

# AN EVALUATIVE STUDY ON SERVICES AND UTILITIES OF KSRTC WITH SPECIAL REFERENCE TO EMPLOYEES AND PASSENGERS

## Author Details

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## Abstract

Public transportation plays a significant role in the economic and social development of a country. Kerala State Road Transport Corporation (KSRTC) is one of the oldest public transport corporations in India and serves millions of passengers every year. The present study evaluates the services and utilities of KSRTC with special reference to employees and passengers. The study mainly focuses on the level of satisfaction, awareness regarding service facilities, and problems faced by employees and passengers while using KSRTC services. Primary data were collected from 50 employees and 50 passengers through a structured interview schedule. Statistical tools such as Percentage Analysis, Mann-Whitney Test, Kruskal-Wallis Test, One-Way ANOVA, and MANOVA were used for data analysis with the help of SPSS software. The findings reveal that factors such as remuneration, working hours, healthcare facilities, punctuality, and employee behavior significantly influence the satisfaction level of respondents. The study concludes that improvement in operational efficiency, employee welfare measures, and modernization of services are essential for enhancing customer satisfaction and strengthening the public transport system.

**Keywords:** KSRTC, Employee Satisfaction, Passenger Satisfaction, Public Transport, Service Facilities, Awareness, Kerala.

## 1. Introduction

Public transportation is considered one of the most important components of economic and social development. Efficient transport facilities improve connectivity, reduce travel costs, and support the mobility of people and goods. Kerala State Road Transport Corporation (KSRTC) is a state-owned public transport corporation that provides road transport services across Kerala and neighboring states.

KSRTC plays a crucial role in providing affordable and accessible transportation facilities to the public. However, increasing competition from private transport operators, rising operational costs, and managerial issues have created several challenges for the corporation. Employee satisfaction and passenger satisfaction are important indicators of service quality and organizational efficiency. Employee satisfaction influences productivity and service behavior, whereas passenger satisfaction reflects the quality and reliability of transport services.

The present study attempts to evaluate the services and utilities provided by KSRTC by analyzing the satisfaction level, awareness regarding service facilities, and problems faced by employees and passengers.

## 2. Statement of the Problem

The transport sector in Kerala is facing severe competition from private buses, railways, taxis, metro services, and other transport facilities. KSRTC has been experiencing financial and operational difficulties, including poor management practices, delay in salary and pension payments, employee dissatisfaction, and declining passenger confidence.

Several complaints regarding employee behavior, irregular services, lack of punctuality, and inadequate facilities have negatively affected passenger satisfaction. Therefore, it is essential to examine the level of satisfaction and awareness among employees and passengers regarding the services and utilities of KSRTC.

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## 3. Objectives of the Study

1. To analyze the level of satisfaction of KSRTC employees and passengers towards the services and utilities provided by KSRTC.
2. To identify the problems faced by KSRTC employees and passengers.
3. To examine the level of awareness regarding the service facilities provided by KSRTC.
4. To evaluate the factors influencing employees and passengers in choosing KSRTC services.

## 4. Review of Literature

Several studies have been conducted regarding the performance and functioning of KSRTC and public transport systems.

Dr. Indu Vijayan (2018) conducted a comparative study on the pricing policy of KSRTC and Karnataka State Road Transport Corporation and highlighted the importance of automatic fare revision systems.

Lakshmi S.N. (2017) examined turnover intentions among female employees in KSRTC and found that job satisfaction and organizational commitment significantly affect employee retention.

Vini M.S. and Sreekrishnan P. (2017) evaluated the performance of KSRTC and observed that increasing operational costs negatively affect the financial performance of the corporation.

Dr. K. Saravana (2016) analyzed passenger satisfaction in KSRTC and identified factors such as punctuality, travel comfort, fare structure, and employee behavior as important determinants of satisfaction.

Sanesh C. (2015) studied human resource issues in KSRTC and pointed out problems such as lack of professionalism, poor administrative practices, and inadequate training facilities.

The review of literature indicates that most previous studies focused either on employee satisfaction or passenger satisfaction separately. The present study integrates both dimensions for a comprehensive evaluation.

# 5. Research Methodology

## 5.1 Nature of the Study

The study is descriptive and analytical in nature.

