

A SURVEY OF PASSENGERS SATISFACTION ON SERVICE QUALITY OF PUBLIC TRANSPORT SECTOR: THE CASE OF SNNPR, ETHIOPIA

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ABSTRACT

Transportation in general, among other modes, and road transport in particular is the most widely used transport sector all over the world. The Ethiopian Federal Transport Authority EFTA (2011) report reveals that the sector is facing certain challenges because the entire people of the nation highly lie on road transport than other alternative modes. There is also a prevalence of poor quality of services in the sector which makes the road transport passengers of the nation dissatisfied. Therefore, this study was intended to assess passengers' satisfaction on service quality of public transport sector in SNNPRS of Ethiopia. To attain this objective, the researchers used a descriptive survey research design. The probability sampling (clustering) was used. The data sources included both primary and secondary ones. Primary data were directly collected from the respondents while secondary data were found from published and unpublished materials such as books, journals and etc. The findings imply that bus stations are not acquainted with basic physical facilities and equipment, such as toilet, shower, waiting place, cafeteria, etc. and presence of problems in personnel service delivery. Most passengers in the data collection sites were complaining about the lack of basic facilities in the bus stations. In conclusion, the quality of services in the bus stations, the contemporary knowledge and skill of drivers and the ethics of service providers need to be intervened. Almost all of the respondents in each category worry about the quality issues at public transport sectors. Therefore, limited service in quality dimensions lead to customers' dissatisfaction at transport sector.

Keywords: Passengers Satisfaction, Service Quality, Public Transport.