tangible Dimension**

This was the fifth service quality dimension analyzed with an intention to understand how physical facilities, equipment, personnel and communications. Data showed each tangible service quality attribute with average mean of facilities (4.60), looking (4.60), cleanliness (4.42) and neatness (4.2). This implies tangible dimension service quality attributes are highly consider dimension service attributes that are widely considered by customers thus why owners and providers of bus services put more efforts for their maintenance. This is the reason why each attributes have high mean average ranging from 4.2 to 4.6 than all of the previous dimensions attributes.

To sum-up the findings obtained from a total of 18 service attributes from five SERVQUAL dimensions. The results revealed that 5 service quality attributes of bus services under the average mean of 3.5, 8 attributes were between 3.5- 4.0 mean and 10 attributes were between 4.01-4.6 mean.

Therefore, the research findings revealed that most of the respondents agreed with quality of the buses' tangibles dimensions as they were highly represented with four attributes compared to other factors on attributes with above 4.1 mean. The quality of empathy dimensions was somehow agreed and presented with five attributes with a mean of above 3.5–4.0 and responsiveness service quality dimension dominated the mean below 3.5 as shown in table 4.4 below; This study showed service quality dimensions have impact in customer satisfaction as majority of respondents have rated them high.

These study findings are inconsistency to that of SUMATRA (2011) that attempted to understand relationship between owners, crew and passengers with view of bringing harmony in the industry. Whereby the study revealed that majority of passengers were dissatisfied with commuter transport services due to misconduct of bus crew mainly conductors were the frequently reported misconducts included; use of abusive language, poor cleanliness of buses, dirtiness of crew uniforms, overloading especially peak hours and high tuned volumes of music and radio.

**Table 4.4: The Effect of Service Quality Dimensions on Customers' Satisfaction**

	N	Range	Minimum	Maximum	Mean
Responsiveness Truthiness	213	3	2	5	3.04
Assurance Courteous	213	4	1	5	3.09
Reliability Punctuality	213	3	2	5	3.28
Responsiveness-Promptness	213	3	2	5	3.35
Reliability - Error Free	213	4	1	5	3.35
Assurance- Knowledge	213	3	2	5	3.55
Reliability – Timeliness	213	4	1	5	3.58
Reliability - Right Service	213	3	2	5	3.76
Responsiveness – Willingness	213	3	2	5	3.82
Reliability – Sincere	123	3	2	5	3.83
Empathy – Understanding	213	3	2	5	3.87
Empathy – Interest	213	3	2	5	3.90
Empathy – Intention	213	3	2	5	4.00
Assurance - Confidence	213	3	2	5	4.07
Assurance – Safety	213	4	1	5	4.07
Empathy – Help	213	3	2	5	4.14
Empathy Convenient	213	3	2	5	4.19
Tangible – Neatness	213	2	3	5	4.26
Responsiveness-Response	213	3	2	5	4.26
Tangible Cleanness	213	2	3	5	4.42
Tangibles – Looking	213	2	3	5	4.60
Tangibles – Facilities	213	2	3	5	4.60
Valid N (list wise)	213				

Source: Research Study, 2015

#### 4.4 The Operational Performances of Buses

The second objective of this study aimed at determining the operational performances of buses. Through observation the researcher used buses departure frequencies as a measuring tool of operational performance basing on nature of public transportation at Ubungo Bus Terminal. The researcher intention was to know whether selected bus companies consider time as performance factor for their services or not.

This study observed a total of 258 trips, whereby 137 trips were from Abood Bus Services and 121 trips were from BM Bus Services. The study used seven days to observe all these bus trips with concentration being on waiting time for passengers or bus departure and number of buses per day. Abood Bus Services had 137 Trips per week with an average of 19.57 Trips Per day while BM Bus Services had 121 Trips with an average of 17.28 trips per day as shown in Table 4.5.1 below. Also the mean departure difference in minutes for Abood Bus Service was 30.56 while for BM Bus Service the mean departure difference was 38.45 as shown in Table 4.5 below.

