



A STUDY ON CUSTOMER'S PERCEPTION OF CUSTOMER SERVICE QUALITY IN TAMIL NADU TRANSPORT DEPARTMENT AT SALEM DISTRICT (SPECIFICALLY IN THE REGIONAL TRANSPORT OFFICE) BY USING CORRELATION ANALYSIS

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Abstract

Quality is a mutual duty of the power and the administrator: to the power, it is the key obligation to characterize the level of value and to the administrator, the administrative and operational duties are to guarantee that the specialists effectively convey the characterized quality services. The moderate take-up of customer service practices in Regional Transport Offices (RTOs) is further exacerbated by challenges in measuring results, more prominent investigation from people in general and press, an absence of opportunity to act in a subjective manner, and a necessity for choices to be situated in law. This study concentrates on Regional Transport Office specifically. The office was picked in light of the fact that they interface with many individuals/clients consistently. The main purpose of this study is to understand the customer's satisfaction level and to examine the perception of customer service quality in Tamil Nadu Transport Department render at Salem District (specifically in the Regional Transport Office. The Regional Transport Office desires to expand the conveniences and the atmosphere wants to be reformed. Customer wishes a calm environment and significance should be given to elder citizen and disabled public. And also, they need to analyse all the procedures and remove needless ones to accelerate the process. All the vital data the customer needs to have should be readily accessible anytime. The department could offer more aids, posters, brochure, etc. for their customers.

Key Words:Customer, Environment, Perception, Quality, Service.

Introduction

Quality is a mutual duty of the power and the administrator: to the power, it is the key obligation to characterize the level of value and to the administrator, the administrative and operational duties are to guarantee that the specialists effectively convey the characterized quality services. In this regard, an incorporated activity including powers and administrators is a key variable to give a service quality that meets the desires of the clients.

The moderate take-up of customer service practices in Regional Transport Offices (RTOs) is further exacerbated by challenges in measuring results, more prominent investigation from people in general and press, an absence of opportunity to act in a subjective manner, and a necessity for choices to be situated in law. Independent of these troubles, nonetheless, RTOs have gone under expanding weight to convey quality customer services, enhance efficiencies, and react to government enactment. By taking a gander at the general points of view, this study is directed to gauge the nature of customer services the RTOs and give proposals where changes can be made. This study concentrates on Regional Transport Office specifically. The office was picked in light of the fact that they interface with many individuals/clients consistently.

Review of Literature

Ahmedabad District Regional Transport Office (RTO) launches a helpline for the applicants on trial bases and have received good response. The helpline will be a permanent feature and it will answer queries on vehicle registrations, learner's license, upgrading of learner's license among others. "So far, about 21,000 people have called upon the number since launch June 2012. This dial-up facility is available round the clock, with at least 700 calls a day from across the country. People may not come all the way to the RTO office to just get a learner's licence or for information about documents required for procedures. Our toll-free number has an answer for all the queries," said Jyotish Bhatt, Ahmedabad RTO. The initiative comes as an attempt to ease the work of people at the RTO, particularly those coming from rural areas for a bit of information or to get a learner's licence. "At times, people would come to the office with simple queries from far-off places. But about 70% of our customers have benefited from this helpline," Bhatt said. The initiative has reduced the crowd in the office now, he added. The call centre has been set up near Subhash Bridge.

In what will definitely bring cheer to customers, Ahmedabad regional transport office (RTO) has decided to renew licences as well as issue duplicate ones online from September 2012. An estimated 500 persons visit the RTO office in the city daily for various reasons. This created chaos in the vicinity and also forces people to put aside important. Moreover, the RTO office is usually swamped with agents who help customers to get their task done for a certain fee. This breeds corruption in the



organisation. RTO officer, JM Bhatt, said the latest move is a step towards making the RTO man less and cashless, which will prevent unnecessary crowding and check malpractices to a large extent. "We are going to start offering duplicate licences and renew licences online beginning September," Bhatt confirmed. Earlier, RTO launched a website, www.sarathi.nic.in, to offer learner's licences, confirmed licences, registrations and other procedures associated with maintaining a personal automobile online. This step succeeded in reducing the number of people visiting the RTO office to a certain extent. Still, people needed to come in person to get their licence renewed or get a duplicate one. In another step, RTO authorities formed a team of ten officers to upload data on the server. RTO has also launched a call centre which can be accessed by people by dialling a toll-free number. It works 24x7 and provides all information related to the functioning and services RTO has to offer. A sitting area too is being developed for those who visit the RTO office to get a learner's licence.

