



## A STUDY ON CUSTOMER SATISFACTION TOWARDS RED BUS IN MADURAI CITY

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### ABSTRACT:

This study aims to evaluate customer satisfaction regarding the services provided by RED BUS in Madurai city. By analyzing various customer touchpoints, such as booking experience, ease of use, service reliability, and overall travel comfort, the research seeks to understand the factors influencing customer perceptions and satisfaction levels. The study employs both qualitative and quantitative methods, gathering insights through surveys and interviews with frequent users of RED BUS services in Madurai. The results of this analysis will contribute to a deeper understanding of customer expectations and satisfaction, offering valuable feedback to improve service quality and address any existing concerns. The findings of this study will be crucial for RED BUS in enhancing its operational efficiency and customer engagement in Madurai. By identifying strengths and areas for improvement, the company can tailor its services to better meet the needs of local commuters. Additionally, this research will help provide a clearer picture of the competitive landscape of intercity bus services in the region, offering insights into customer preferences, trends, and loyalty factors. Ultimately, the study aims to provide actionable recommendations that can drive business growth and customer retention for RED BUS in Madurai city.

### KEYWORDS:

**CUSTOMER SATISFACTION, SERVICE QUALITY, BOOKING EXPERIENCE, EASE OF USE, SERVICE RELIABILITY, TRAVEL COMFORT.**

### 1.1 INTRODUCTION

In recent years, the demand for intercity transportation has significantly increased, with many people relying on bus services for their travel needs. RED BUS, a popular online bus ticketing platform, has played a crucial role in transforming the way passengers book and experience bus travel. With its easy-to-use platform and wide range of bus services, RED BUS has gained considerable popularity among commuters. However, customer satisfaction plays a vital role in ensuring the long-term success of any service provider. In this context, understanding the satisfaction levels of RED BUS users in Madurai city is essential for the company to enhance its offerings and address potential gaps in service quality. This study focuses on assessing customer satisfaction with RED BUS services in Madurai city by examining various factors that influence passengers' experiences. Key aspects such as booking process, service reliability, on-board comfort, and overall customer service are considered in this analysis. The study aims to identify the strengths and weaknesses of RED BUS from the customers' perspectives, providing valuable insights that can help improve the company's operations in

the region.

### 1.2 STATEMENT OF PROBLEM

The problem addressed in this study is the need to assess customer satisfaction with RED BUS services in Madurai city. While RED BUS has established itself as a popular mode of transportation, there is limited research on how well it meets the expectations and needs of local commuters in terms of service quality, booking experience, reliability, and overall travel comfort. Understanding customer perceptions is crucial for identifying potential issues and areas for improvement, as well as for ensuring that the services align with customer demands. This study seeks to bridge this gap by evaluating the various factors that influence customer satisfaction and providing actionable insights to enhance RED BUS's operations in Madurai.

### 1.3 OBJECTIVES OF THE STUDY

- a) To assess the overall satisfaction of customers using RED BUS services in Madurai, focusing on their experiences with booking, service quality,

and travel comfort.

- b) To examine various factors such as ease of use, reliability, punctuality, on-board amenities, and customer service that affect customer satisfaction with RED BUS.
- c) To understand the specific needs, expectations, and preferences of RED BUS users in Madurai to better align services with customer demands.
- d) To evaluate how RED BUS fares in comparison to other transportation services in Madurai, particularly in terms of customer satisfaction and loyalty.
- e) To RED BUS for improving its services, addressing customer concerns, and enhancing the overall customer experience in Madurai city.

**1.4 METHODOLOGY**

This study on customer satisfaction towards RedBus in Madurai City adopts a descriptive research design to analyze passenger experiences and service quality. Primary data is collected through structured questionnaires and surveys targeting frequent and occasional RedBus users in Madurai. A random sampling method is employed to ensure diverse customer perspectives. Secondary data is gathered from online sources, RedBus reports, customer reviews, and industry publications. The data is analyzed using statistical tools such as percentage analysis, mean scores, and correlation techniques to identify key satisfaction factors, challenges, and areas for improvement.

**1.5 SAMPLE SIZE**

The study was conducted with the sample size of 50.

**1.6 METHODS OF DATA COLLECTING**

**PRIMARY DATA**

The primary data was collected through direct personal interview (open ended and close questionnaire).

**SECONDARY DATA**

Secondary data are those which have been already collected by someone else and which already had been passed through the statistical process.

**1.7 REVIEW OF LITERATURE**

**Sharma, R., & Kumar, A., 2021,** "A Study on Customer Satisfaction in Online Bus Ticketing Platforms", This study examines the customer satisfaction levels of users of online bus ticketing services, focusing on ease of booking, service reliability, and comfort. It highlights factors influencing user perceptions in urban cities, which can be relevant for understanding RED BUS customers in Madurai.

