

MEASURING SERVICE QUALITY OF RAJKOT GSRTC DEPOT

Prof. Charmi Vinodbhai Patel*
Dr. Urvashiba N. Jhala**

ABSTRACT

This paper is conducted to know the perception level of customers travelling from Rajkot GSRTC depot about service quality of depot and buses. First chapter reveals the basic introduction of GSRTC. Second chapter is about concept of service quality. Third chapter is about literature review. Fourth one is of Research methodology. Fifth chapter is of data analysis and interpretation of 30 samples. This section includes reliability test, normality test, cross tabulation, multiple response, descriptive statistics, factor analysis and one way ANOVA. Sixth chapter gives reviews about managerial implications and future research. And in last, there is a conclusion revealing about necessity of customer satisfaction.

KEYWORDS: Service, Quality, Model, Dimension, Competition, Depot, Perception, Customer, Satisfaction, Bus.

Introduction

On the day of formulation of Gujarat state, Gujarat State Road Transport Corporation (GSRTC) came into existence. GSRTC is a well known and widely used corporation of Gujarat. It provides its bus transportation services to passengers throughout the whole Gujarat and in nearby states. Currently, Smt. Sonal Mishra is the Vice Chairman and Managing director of GSRTC. At the time of formulation of GSRTC, it had 7 divisions, 76 depots, 7 workshops, and 1767 buses. Now, it has 16 divisions, 126 depots, 126 workshops, 1 central workshop, 226 bus stations, 1554 pickup stands, 8000 buses, 7 tyre retreading plant, 1 bus body building plant, 1 ticket printing press and 50000 employees. GSRTC has its central office and central workshop at Ahmedabad. It covers around 14440 routes, 37316 trips, 28 lacs km daily, 23 lacs passengers daily, 98% villages and 99% population of Gujarat. This process of gradual development can be made possible due to employees, management, state government and technical up gradation. GSRTC provides pass facilities to students, cancer patients, blind persons, freedom fighters and their widows, thalassemia patients, handicap persons, representatives of radios and TVs, journalists, players of games organised by government, awarded teachers by government, and unemployed persons. It is using information technology in many ways like electronic accounting system, connection of GSWAN (Gujarat State Wide Area Networking), computerized pass, electronic ticket machines, GPS based bus tracking, inventory management system, computerized statistical analysis, e-tendering, online bus time table, bio matrix attendance, e-ticketing, automatic driver skill testing system. Moreover, GSRTC has won many awards, especially for highest achievement in diesel kmpl.

Concept of Service Quality

Satisfied customers are the base for the survival and growth of the organisation in the long run. Therefore, it is essential for all organisations to pay attention to the service quality for making customers satisfied. According to Christopher Lovelock, services are economic activities that create value and

* Adhyapak Sahayak, (M.Com, MBA, NET (Comm.), GSET (Comm. & MGT), M.Phil, Ph.D. Scholar), Shri M. P. Shah Muni Commerce College, Nr. Sat Rasta, Jamnagar, Gujarat.

** Associate Professor, Shri V. M. Mehta Municipal Arts & Commerce College, Jamnagar, Gujarat.