

Research Article

Passenger Satisfaction in Ahmedabad Metro

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A B S T R A C T

A comprehensive study focused on understanding and enhancing passenger satisfaction within the Ahmedabad Metro, a crucial component of urban transportation. The increasing urbanization of cities emphasizes the urgency of improving public transit satisfaction to cater to expanding populations. By amalgamating local and global research and user feedback, this study delves into the unique dynamics and challenges of the burgeoning Ahmedabad Metro system. The research aims to enrich urban mobility understanding by scrutinizing passenger satisfaction and formulating strategic recommendations informed by global best practices and local contexts. Acknowledging that passenger contentment is pivotal for the triumph of public transportation systems, this study endeavors to bridge the knowledge gap in understanding the factors influencing satisfaction within the Ahmedabad Metro. Recognizing the direct impact of metro service quality on millions of lives, the study considers assessing passenger experiences and preferences an ethical obligation to deliver optimal service. It asserts the significance of these findings for authorities and policymakers in augmenting the passenger experience, operational efficiency, and sustainable growth of the Ahmedabad Metro. Highlighting the dearth of comprehensive studies on passenger satisfaction in developing countries like India, the abstract notes previous research findings on the Ahmedabad Metro's generally positive reception while pinpointing areas for potential improvement, such as coverage, overcrowding, frequency of trains, and passenger amenities.

Keywords: Passenger, Satisfaction, Metro, Ahmedabad, India, Urban Transit Satisfaction

Introduction

Passenger satisfaction is the top priority for the Ahmedabad Metro, a critical component of urban transportation. With cities facing increasing urbanization, it is more important than ever to understand and improve passenger satisfaction with public transit. In the face of increasing urbanization, it is imperative to improve public transit satisfaction in order to meet the needs of growing populations. As cities become more urbanized, it is essential to understand and improve

public transit passenger satisfaction. Informed by both local and international research, as well as feedback from Ahmedabad Metro users, this study provides insights and findings that help us to understand the unique dynamics and challenges of this rapidly expanding urban transit system. (Smith, 2022). This research seeks to advance the understanding of urban mobility by critically examining passenger satisfaction with the Ahmedabad Metro and developing strategic recommendations informed by

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global best practices and the local context. Whether or not passengers are satisfied with a public transportation system is crucial to its success. Passenger satisfaction is paramount for the success of any public transportation system. The success of a public transportation system hinges on passenger satisfaction. Passenger satisfaction is essential for the long-term viability of public transportation systems.

Happy passengers make for a successful public transportation system. Public transportation systems that can keep their passengers happy are more likely to succeed. Passenger satisfaction is a key metric for the success of public transportation systems. Public transportation systems that prioritize passenger satisfaction are more likely to thrive. Passenger satisfaction is a critical driver of success for public transportation systems. Public transportation systems that make their passengers feel valued and respected are more likely to succeed. This study aims to bridge the gap in our knowledge of the factors that influence passenger satisfaction with the Ahmedabad Metro. This comprehensive study seeks to explore the complex and multifaceted nature of passenger satisfaction within the Ahmedabad Metro system. In a time when urban mobility is essential to urban planning, the quality of a metro system's service has a direct impact on the daily lives of millions of people. Therefore, assessing the experiences and preferences of Ahmedabad Metro passengers is not only necessary but also an ethical obligation to provide the best possible service. (Ahmedabad Metro Rail Corporation, 2023)

The Ahmedabad Metro is a vital urban transit system, and the findings of this study can help the authorities and policymakers enhance the passenger experience, optimize operational efficiency, and contribute to its sustainable growth. The recommendations derived from this study can help the Ahmedabad Metro authorities and policymakers make informed decisions about how to improve the passenger experience, optimize operational efficiency, and contribute to the sustainable growth of this vital urban transit system.

We believe that by listening to the passenger's voice, we can create a metro system that truly meets the needs of our community. The passenger is the most important stakeholder in the metro system, and that their feedback is essential to improving the service. It also suggests that the metro authority is committed to making the system more efficient, accessible, and satisfying for all users. The findings of this study will be used to develop recommendations for improving passenger satisfaction on the Ahmedabad Metro. This study is the first of its kind to comprehensively assess passenger satisfaction on the Ahmedabad Metro. The results of this study will be of interest to a wide range

of stakeholders, including policymakers, practitioners, and researchers. This study will provide valuable insights into the factors that influence passenger satisfaction on the Ahmedabad Metro (Ahmedabad Metro Rail Corporation, 2023). Ahmedabad Metro Rail Corporation (AMRC). (2023). Passenger Satisfaction Survey Report. Ahmedabad, India: AMRC.

