IMPACT OF DEMOGRAPHIC VARIABLES ON SERVICE QUALITY IN TAMIL NADU TRANSPORT DEPARTMENT AT SALEM DISTRICT

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ABSTRACT

Transport plays a crucial role in ensuring sustained economic growth and it is vital for the development of the various segments of the economy. It is one of the key elements in the context of development of infrastructure of the states and the country as a whole. The need for according high priority to the transport sector flows virtually from the size of this country as well as from geographical dispersal of its natural resources. Service quality measurement is one of the most important practical themes for service providers and regulatory agencies, but it also continues to be a challenging research theme. For these reasons, it is important to identify that how the demographic variables are influencing the service quality in Tamil Nadu Transport Department at Salem District. Data were collected through questionnaire, the most common tool to analyse the impact of demographic variables on service quality in Tamil Nadu Transport Department at Salem District. The sample unit of the study is customers of Tamil Nadu Transport Department in Salem District. The sample size of the study is 110. Primary research data is collected in the form of structured survey results from various respondents in Salem District. Secondary research data is collected in the form of reference literature on the research topic. The collected data were analysed by using SPSS 16.0 for data input and analysis. This is very useful to know that the monthly income is highly influencing positively the service quality than occupation and monthly income, and also the gender is highly influencing negatively than age, educational qualification and family income per month of the customers in Tamil Nadu Transport Department at Salem District.

Key Words: Demographic Variables, Quality, Service, Service Quality, Transport.

INTRODUCTION

Transport plays a crucial role in ensuring sustained economic growth and it is vital for the development of the various segments of the economy. It is one of the key elements in the context

of development of infrastructure of the states and the country as a whole. The need for according high priority to the transport sector flows virtually from the size of this country as well as from geographical dispersal of its natural resources. Road is the predominant mode of Transport for every Indian citizen. It is through roads that every village and hamlet can be reached. Roads offer door to door service and their construction is vital to the economic development, trade and social integration. India has one of the largest road networks in the world.

REVIEW OF LITERATURE

Gabriella Mazzulla et al (2006) analysed a service quality experimental measure for public transport. a Service Quality Index (SQI) for measuring the effectiveness of supplied services is calculated according to the main service quality attributes and their weights. This index can be useful to planners to choose more appropriate public transport agencies.

Qi Pan (2008) identified critical factors for service quality in the intercity bus transport industry. It focuses on the measurement of service quality and communication. In this research, the literature survey defined the service quality "gap" in this industry, identified the role of effective communication in the service delivery system, measured the variables affecting current service delivery using the SERVQUAL instrument, and prioritized the importance of the factors influencing service delivery in this industry.

Prabha Ramseook-Munhurrun et al (2010) investigated how closely customer expectations of service and FLE perceptions of customer expectations match. SERVQUAL is used to measure service quality amongst FLE and customers in a major public sector department in Mauritius.

Muthupandian et al (2012) measured the quality of the factors affecting the current service delivery of the State Road Transport Undertakings (SRTUs) in Tamil Nadu with the SERVQUAL instrument.

Rida Khurshid et al (2012) intended to highlight the current issues of transport sector in Pakistan that how service quality effects customer satisfaction Customer satisfaction is considered to be the most important factor whether it is meant for a product or a service. In case of failure to satisfy customers, company will be replaced by others and when industries offering various services, have to be more vigilant because there is a special attitude that plays an important role attracting and retaining the customers.

NEED FOR THE STUDY

Service quality measurement is one of the most important practical themes for service providers and regulatory agencies, but it also continues to be a challenging research theme. For these reasons, it is important to identify that how the demographic variables are influencing the service quality in Tamil Nadu Transport Department at Salem District.

The prime function of Transport Department is essential convenience with which people not just connect but progress. Throughout history, people's progress has been sustained on the convenience, speed and safety of the modes of transport. Road Transport occupies a primary place in today's world as it provides a reach unparalleled by any other contemporary mode of transport.

OBJECTIVES OF THE STUDY

To analyse the impact of demographic variables on service quality in Tamil Nadu Transport Department at Salem City.

HYPOTHESIS:

H_0: Demographic Variables are not having impact on Service Quality in Tamil Nadu Transport Department at Salem District.

