

Customer Satisfaction towards Delhi Metro Rail Corporation

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Abstract

Customer, a significant stakeholder for a business. The overall experience of a customer with the products(s) and service(s) of a firm determines customer satisfaction, which further determines the customer retention, customer repurchase, revenue generation, profitability, market share and also play an important role in its sustainability.

The firm's efforts are now concentrated themselves as customer centric and are therefore, measuring the levels of customer satisfaction and trying to find out the areas for improvement. The study is focused, firstly, to identify the level of customer satisfaction towards Delhi Metro Rail Corporation, using questionnaire method. Secondly, to identify the various factors influencing customer satisfaction towards Delhi Metro Rail Corporation. Thirdly, to identify the most influencing factor of customer satisfaction towards Delhi Metro Rail Corporation. The sample comprises 40 respondents who are using the services of DMRC.

Introduction

Services quality and customer satisfaction have been for over a decade two important topics both for the academic world and for the researches in the field of marketing. The attention directed to these two concepts, services quality and customer satisfaction is mainly due to the competition in the market, as well as to the pressure of political factors and of the population, over organizations in the field of public administration.

“The organization is honest, gives good value for money, has a high reputation, meets deadlines, has quality products and services, has easy to understand processes, responds to criticism, encourages complaints and handles them well, and demonstrates that it is passionate about customers. At all levels people were respected, well trained, friendly, contactable, flexible, knowledgeable, honest, trusted, stable, involved and consistent. The perceived culture is one of professionalism, efficiency, teamwork, caring, respect, seriousness, but with a touch of fun and character.

” Delhi Metro Railways is very popular sector of advanced transportation practice in India started (May 03, 1995) because of low costing and high capacity. Soon Delhi Metro will be connected to Faridabad; Najafgarh and, Shiv Vihar, Mukundpur, Yamuna Vihar, Janakpuri West-Kalindikunj, Badli, YMCA Chowk.

Delhi Metro is a world-class Metro. To ensure reliability and safety in train operations, it is equipped with the most modern communication and train control system. It has state-of-art air

conditioned coaches. Ticketing and passenger control were through Automatic Fare Collection System, which is introduced in the country for the first time. Travelling in Delhi Metro is a pleasure with trains ultimately available at three minutes frequency. Entries and exits to Metro stations were controlled by flap-doors operated by 'smart-cards' and contact less tokens. For convenience of commuters, adequate number of escalators is installed at Metro stations.

Unique feature of Delhi Metro is its integration with other modes of public transport, enabling the commuters to conveniently interchange from one mode to another. To increase ridership of Delhi Metro, feeder buses for Metro stations were Operating. In short, Delhi Metro is a trendsetter for such systems in other cities of the country and in the South Asian region.

Research Objective

- 1) To identify the level of customer satisfaction towards Delhi Metro Rail Corporation.
- 2) To identify the various factors influencing customer satisfaction towards Delhi Metro Rail Corporation.
- 3) To identify the most influencing factor of customer satisfaction towards Delhi Metro Rail Corporation.

Literature-Review

This study identifies the components of service quality of Delhi Metro Railways, which was aimed to identify the most important factors of customer satisfaction with service quality. A survey was conducted among the commuters who were regularly availing metro services for travelling. The study concluded that the service quality delivery meets the perception of commuters. (Dr. bhagwan singh and devender kumar, 2014).

Builds on an empirical study of 1,000 customers using bus, train or tram in and around the greater area of the capital of Norway. Discusses customer (dis)satisfaction with public transportation services. Concludes by claiming that individual customer preferences exist and that high – and low-frequency users of public transportation services have different preferences. As a consequence, the industry has a low overall customer satisfaction score. Implementing differentiated public services will improve the satisfaction score, i.e. expected utility, and thereby reduce the need for privatizing the industry. (Tor Wallin Andreassen, 1995).

Corporate image and customer satisfaction as two routes to customer loyalty have been worked upon by the researcher. Based on data from 600 individual customers categorized as having high or low service expertise of three companies within the package tour industry, a conceptual model was proposed and tested empirically using structural equation modeling. The data used in the study were included in The Norwegian Customer Satisfaction Barometer. The paper concludes by claiming that for complex services, corporate image and customer satisfaction were not two separate routes to customer loyalty. Corporate image impacts customer loyalty directly whereas customer satisfaction does not. This finding was consistent with high and low service expertise. (Tor Wallin Andreassen, Bodil Lindestad,1990).

Research Methodology

Research project is a systematic presentation consisting of the enunciated problem ,formulated The present study is descriptive in nature. Descriptive Research is the original data is collected from the customers with the help of their responses by means of the questionnaire. There were

two ways to collect the data i.e., Primary data collection method and Secondary data collection method:

Primary data was collected through survey method by distributing questionnaires to customer in Delhi Metro. The questionnaires were carefully designed by taking into account the parameters of my study.

Data collection from books, magazines, websites, going through the records of the organizations, etc. It is the data which has been collected by individual or someone else for the purpose of other than those of our particular research study. The present study was conducted on 40 customers traveling in Delhi Metro.

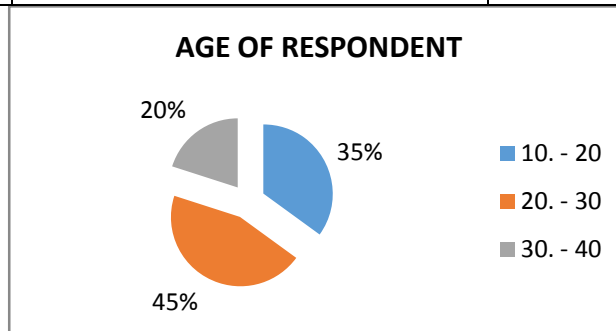
Limitations

- 1) Time available for research is limited.
- 2) Sample size of customers of DMRC is very small.