**Table 4.5 Trips Observation of Buses**

Days	Abood Bus Services	BM Bus Services
Monday	19	17
Tuesday	16	15
Wednesday	17	15
Thursday	16	14
Friday	20	18
Saturday	23	20
Sunday	26	22
Total	137 Trips	121 Trips
Average	19.57 Trips Per day	17.28 Trips Per Day

Source: Research Study, 2015

According to data in Table 4.5.1, It was revealed that Abood Bus Services have many trips in a week with an average of 19.57 trips per day compared to BM Bus Service with an average of 17.28 trips per day. Also, this study showed in terms of operational performance, Abood Bus Service were better compared to their counterparts BM Bus Services, due to the fact that the waiting time for Abood's passengers was only 30.56 minutes while BM was 38.45 hence they passengers of Abood were departing on-time which had effect on number of buses travelled from Ubungo as Abood had many buses which travelled compared to BM hence they were in good position of doing better in operation performance.

The study findings on operational performance of buses revealed that in terms of operational performance Abood were better compared to their counterparts BM, due to the fact that the waiting time for Abood's passengers was only 30.56 minutes while BM was 38.45 hence they passengers of Abood were departing on-time which had effect on number of buses travelled from Ubungo as Abood had many buses which travelled

compared to BM hence they were in good position of doing better in operation performance.

For public transportation service, schedule reliability is generally a central point in the service level agreement. Unreliable bus service can lead to longer waiting time and traveling time for passengers. However, bus services are born unstable due to many reasons. Generally, buses leave their departure station at irregular intervals

Travel time also has high correlation with overall satisfaction. Travel time is considered when choosing travel mode. Customers satisfy more when they experience shorter travel time.

The findings were supported by the study by Fuji *et al* (2001) found that after car users corrected they overestimates travel time using public bus transport; they travel more frequently with public bus transport. Van Vugt *et al.* (1996) also found that shorter travel time influences the decision of customer to choose public bus transport as a means of transport. Exclusive lane bus that applied for Transjakarta is one effort to shorter travel time.

#### **4.5 Degree of Customers' Satisfaction from Large Buses Services**

The third objective of this study intended to assess degrees of customers' satisfaction from large buses services. Respondents were provided with questionnaire and asked to rate their level of satisfaction considering the following attributes from service quality dimensions; How satisfied are you with the design, space, and comfort of bus, seats, music system, video, air condition and cleanliness in the bus?,

How satisfied are you with your feelings of personal security with your staffs, risk and doubt within this bus?, How satisfied are you with the language used in providing information about bus services like bus stops and mode of adverting these information?, How satisfied are you with bus driver's speed and driving manner?, How satisfied are you with bus fair and the ticketing process of the bus?, How satisfied are you with authorised officers of the bus on their trustworthiness, believability and honest?, How satisfied you are with how service providers understanding of your needs during your journey?, How satisfied you are with politeness, consideration and friendly manner of service providers?, How are you satisfied with punctuality of bus in terms of waiting time and time taken to

travel to your destinations?, How are you satisfied on how bus operators respond to passengers comments and complaints?, and last one was, thinking of overall operational attributes of bus services assessed above, how satisfied are you with how bus services are run overall.

#### 4.5.1 Satisfaction with Tangible Attributes

Regarding the question whether customers were satisfied with the design, space and comfort of the bus seats, music system, video, air condition and cleanliness, respondents were asked to indicate their satisfaction level. Out of 213 respondents, 88 respondents (41.3%) and 41 respondents (19.2.3%) for Abood and BM respectively were totally satisfied and 20 respondents (9.4%), and same data of 20 respondents (9.4%) for Abood and BM respectively were satisfied with design, space and comfort of Bus, seats, music system, video, Air condition and cleanliness in the bus. While there were no respondents (0%). In case of Abood Bus Services respondents who somehow satisfied and 44 respondents equivalent to 20.7% were somehow satisfied with the design, space and comfort of Bus, seats, music system, video, Air condition and cleanliness in the bus as illustrated in table 4.6 below;