H_1: Demographic Variables are having impact on Service Quality in Tamil Nadu Transport Department at Salem District.

SCOPE OF THE STUDY

This study is very useful for understanding the various demographic variables and how much percentage it is influencing the service quality in Tamil Nadu Transport Department. It may helpful to frame new strategies and improve the service quality in Tamil Nadu Transport Department.

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

Data were collected through questionnaire, the most common tool to analyse the impact of demographic variables on service quality in Tamil Nadu Transport Department at Salem District. The sample unit of the study is customers of Tamil Nadu Transport Department in Salem District. The sample size of the study is 110. Primary research data is collected in the form of structured survey results from various respondents in Salem District. Secondary research data is collected in the form of reference literature on the research topic. The multiple regression is used to analysis of data. The collected data were analysed by using SPSS 16.0 for data input and analysis.

DATA ANALYSIS AND INTERPRETATION

TABLE 1: MODEL SUMMARY FOR IMPACT OF DEMOGRAPHIC VARIABLES ON SERVICE QUALITY IN TAMIL NADU TRANSPORT DEPARTMENT AT SALEM DISTRICT

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.588[a]	0.346	0.301	18.61399

a. Predictors: (Constant), Number of members in the family, Monthly Income, Educational Qualification, Gender, Occupation, Total Family income per month, Age

The above Table No. 1 reveals that the coefficient of determination is 0.346. Therefore, about 35.3% of the variation in the Service Quality in Tamil Nadu Transport Department at Salem District data is explained by Number of members in the family, Monthly Income per month, Educational Qualification, Gender, Occupation, Total Family income per month, Age. The regression equation appears to be very useful for making predictions since the value of r^2 is 0.346.

TABLE 2: ANOVA FOR IMPACT OF DEMOGRAPHIC VARIABLES ON SERVICE QUALITY IN TAMIL NADU TRANSPORT DEPARTMENT AT   SALEM DISTRICT

	Sum of Squares	df	Mean Square	F	Sig.
Regression	18721.894	7	2674.556	7.719	0.000[a]
Residual	35341.024	102	346.481		
Total	54062.918	109			

a. Predictors: (Constant), Number of members in the family, Monthly Income, Educational Qualification, Gender, Occupation, Total Family income per month, Age

b. Dependent Variable: Service Quality

The above Table No. 2 shows that F value is 7.719, and p value is 0.000, at $\alpha = 0.05$ level of significance, there exists enough evidence to conclude that Demographic Variables (Gender, Age, Educational Qualification, Occupation, Monthly Income, Total Family Income per month are having impact on organizational development in Steel Industry. Since p-value < 0.05, we shall reject the null hypothesis and accept the alternative hypothesis.

TABLE 3: COEFFICIENTS FOR IMPACT OF HUMAN RESOURCE DEVELOPMENT PRACTICES ON ORGANIZATIONAL DEVELOPMENT

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	205.792	12.140		16.951	0.000
Gender	-16.489	4.007	-0.371	-4.115	0.000
Age	-6.627	1.950	-0.321	-3.399	0.001
Educational Qualification	-2.192	1.317	-0.156	-1.665	0.099
Occupation	0.889	1.948	0.043	0.457	0.649
Monthly Income	3.651	1.644	0.241	2.221	0.029
Total Family income per month	-0.803	1.794	-0.046	-0.448	0.655
Number of members in the family	-0.365	1.712	-0.018	-0.213	0.831

a. Dependent Variable: Service Quality

The above coefficients Table No.3 indicates the B value for identifying the co-efficient of each demographic variable towards the contribution to the Service Quality. Demographic variables (Occupation, and Monthly Income) are positive impact on Service Quality in Tamil Nadu Transport Department at Salem District and the remaining demographic variables such as Gender,

Age, Educational Qualification and Total Family Income per month are negative impact on Service Quality in Tamil Nadu Transport Department at Salem District.

CONCLUSION

This is very useful to know that the monthly income is highly influencing positively the service quality than occupation, and also the gender is highly influencing negatively than age, educational qualification and family income per month of the customers in Tamil Nadu Transport Department at Salem District.

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