After introducing a systematic approach for registration of vehicles, Regional Transport Office (RTO) of Ahmedabad has made online registration compulsory for a new driving licence. After this step, an automated date will be generated when you will be required at the RTO for further procedure. This system, that came into effect from July 1, will also apply to renewal and issue of duplicate driving licences as well. "We want to modernise the existing system, and at the same time, not waste time and money of the people. This new method of functioning will speed up operations at the RTO and reduce corruption by way of agents too," said RTO officer, JM Bhatt. Prior to this development, one could simply walk into the RTO and apply for a driving licence, which no longer will be the case. RTO had earlier tested this online system as a pilot project in issue of learner's driving licence, but it wasn't obligatory. This was a positive step forward as it is mostly youngsters who apply for this legal document for driving. They being well-versed with computers ensured 60% success rate for the RTO in six months of implementing this system. Buoyed by this success, RTO has now gone the online way in all of its activities. The system initially will be implemented in the two RTOs of Ahmedabad, followed by other transport offices in Gujarat. In addition, 18 windows at the RTO will curtail queues. A call centre to address consumer issues will further reduce burden on RTO employees.

RTO Ahmedabad (Subhash bridge and Vastral) and Gandhinagar have launched online appointment system for learning driving license from March 2012 onwards. As per the new system, an applicant would have to first take online appointment and then only he/she would have to turn up at the RTO office. Thanks to the new system, an applicant will face lesser waiting period at the RTO office, which could be just around 15 minutes in most of the cases. According to RTO official Shri Jyotish Bhatt, the <http://sarathi.nic.in> website will have online form in which a slot of date and hour will be mentioned. The applicant will have to fill suitable time and date and submit a form. The available period for appointment will be in range of two months. Shri Bhatt said that per hour 100 persons get learning license. Many of applicants come to the RTO office early in the morning and sit in queue. They also have to take token. But under the online appointment system, the applicant will be able to come to RTO office during 11.00 am and 2.00 pm. Those having appointment will immediately allow to enter the office and will be given license within 15 minutes. The RTO office has capacity to issue 270 license per hour. It should be mentioned that online appointment system is only for learning license at this time. However, based on this experience, in future the renewal, duplicate and other tasks can also be put under this system. The online appointment system will be implemented in all RTO offices of Gujarat in phase manner. Presently License and RC books are sent to applicant's address through speed-post, but in many cases when there's no one available at applicant's address at the time of delivery, there's an issue. The RTO office has not launched SMS system to counter this problem. Now onwards an applicant will have to write his/her mobile number in form no.1. He/she would be notified about delivery of speed post in advance through SMS.

Need for the study

The main purpose of this study is to understand the customer's satisfaction level and to examine the perception of customer service quality in Tamil Nadu Transport Department render at Salem District (specifically in the Regional Transport Office).

Service Quality Dimensions

1. Tangibility
2. Reliability
3. Responsiveness
4. Assurance
5. Empathy

Objectives of the Study

To examine the perception of customer service quality in Tamil Nadu Transport Department render at Salem District (specifically in the Regional Transport Office).

Scope of the Study

The area of the study is customer service quality in Tamil Nadu Transport Department. It's focused on the customer service quality dimension from customer perspectives particularly in the Regional Transport Office. This study cannot be shown on other public service sectors as this involves wider estimations as well as some boundaries such as period and resources.

limitation of the study

The research was conducted only in Salem District, therefore to generalize the results for the entire transport department may not be possible.

Research Methodology

The researcher comprehended the working of division from secondary sources like site and publications. Preeminent piece of research occurred through essential sources. For this, the researcher by and by went by the RTO workplaces in Salem District numerous times. Amid these visits, perception and meeting strategies were utilized. Undisguised perception was taken after at all the spots of administration experiences. The researcher talked with a wide range of partners required at Salem District. In light of the perception and exchange held amid meetings, article was readied. The stratified random strategy has utilized as a part of this study. The Correlation Analysis is used to analysis of data. The collected data were analysed by using IBM SPSS 20.0 software for data input and analysis.

Data Analysis and Interpretation

Correlation is a term that refers to the strength of a relationship between two variables. A strong, or high, correlation means that two or more variables have a strong relationship with each other, while a weak or low correlation means that the variables are hardly related. Correlation analysis is the process of studying the strength of that relationship with available statistical data.