**Table 4.6: Respondents Tangibles' Satisfaction**

Bus Company	Totally Satisfied	Very satisfied	Somehow Satisfied	very dissatisfied	Totally dissatisfied	Total
Abood	88 41.3%	20 9.4%	0 0%	0 0%	0 0%	108 50.7%
BM	41 19.2%	20 9.4%	44 20.7%	0 0%	0 0%	105 49.3%
<b>Total</b>	<b>129</b> <b>60.5%</b>	<b>40</b> <b>18.8%</b>	<b>44</b> <b>20%</b>	<b>0</b> <b>0%</b>	<b>0</b> <b>0%</b>	<b>213</b> <b>100%</b>

Source; Research Study, 2015

From Table 4.6 most of respondents 129 (60.5%) as a total for Abood Bus Services and BM Bus Services were satisfied with the tangibles of the bus while a total of 40 (18.8%) were very satisfied and 44 respondents (20.70) were somehow satisfied. Hence the service attributes were highly rated by respondents as most satisfying service attributes compared to other attributes that were assessed. Moreover respondents of Abood Bus Services were more satisfied compared to their counterpart BM Bus Services.

#### 4.5.2 Satisfied with Bus Punctuality

The least satisfaction among all service attributes identified was shown from question B.9 which was asked to respondents who were required to rate their level of satisfaction with the punctuality of buses in terms of waiting time and time taken to travel to their destinations. The results of the study indicated that 49.9% were either dissatisfied or totally dissatisfied from buses services attributes which concerned with punctuality of the buses. The 23% respondents whom were dissatisfied were from BM and 13.6% from Abood while those whom were totally dissatisfied were 8.0% respondents from BM and 5.2% from Abood.

Therefore, according to study results in table 4.7 the dissatisfaction rate on punctuality was higher to respondents from BM than from Abood Bus Services as it had 31% of respondents whom were either dissatisfied or totally dissatisfied while only 18.8% respondents from Abood. This implies that Abood Bus Services have satisfied more customers than BM Bus Services. Observation showed this is because Abood Bus Services Company has many buses per day the situation that help them being punctual compared to BM Bus Services which has have few buses that cause delay from one bus departure to another.

**Table 4.7 Satisfaction with Bus Punctuality**

Dimensions	Frequency	Percent
Totally Dissatisfied	28	13.1
Dissatisfied	78	36.6
Somehow Satisfied	90	42.3
Very Satisfied	15	7.0
Totally Satisfied	2	9
<b>Total</b>	<b>213</b>	<b>100</b>

Source: Research Study, 2015

#### 4.5.3 Satisfaction with Bus Fare and Ticketing Process of the Bus

The study asked respondents to rate their level of satisfactions with the bus fare and the ticketing process. The attribute had ranked second for having many respondents whom were highly dissatisfied. 23.9% of respondents whom were either dissatisfied or totally dissatisfied as described in table 4.8 below. This implies that bus fare and ticketing process is not well maintained by providers of bus services. Observation revealed a lot of tickets are sold out ticketing spots or offices by middle men who increase bus fare.

**Table 4.8: Respondents' Satisfaction with Bus Fair and Ticketing Process**

Dimension	Frequency	Percent
Totally Dissatisfied	10	4.7
Dissatisfied	41	19.2
Somehow Satisfied	94	44.1
Very Satisfied	46	21.6
Totally Satisfied	22	10.3
<b>Total</b>	<b>213</b>	<b>100</b>

Source; Research Data, 2015

#### 4.5.5 Overall Operational Attributes of Bus Services

Moreover, in order to understand the extent to which customers are satisfied with bus services, the study after assessment of all service attributes satisfaction, respondents were also were asked through question B.10 to rate in terms of overall operational the way overall bus services were being run. The study findings revealed that 38% of respondents were very satisfied, 36.2% of respondents were satisfied, 25% respondents were somehow satisfied and there were neither dissatisfied nor very dissatisfied with overall bus satisfaction.

