

AN ANALYTICAL INVESTIGATION ON PASSENGER SATISF ACTION: A PERCEPTUAL STUDY ON INDIAN RAILWAY

Dipa Mitra

*Associate Professor, Indian Institute of Social Welfare and Business Management,
University of Calcutta, Kolkata, West Bengal, India*

ABSTRACT

The present study aims to identify the most significant Service Quality Dimensions influencing Railway Passenger Satisfaction, to investigate their influencing level, and to find out the rank of those aforesaid factors in terms of their importance, width and height of their zone of tolerance in terms of Railway Passenger Satisfaction. Further, it aspires to develop a framework which may lead to policy implementation in satisfying Railway Passengers. To understand the perception and attitude of the Railway Passenger towards Railway Passenger Satisfaction a structured questionnaire is developed with 45 attributes on the basis of standard measuring instrument RAILQUAL. 362 usable responses (88.29%) are analyzed with the help of SPSS, R and Hugin lite software. Logistic regression is applied to check the accuracy and goodness of fit of the model. Principal component analysis and Multiple Regression Analysis have been used to investigate the most substantial Railway Passenger Service Quality Factors and their influencing level on Railway Passenger Satisfaction. Logistic regression is applied to check the accuracy and goodness of fit of the model. The rank analysis is used to identify the rank of those aforesaid factors in terms of their importance, width and height of their zone of tolerance in terms of Railway Passenger Satisfaction and Bayesian Probabilistic Network are applied to frame a model for Indian Railways to implement policy on the basis of the different scenario and causal analysis.

KEYWORDS: *Service Quality Dimensions, Passenger Satisfaction, Scenario and Causal Analysis*

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