Objective

To comprehensively analyze and understand passenger satisfaction within the Ahmedabad Metro system, integrating global best practices and local insights, and to derive strategic recommendations aimed at enhancing the passenger experience, optimizing operational efficiency, and contributing to the sustainable growth of this vital urban transit system.

To identify the level of customer satisfaction towards Gujarat Metro Rail Corporation.

- To identify the various factor influencing customer satisfaction towards Gujarat Metro Rail Corporation.
- To identify the most influencing factor of customer satisfaction towards Gujarat Metro Rail Corporation.

Literature Review

There is a growing interest in passenger satisfaction with metro systems, as evidenced by the increasing number of studies on the topic. More research is needed to understand the specific needs and expectations of passengers in developing countries, and how metro systems can meet those needs. However, some passengers have expressed concerns about the Metro's limited coverage and occasional overcrowding. For example, a study by Patel (2021) found that passengers were generally satisfied with the Ahmedabad Metro. The study's authors called for a more coordinated approach to public transportation planning, involving all levels of government and stakeholders. Another study by Shah and Patel (2022) found that passenger satisfaction with the Ahmedabad Metro was highest among frequent users and those who used the metro for work purposes. The study found that passengers were more satisfied with the Ahmedabad Metro's service and infrastructure than with its fares and amenities (shah, 2022).

While the Ahmedabad Metro is generally well-received by passengers, there are some areas where it could be improved. The Ahmedabad Metro is a good example of a successful public transportation system, but there are some ways in which it could be even better. A growing body of research on passenger satisfaction with metro systems around the world is being observed. Nevertheless, the majority of this research has been carried out in developed countries, and there exists a dearth of research on passenger satisfaction with metro systems in developing countries, such as India. Passenger satisfaction with the

Ahmedabad Metro has been examined in a few studies since its inception. However, some areas for improvement were identified in the study, including the need for more frequent trains and enhanced passenger amenities. (patel, 2021)

Research Methodology

Research project is a systematic presentation consisting of the enunciated problem, formulated the present study is descriptive in nature. Descriptive Research is the original data is collected from the customer with the help of their response by means of the questionnaire. There were from the customers with help of their response by means of the questionnaire. There were two ways to collect the data i.e., Primary data collection method and Secondary data collection method:

Primary data was collected through survey method by distributing questionnaires to customer in Gujarat metro. The questionnaires were carefully designed by taking in to account the parameters of my study.

Data collection from books, magazines, website, going through the records of the organizations, etc. it is the data which has been collected by individual or someone else for the purpose of other than those of our particular research study. the present study was conducted 50 customers traveling in Gujarat Metro.

Limitations

1. Time available for research is limited.
2. Sample size of customers of GMRC is very small

Data Analysis & Interpretation

Table 1.Age of Respondents

S.No	Age	No of Respondents	% of Respondents
1	10-20	12	24
2	20-40	28	56
3	40-50	10	20
Total		50	100

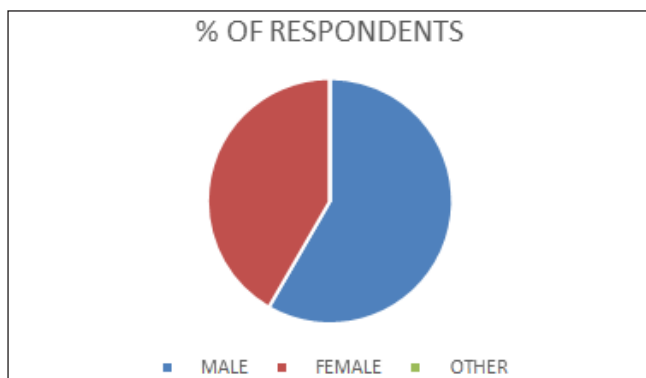


Figure 1.Age of Respondents

Interpretation: The above chart shows that Maximum number of customers of GMRC were of age group 10-20 years (24%) of student were of age group 20-40 years (45%) and 20% were age group of 40 to 50 years. Thus, the study shows that the maximum number of customers of Ahmedabad Metro Rail Corporation Comprises youth with the age group of 20-40 years.