## 5.2 Sources of Data

Both primary and secondary data were used for the study.

- **Primary Data:** Collected from KSRTC employees and passengers using a structured interview schedule.
- **Secondary Data:** Collected from journals, books, websites, reports, and previous studies.

## 5.3 Sample Size

The study consists of:

- 50 KSRTC employees
- 50 KSRTC passengers

## 5.4 Sampling Technique

Convenience sampling technique was used for selecting respondents.

## 5.5 Area of the Study

The study was conducted among KSRTC employees in Palakkad and Chittur depots and passengers in Chittur-Thathamangalam Municipality.

## 5.6 Statistical Tools Used

The following statistical tools were used for analysis:

- Percentage Analysis
- Mann-Whitney Test
- Kruskal-Wallis Test
- One-Way ANOVA
- MANOVA

SPSS software was used for statistical analysis.

## 6. Analysis and Interpretation

### 6.1 Demographic Profile of Employees

The study reveals that the majority of respondents belong to the age group of 36–40 years. Male respondents constitute the majority of employees. Most respondents possess Higher Secondary or Undergraduate qualifications. The majority of employees are married and employed in administrative positions.

### 6.2 Factors Influencing Employees in Choosing KSRTC

The Kruskal-Wallis test indicates significant differences in factors influencing employees based on their position of work. High remuneration, working hours, healthcare facilities, and safety were found to significantly influence employees in choosing KSRTC employment.

Employees engaged in field work were more influenced by remuneration and safety, while employees engaged in mechanical work were more influenced by working hours and healthcare benefits.

### 6.3 Awareness Regarding Service Facilities

One-Way ANOVA results show significant variation in awareness levels among employees based on educational qualification.

Employees with undergraduate qualifications were more aware of facilities such as:

- Online reservation
- Rest room facilities
- Medical facilities
- Insurance coverage

Respondents with postgraduate qualifications showed higher awareness regarding e-ticket facilities.

### 6.4 Satisfaction Level Among Employees

MANOVA results indicate significant differences in employee satisfaction based on age, position, and years of experience.

The major dimensions influencing satisfaction include:

- Management support
- Employee competence
- Remuneration
- Relationship among coworkers
- Welfare benefits

## 6.5 Passenger Satisfaction

Passenger satisfaction was influenced by factors such as:

- Punctuality of buses
- Comfort during travel
- Employee behavior
- Online reservation facilities
- Fare structure
- Safety measures

Passengers expressed dissatisfaction regarding delays, overcrowding, irregular schedules, and inadequate maintenance of buses.

## 7. Findings of the Study

1. Majority of employees belong to the middle-age category and are permanently employed.
2. High remuneration, healthcare facilities, and working hours significantly influence employees in choosing KSRTC employment.
3. Educational qualification significantly affects awareness regarding service facilities.
4. Employee satisfaction varies based on age, position, and work experience.
5. Passengers are satisfied with affordability and accessibility of KSRTC services.
6. Lack of punctuality, overcrowding, and inadequate maintenance are major issues faced by passengers.
7. Employee welfare and modernization of transport facilities require immediate attention.

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## 8. Suggestions

1. KSRTC should improve punctuality and regularity of services.
2. Employee welfare measures such as healthcare benefits and grievance redressal systems should be strengthened.
3. Modern technologies including GPS tracking and digital ticketing should be expanded.
4. Regular training programs should be conducted for employees to improve customer service.
5. Bus maintenance and cleanliness should be improved.
6. The corporation should introduce more passenger-friendly services such as Wi-Fi, mobile applications, and online complaint systems.
7. Financial and administrative reforms should be implemented to improve operational efficiency.

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## 9. Conclusion

KSRTC is an important public transport institution in Kerala that provides essential mobility services to the public. The study reveals that both employees and passengers face several challenges related to service quality, management practices, and

operational efficiency. Employee satisfaction and passenger satisfaction are closely interrelated and significantly influence the effectiveness of public transport services.

The study concludes that modernization of transport facilities, employee welfare improvements, technological advancements, and better management practices are necessary for enhancing the performance of KSRTC. A customer-oriented and employee-friendly approach will help the corporation improve public confidence and ensure sustainable growth.

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