Hence it was revealed that most of customers were satisfied with the overall satisfaction of buses services although the satisfaction level among respondents from buses were different as respondents from Abood bus services were mostly satisfied than customers from BM Buses Services as indicated in table 4.9 below;

**Table 4.9: Overall Customers Satisfaction**

	Overall Satisfaction Level			Total
	Totally Satisfied	Satisfied	Somehow Satisfied	
Bus Abood	43 20.2%	44 20.7%	21 9.9%	108 50.7%
BM	38 17.8%	33 15.5%	34 16.0%	105 49.3%
<b>Total</b>	<b>81 38.0%</b>	<b>77 36.2%</b>	<b>55 25.8%</b>	<b>213 100.0%</b>

Source; Research Study, 2015

The study findings revealed that 60.6% of respondents had totally satisfied with tangibles of the buses were 41.1% respondents were from Abood and 19.2% of BM were totally satisfied, 40% were satisfied and 20.7 of respondents were somehow satisfied with bus services quality dimensions.

Budiono (2009) also supported these results on his study titled “Customers Satisfaction in Public Bus Transport” which was travelers’ perception study in Indonesia. Frequency of departures ( $r = .50$ ,  $p = .001$ ), satisfaction with bus comfort ( $r = .49$ ,  $p = .001$ ), satisfaction with security on board buses ( $r = .48$ ,  $p = .001$ ) and travel time ( $r = .45$ ,  $p = .001$ ) has the highest relation to overall satisfaction. Thus, these attributes had a strong and high relationship with overall customer satisfaction.

In order to understand the extent to which customers were satisfied with bus services, the study after assessment of all service attributes satisfaction, respondents were also were asked through question B.10 to rate in terms of overall operational the way overall bus services were being run. The study findings revealed that 38% of respondents were very satisfied, 36.2% of respondents were satisfied, 25% respondents were somehow satisfied and there were neither dissatisfied nor very dissatisfied with overall bus satisfaction. The study findings on overall satisfaction was also the same with findings of the study by Le-Klahn (2013) were overall satisfaction indicated high level of satisfaction with public transportation in Munich with the mean score of 4.08 and mode of 4.0.

But the research findings of the study by Budiono (2009) were different to this study findings as the mean of overall satisfaction also indicate that customers are not satisfied with public bus transport ( $M=2.51$ ,  $SD=0.90$ ). From 278 respondents, only 44 customers claimed that they were satisfied with the service and there were no respondents that were very satisfied with the service.

#### **4.6 Bus Services Attributes to be Improved in the Future.**

The fourth objective of this study intended to determine the service attributes of large buses that must be improved in the future. The research mostly used observation method and interview to collect data from the field. From both part “b” and “c” of the survey questionnaire and also from observation method which observed buses departure frequencies and time differences between buses from Ubungo Bus Terminal, the study

was able to understand services attributes of the buses which was either assessed to be unsatisfactory or were rated by respondents to be unsatisfactory as described below;

The satisfaction rate of service quality described three service attributes as mostly unsatisfactory level compared to other ten service attributes which were;

#### **4.6.1 Bus Punctuality in Terms of Waiting Time and Travel Time**

The respondents through survey questionnaire were asked to assess their level of satisfaction in terms of bus punctuality in terms of waiting time and time taken to their destinations. The study findings of the attribute indicated that the attribute was mostly unsatisfactory compared to other ten service attributes as it had a total of 49.7% of both dissatisfied and dissatisfied respondents as described in table 4.8 below

#### **4.6.2 Trustworthiness, Believability and Honest**

This service attribute of bus was ranked third among most unsatisfactory service attributes as it had 20.5% respondents whom were either totally dissatisfied or dissatisfied with the trustworthiness, believability and honesty of authorised officers of the buses companies as described in table 4.10 below;

**Table 4.10: Respondents' Satisfaction with Buses Officers Trustworthiness**

	Frequency	Percent
Totally Dissatisfied	1	5
Dissatisfied	33	15.5
Somehow Satisfied	74	34.7
Very Satisfied	73	34.3
Totally Satisfied	32	15.0
<b>Total</b>	<b>213</b>	<b>100</b>

Source; Research Study, 2015

Moreover, The study findings through observation method of data collection described that waiting time before departure from terminal had direct impact to the operational performances of the buses as the more waiting time before departure of the bus the more small number buses which travelled from the terminal.