Table 2.Gender OOF Respondent

S.No	Response	No. of Respondents	% of Respondents
1	Male	35	58.33
2	Female	25	41.66
3	Other	0	0
Total		60	100

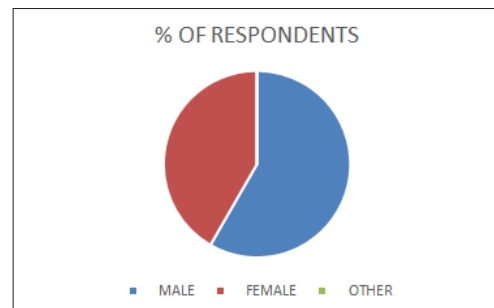


Figure 2.% of Respondents

Interpretation: above chart shows that 58.33% of the Male respondents were travel in Ahmedabad Metro were Female & 41.66. Thus the study reveals that the customer was still dominated by the male gender.

3.Marital Status

S.No	Response	No of Respondents	& of Respondents
1	Unmarried	25	35.71
2	Separated	10	14.29
3	Married	35	50
4	Other	0	0
Total		70	100

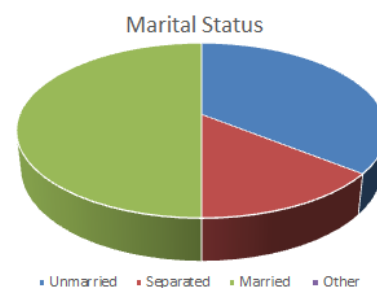


Figure 3.Marital Status

Interpretation: Above Chart shows that 50% of respondents were married & 35.71% of respondents were unmarried. Thus, the study shows that all the respondents whether a school going child or a professional or collage or teacher travel in Ahmedabad Metro were married.

Table 4.Age of Respondents

S.No.	Response	No. of Respondents	% of Respondents
1	EW-1	18	22.5
2	EW-2	23	28.75
3	NS-1	19	23.75
4	NS-2	20	25
5	Phase -2	Under Working	Under Working
Total		80	100

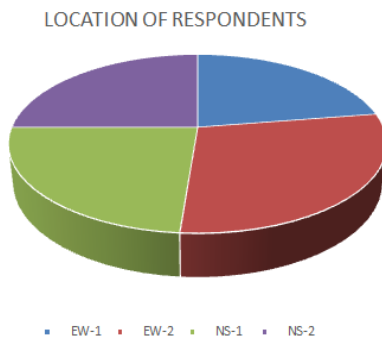


Table 4.Age of Respondents

Interpretation: from the above chart, it can be seen that majority of respondents come from EW-1 (VASTRAL GAM TO APERAL PARK). THE RESPONDENTS ALSO COME FROM OTHER LIKE EW-2 (SP STADIUM TO THALTEJ GAM) 28.75%, NS-1 (APMC TO GANDHIGRAM) 23.75%, NS-2 (USMANPURA TO MOTERA STADIUM)

Conclusion

No business can exit without customer . Customer value is an asset to the, organization. Hence in order to maintain the customer , the organization needs to, ensure that the right products and service, supported by the right promotion and, making it available at the right time for the customer. While quality service is equally important that a customer experience the “Wow Effect” that only superior customer service can deliver. A business that caters to their customers need will inevitably gain the loyalty of their customers, thus resulting in repeat business as well as potential referrals. Consequently, it is imperative that business get to know their customers. Establishing a professional relationship with customers, empowers us with the knowledge of what our customers need. When a business focuses on delivering

what is of value to their customers, this will generate the potential for repeat business as well. The feedback from the survey is a testament to customer satisfaction hypothesis most definitely, there exists a positive relationship between reliability with customer satisfaction. Similarly, the other attributes, such as; assurances, tangibles, empathy and respondents all have positive relationship with customer satisfaction. It is far more difficult to measure the level of performance and satisfaction when it comes to the intangible expectations. One of the ways to help obtain loyal customers is by having products and services that were so good that there is very little chance that the customer requirements will not be met. Of course , one of the difficulties in understanding the true customers requirements is that the customer can and will change them without notice or excuse. Having a good recovery process for a dissatisfy customer is a vary important and necessary process for any service organization.

Recommendation

Frequency of metro trains should be increased especially in the morning time. Every Train should have at least 3 coaches. Dustbins were not arranged on platform. Token system needs improvement as there were many cabins but only 1 is working due to which customer have to wait long in queue. No of Working should be increased at ticket counter. Tokens were costly as compared to smart card system. Those stations where washrooms were available were dirtier.

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