**Singh, P., & Gupta, R., 2023,** "Analyzing the Impact of Service Quality on Customer Satisfaction in Public Transportation", The research explores how service quality in public transportation, such as punctuality, comfort, and customer service, affects overall customer

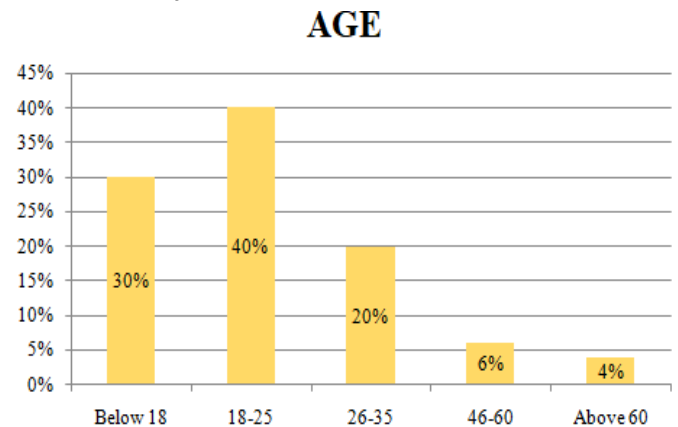
satisfaction. While focused on a broader public transport context, its findings can offer insights into the satisfaction levels of RED BUS users in Madurai.

**1.5 DATA ANALYSIS**

**TABLE: 1.5.1 AGE OF THE RESPONDENTS**

Particulars	No of Respondents	Percentage
Below 18	15	30%
18-25	20	40%
26-35	10	20%
46-60	3	6%
Above 60	2	4%
Total	50	100%

Source -Primary Data



**INTERPRETATION:**

From the above it is interpreted that 40% of the respondents are 18-25 years, 30% of the respondents are below 18 years, 20% of the respondents are 26-35 years and 6% of the respondents are 46-60 years, 4% of the respondents are above 60 years.

**INFERENCE**

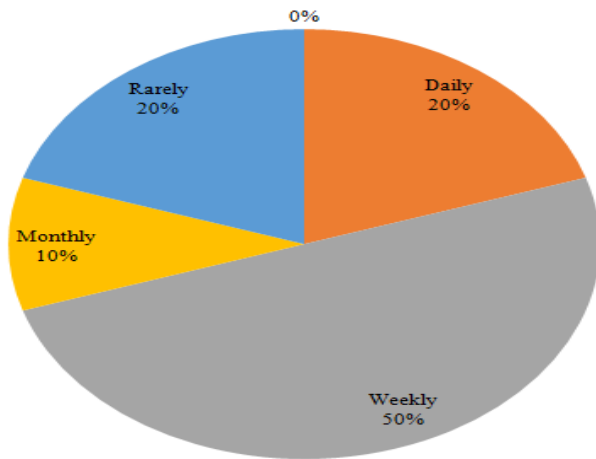
Majority (40%) of the respondents are 18-25 years.

**TABLE: 1.5.2 USAGE OF RED BUS**

Particulars	No of Respondents	Percentage
Daily	10	20%
Weekly	25	50%
Monthly	5	10%
Rarely	10	20%
Total	50	100%

Source - Primary Data

**USAGE OF RED BUS**



**INTERPRETATION:**

From the above table it is interpreted that 50% of the respondents said they use RED BUS weekly, 20% of the respondents said they use RED BUS daily, 20% of the respondents said they use RED BUS rarely, 10% of the respondents are said they use RED BUS monthly.

**INTERFERENCE**

Majority (50%) of the respondents said they use RED BUS weekly.

**1.6 FINDING AND SUGGESTIONS:**

**1.6.1 FINDINGS**

- Majority (40%) of the respondents are 18-25 years.
- Majority (50%) of the respondents said they use RED BUS weekly.

**1.6.2 SUGGESTION**

- Simplify and streamline the booking process on the RED BUS platform to enhance user experience, ensuring that it is user-friendly and accessible for all customer demographics, including those with limited tech-savviness.
- Focus on improving the comfort of the buses, such as providing better seating, air conditioning, and cleanliness, to ensure a more pleasant travel experience for customers in Madurai.
- Ensure that buses operate on time and that schedules are maintained with minimal delays.

Consistency in timeliness can greatly enhance customer satisfaction and loyalty.

- Strengthen customer support services by providing quicker responses to inquiries and complaints, and improving communication regarding bus schedules, delays, or other issues, possibly through real-time notifications via the app.
- Implement a more robust and regular customer feedback system, allowing passengers to share their experiences and suggestions for improvement. Analyzing this feedback could help identify recurring issues and areas that need attention for continuous service enhancement.

**CONCLUSION**

In conclusion, this study highlights the critical factors influencing customer satisfaction with RED BUS services in Madurai city. The findings indicate that customers highly value the convenience of online booking, the comfort of the buses, and the reliability of the service. However, areas such as punctuality and the overall quality of customer support emerged as key aspects that need improvement. By addressing these concerns, RED BUS can enhance the overall customer experience, foster customer loyalty, and increase user retention in Madurai. The study underscores the importance of continuous service evaluation and adaptation to meet evolving customer expectations. The actionable insights gathered from this research can guide RED BUS in optimizing its services and improving its competitive position in the market. By focusing on areas like on-time performance, customer support, and feedback incorporation, RED BUS can ensure that its offerings remain aligned with the needs and preferences of its customers in Madurai, ultimately contributing to business growth and enhanced customer satisfaction.

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