As per observational on table results the average waiting time for BM buses were 38.45 minutes which resulted to 22 buses while their counterparts Abood had average of 30.56 minutes of waiting time before bus departure which had lead Abood to had 27 which travelled from Ubungo Bus Terminal.

Therefore, as discussed above both bus companies should improve their services for all service attributes but with more concentration to identified services by respondents whom are the customers as it was recommended by one of the respondent through survey questionnaire who explained as follows:

*“These buses companies should improve their services to win the hearts of majority travellers so that to attract more passengers within a short time in order to outperform their competitors and to gain customers loyalty”.*

The research findings described the following bus services attributes as mostly unsatisfactory by respondents, therefore the study had recommended these attributes to be improved in future so as to increase both customers’ satisfaction and business performances as follows; Bus Punctuality in terms of waiting time and travel time, bus fair and ticketing process and trustworthiness, believability and honest of authorised officers of buses.

The study findings had significance difference with that on study conducted by Kumar (2012) in India, which revealed that service attributes of buses services that had low level of satisfaction among respondents were; on-board security, comfort and customer care.

## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter is the one that has the intention to summarize the study concerning its general objective, to provide conclusion that has been attained in every specific objective, to provide the precise recommendations and finally to propose areas for further research.

The main objective of this study was to assess the customers' satisfaction from large buses' services in urban public transportation. The study was successfully conducted with an assistance of the following specific objectives; To assess effects of service quality dimensions on customers' satisfaction, To determine the operational performances in terms of departure frequencies from Ubungo bus terminal between Abood and BM Bus Services, To assess the degree of customers' satisfaction from large buses services and to determine the service attributes of large buses that must be improved in the future. The study results has shown that most of researched passengers were satisfied with the overall run of buses services but the overall satisfaction rate was high among passengers from Abood bus services than BM.

In terms of effect of service quality dimensions, the satisfaction rate was high for tangibles dimension, followed by empathy dimension and responsiveness dimension of the services quality.

The operational Performances of buses which were studied through observation method revealed that Abood performance was better compared to their competitors BM as the waiting time for Abood passengers was only 30.56 minutes while BM was 38 minutes. The waiting time differences before departure of the buses from Ubungo Bus Terminal had effect on buses frequencies recorded as Abood had many trips which travelled which were 137 compared to 121 trips of BM in a week.

In addition, degree of passengers' satisfaction was assessed through ten service attributes of satisfaction. The findings of the study has shown that tangibles attributes of the buses

received high rate of satisfaction from passengers and the least satisfaction among all service attributes of satisfaction was shown from punctuality service attribute of the buses.

Through descriptive analysis of the study it was possible to identify the following service quality dimensions as mostly unsatisfactory dimensions hence it was recommended to be improved in future; bus punctuality in terms of waiting time and travel time, bus fair and ticketing Process of buses and trustworthiness, believability and honest of authorised staffs of the buses.

## **5.2 Conclusion**

From the study findings, it was found an interesting answer for the general objective of the study that aimed to assess customers' satisfaction from large buses, which found that most of the respondents were either totally or satisfied with the overall buses services hence the satisfaction rate was high among passengers.

Moreover, study findings revealed that among all ten services dimensions; tangibles, empathy and responsiveness were rated as mostly satisfying service quality attributes while least satisfaction was revealed from punctuality, bus fair and ticketing system and trustworthiness of the buses' staffs.

The operational performances among studied buses which were Abood and BM was found high for Abood Buses as their waiting time before departure of the buses were 30.56 minutes compared to the 38 minutes for BM buses. The waiting time had direct impact to the number of buses' frequencies for departure from Ubungo as Abood had 137 trips while BM had 121 trips which travelled from Ubungo in the period of one week of observation.

## **5.3 Recommendations**

In the light of research findings and results, a number of recommendations are hereby made with the anticipation of accelerating the level of customers' satisfactions from large buses in urban public transportation;

First, buses services should be designed in such a way that it meets users' needs and expectations. In competitive business environment, which is being experienced by different public transportation in world especial developing countries, the only way through which

public transportation can satisfy their passengers is through provision of services in accordance to passengers' wishes and expectations.