Table No.1: Correlation Between Occupation And Service Quality Dimension in Tamil Nadu Transport Department Hypothesis:

H₀: There is no correlation between Occupation and Service Quality Dimension in Tamil Nadu Transport Department. $r = 0$

H₁: There is correlation between Occupation and Service Quality Dimension in Tamil Nadu Transport Department. $r \neq 0$

		Occupation	Service Quality Dimensions				
			1	2	3	4	5
Occupation	Pearson Correlation	1	0.046	-0.034	-0.099	-0.163	-0.187
	Sig. (2-tailed)		0.630	0.722	0.303	0.089	0.051
1. Tangibility	Pearson Correlation	0.046	1	0.721**	0.541**	0.624**	0.473**
	Sig. (2-tailed)	0.630		0.000	0.000	0.000	0.000
2. Reliability	Pearson Correlation	-0.034	0.721**	1	0.776**	0.736**	0.565**
	Sig. (2-tailed)	0.722	0.000		0.000	0.000	0.000
3. Responsiveness	Pearson Correlation	-0.099	0.541**	0.776**	1	0.703**	0.563**
	Sig. (2-tailed)	0.303	0.000	0.000		0.000	0.000
4. Assurance	Pearson Correlation	-0.163	0.624**	0.736**	0.703**	1	0.622**
	Sig. (2-tailed)	0.089	0.000	0.000	0.000		0.000
5. Empathy	Pearson Correlation	-0.187	0.473**	0.565**	0.563**	0.622**	1
	Sig. (2-tailed)	0.051	0.000	0.000	0.000	0.000	

** . Correlation is significant at the 0.01 level (2-tailed).

From the Correlation Table No.1 it can be seen that there is a perfect positive correlation between occupation of the respondents and the factor of service quality dimension of the Tamil Nadu Transport Department such as Tangibility because the correlation coefficient (r) equals 0.046.

There is a perfect negative correlation between occupation of the respondents and the factors of service quality dimension of the Tamil Nadu Transport Department such as Reliability, Responsiveness, Assurance and Empathy because the correlation coefficient (r) not equals -0.034, -0.099, -0.163, and -0.187 respectively.

Hence, we can be concluded that there is no correlation between Occupation and Service Quality dimension in Tamil Nadu Transport Department, since p-values (0.630, 0.722, 0.303, 0.089 and 0.051) are greater than the usual threshold significant value of 0.05. Therefore, the null hypothesis can be accepted and the alternative hypothesis can be rejected.

Table No.2: Correlation Between Age And Service Quality Dimension in Tamil Nadu Transport Department

Hypothesis:

H₀: There is no correlation between Age and Service Quality Dimension in Tamil Nadu Transport Department. $r = 0$

H₁: There is correlation between Age and Service Quality Dimension in Tamil Nadu Transport Department. $r \neq 0$

		Age	Service Quality Dimensions				
			1	2	3	4	5
Age	Pearson Correlation	1	-0.221*	-0.183	-0.153	-0.322**	-0.185
	Sig. (2-tailed)		0.020	0.056	0.111	0.001	0.053
1. Tangibility	Pearson Correlation	-0.221*	1	0.721**	0.541**	0.624**	0.473**
	Sig. (2-tailed)	0.020		0.000	0.000	0.000	0.000
2. Reliability	Pearson Correlation	-0.183	0.721**	1	0.776**	0.736**	0.565**
	Sig. (2-tailed)	0.056	0.000		0.000	0.000	0.000
3. Responsiveness	Pearson Correlation	-0.153	0.541**	0.776**	1	0.703**	0.563**
	Sig. (2-tailed)	0.111	0.000	0.000		0.000	0.000
4. Assurance	Pearson Correlation	-0.322**	0.624**	0.736**	0.703**	1	0.622**
	Sig. (2-tailed)	0.001	0.000	0.000	0.000		0.000
5. Empathy	Pearson Correlation	-0.185	0.473**	0.565**	0.563**	0.622**	1
	Sig. (2-tailed)	0.053	0.000	0.000	0.000	0.000	

** . Correlation is significant at the 0.01 level (2-tailed).

From the Correlation Table No.2 it can be seen that there is a perfect negative correlation between age of the respondents and the factors of service quality dimension of the Tamil Nadu Transport Department such as Tangibility, Reliability, Responsiveness, Assurance and Empathy because the correlation coefficient (r) equals -0.221, -0.183, -0.153, -0.322, and -0.185 respectively.

Hence, there is a correlation between Age and Service Quality dimension such as Tangibility and Assurance in Tamil Nadu Transport Department, since p-values (0.020, and 0.001) are less than the usual threshold significant value of 0.05. Therefore, the null hypothesis cannot be accepted and the alternative hypothesis can be accepted.

We can be concluded that there is no correlation between Age and Service Quality dimension such as Reliability, Responsiveness, and Empathy in Tamil Nadu Transport Department, since p-values (0.056, 0.111, and 0.053) are greater than the usual threshold significant value of 0.05. Thus, the null hypothesis can be accepted and the alternative hypothesis can be rejected.

Conclusion

The Regional Transport Office desires to expand the conveniences and the atmosphere wants to be reformed. Customer wishes a calm environment and significance should be given to elder citizen and disabled public. And also, they need to analyse all the procedures and remove needless ones to accelerate the process. All the vital data the customer needs to have should be readily accessible anytime. The department could offer more aids, posters, brochure, etc. for their customers.

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