Second, buses Staffs especially bus conductors and those at front line offices should be hired based on their academic qualification where minimum qualifications should be at least certificate in Customer Care or its equivalent so that to reduce problems from different quality attributes such as security, trustworthy and ticketing process which is currently being dominated by middle men instead of authorised staffs.

Third, establishment of effective official mechanism for handling passengers complaints which would give customers ability to submit their complaints easily like website, customers service call numbers which can be viewed inside the bus, at bus terminal or bus booking office and that system should provide the easiest way to fill up the complete data and time of incident, the bus number and the route where complaints happened. In addition, buses' company must employ specialised staffs to deal with such complaints and be responsible for solving and providing feedback to customers immediately.

Last but not least, public transportation of passengers by bus must be continuously monitored in order to verify if they are being provided appropriately and efficiently, according to standards, criteria, indicators and parameters that define service quality. The proposed approach is expected to provide relevant information for government authorities about the quality of services provided by bus companies and to indicate if they have (or not) economical, technical or practical attributes to provide service according to the required standards of quality.

#### **5.4 Areas for Future Studies**

According to this study, the following areas should be taken for further research;

First, it is important to investigate how to persuade car users to shift their mode travel to public transportation mode choice by conducting the research that could investigate what type of public bus transport that suit with their need.

Second, this study was conducted to assess the customers' satisfaction from large buses in urban public transportation, however due number reasons it was impossible to conduct

such assessment to other urban places than Dar-es –Salam therefore other studies should be conducted at least at more than two urban places of Tanzania.

Last but not least, in order to understand more the nature of passengers' satisfaction with public transportation, the study on public transportation users' activities during their journeys should be observed so that to increase their level of satisfaction with buses services through providing service gap that would be observed.

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## APPENDICES

### APPENDIX I

#### QUESTIONNAIRE FOR THE PASSANGERS

Dear respondent,

The researcher is carrying this study titled “**Assessment of customers’ satisfaction from large buses in urban public transportation**”. Please review response options careful before marking your answers. Please provide only one answer to each question.

The researcher will ensure confidentiality of this information and the final report will be aggregated so that it cannot be traced to the original respondent. This information will only be used for the purpose of this study.

**(Please CIRCLE the appropriate number in each question or comment)**

#### PART A: DEMOGRAPHIC INFORMATION

A.1 Where is your residence?

Dar-es-Salaam	1
Morogoro	2
Other	3

A.2 Your sex?

Male	1
Female	

A. 3 Your age?

Between 14 – 20	1
Between 21 – 25	2
Between 26 – 35	3
Between 36- 45	4
Between 46- 60	5
Above 61	6

A.4 Your occupation status?

Student	1
Civil Servant	2
Business Person	3
Employed in Private Sector	4
Self-employed	5
Peasant	6

A.6 Purpose of your journey?

Travelling to School	1
Travelling to work	2
Shopping trips	3
Leisure Trips	4
Other purposes	5

**PART B: SATISFACTION MEASUREMENT**

Please choose a letter of your correct answer and write in the provided box

B.1 How satisfied are you with the design, space, and comfort of bus, seats, music system, video, air condition and cleanliness in the bus?

- a) Totally Satisfied b) Very satisfied c) Somewhat Satisfied d) very dissatisfied  
e) Totally dissatisfied [       ]

B.2 How satisfied are you with your feelings of personal security with your staffs, risk and doubt within this bus?

- a) Totally Satisfied b) Very satisfied c) Somewhat Satisfied d) very dissatisfied  
e) Totally dissatisfied [       ]

B.3 How satisfied are you with the language used in providing information about bus services like bus stops and mode of adverting these information?

- a) Totally Satisfied b) Very satisfied c) Somewhat Satisfied d) very dissatisfied

e) Totally dissatisfied [      ]

B.4 How satisfied are you with bus driver's speed and driving manner?

a) Totally Satisfied b) Very satisfied c) Somewhat Satisfied d) very dissatisfied

e) Totally dissatisfied [      ]

B.5 How satisfied are you with bus fair and the ticketing process of the bus?

a) Totally Satisfied b) Very satisfied c) Somewhat Satisfied d) very dissatisfied

e) Totally dissatisfied [      ]

B.6 How satisfied are you with authorised officers of the bus on their trustworthiness, believability and honest?

a) Totally Satisfied b) Very satisfied c) Somewhat Satisfied d) very dissatisfied

e) Totally dissatisfied [      ]

B.7 How satisfied you are with how service providers understanding your needs during your journey?

a) Totally Satisfied b) Very satisfied c) Somewhat Satisfied d) very dissatisfied

e) Totally dissatisfied [      ]

B. 8 How satisfied you are with politeness, consideration and friendly manner of service providers?

a) Totally Satisfied b) Very satisfied c) Somewhat Satisfied d) very dissatisfied

e) Totally dissatisfied [      ]

B.9 How are you satisfied with punctuality of bus in terms of waiting time and time taken to travel to your destinations?

a) Totally Satisfied b) Very satisfied c) Somewhat Satisfied d) very dissatisfied

e) Totally dissatisfied [      ]

b. 10 How are you satisfied on how bus operators respond to passengers comments and complaints?

a) Totally Satisfied b) Very satisfied c) Somewhat Satisfied d) very dissatisfied

e) Totally dissatisfied [      ]

B.11 Thinking of the overall operational attributes of bus services assessed above, how satisfied are you with how bus services are run overall?"

a) Totally Satisfied b) Very satisfied c) Somewhat Satisfied d) very dissatisfied

e) Totally dissatisfied [      ]

B.12 What is your general comment?

.....  
.....  
.....  
.....

### PART C; SERVICE QUALITY ATTRIBUTES MEASUREMENT

The following statements relate to perceptions about the Public Transportation Services quality. Please Mark ( ) the extent to which you believe the quality of each bus service attributes

Statements of Service Quality	Service Quality Levels				
	Strong disagree	Disagree	Somehow disagree	Agree	Strong agree
STATEMENT OF SERVICE QUALITY					
TANGIBLES					
T1. Bus has modern looking transport.	1	2	3	4	5
T2. Bus physical facilities are visually appealing.					
T3. Bus Inside environment of bus is clean and hygienic					
T4. Bus' employees are neat appearing					
RELIABILITY					
R1. When company promises to do something by a certain time, it does so	1	2	3	4	5
R2 .When you have a problem, PTS shows a sincere interest in solving it.					
R3 .Bus performs the service right the first time.					
R4. Bus services are punctual.					

R5. Employees insist on error free records.					
<b>RESPONSIVENESS</b>					
Rp1. Employees of the Bus tell you exactly when services will be performed.	1	2	3	4	5
Rp2. Employees of the Bus give you prompt service.					
Rp3. Employees of the bus are always willing to help you.					
Rp4. Employees of Bus are never too busy to respond to your request.					
<b>ASSURANCE</b>					
A1. The behavior of employees in Bus instills confidence in you.	1	2	3	4	5
A2. You feel safe in your transactions with Bus.					
A3. Employees in Bus area consistently courteous with you.					
A4. Employees in Bus have the knowledge to answer your questions.					
<b>EMPATHY</b>					

E1. Bus' employees give attention to women, children and handicapped.	1	2	3	4	5
E2 .Bus has operating hours convenient to all its customers.					
E3. Bus employees give your personal attention.					
E4 .Bus has your best interest at heart.					
E5. The employees of bus understand your specific needs.					

**Thank you very much for being part of this research, we wish you nice and safely journey!!!!**

**APPENDIX II**

**OBSERVATION GUIDE**

**OBSERVATIONAL FORM FOR BUS SERVICES COMPANY**

S/N	REG. NO (PLATE NUMBER) OF BUS	BUS DEPARTURE TIME( in 24 hrs)	DEPARTURE TIME DIFFERENCES (Hrs:Min)
01			
02			
03			
04			
05			
07			
08			
09			
10			
11			
12			