Data Analysis & Interpretation

1. Age of Respondents

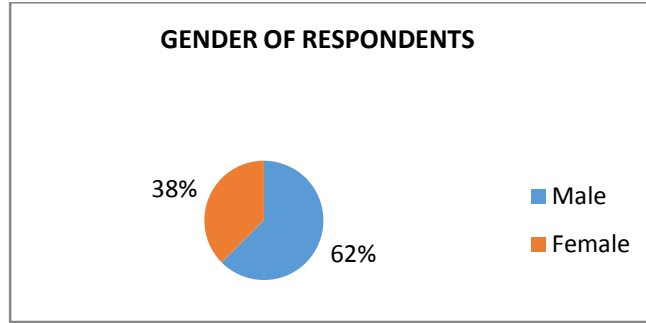
S.NO	AGE	NO. OF RESPONDENTS	% OF RESPONDENTS
1	10. - 20	14	35
2	20. - 30	18	45
3	30. - 40	8	20
TOTAL		40	100



Interpretation: The above chart shows that maximum number of customer of DMRC were of age group 10-20 years (35%), whereas 45% of employees were of age group 20-30 years (45%), and 20% were age group of 30-40 years. Thus, the study shows that the maximum number of customers of Delhi Metro Rail Corporation comprises youth with the age group of 20-30 years.

2. Gender of Respondent

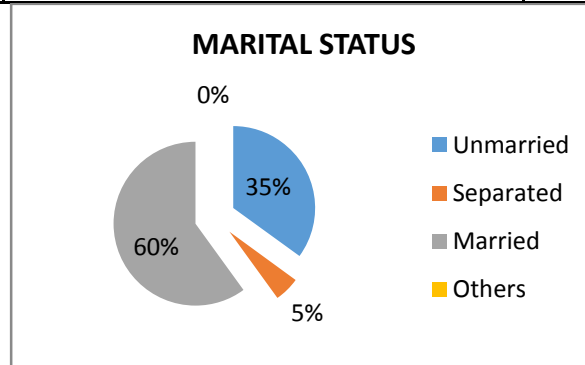
S.no.	RESPONSE	NO. OF RESPONDENTS	% OF RESPONDENTS
1	Male	25	62.5
2	Female	15	37.5
	Total	40	100



Interpretation: - Above chart shows that 62.5% of the respondents were travel in Delhi Metro were male & 37.5% were female. Thus, the study reveals that the customers was still dominated by the male gender.

3. Marital status

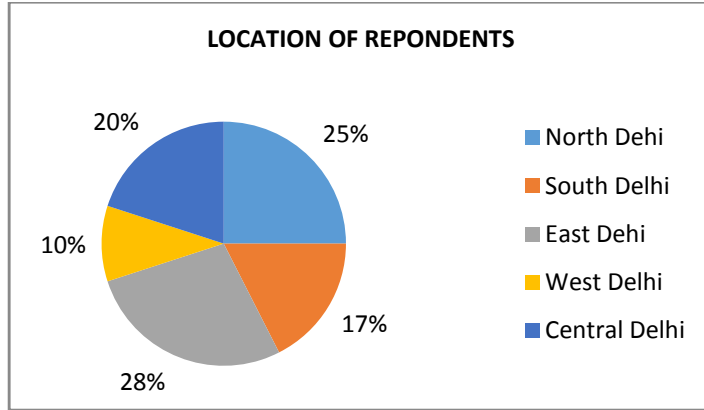
S.no.	RESPONSE	NO. OF RESPONDENT	% OF RESPONDENTS
1	Unmarried	14	35
2	Separated	2	5
3	Married	24	60
4	Others	0	0
	Total	40	100



Interpretation:- Above chart shows that 60% of respondents were married & 35% of respondents were unmarried. Thus, the study shows that all the respondents whether a school going child or a professional or a college professor or teacher travel in Delhi Metro were married.

4. Location of respondent

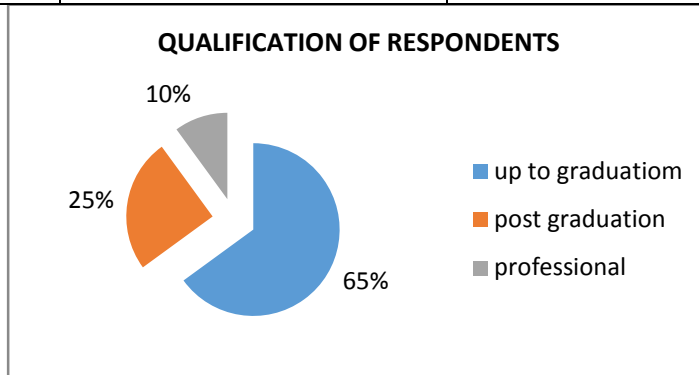
S.no.	RESPONSE	NO. OF RESPONDENTS	% OF RESPONDENTS
1	North Delhi	10	25
2	South Delhi	7	15
3	East Delhi	11	27.5
4	West Delhi	4	10
5	Central Delhi	8	20
	Total	40	100



Interpretation: from the above chart, it can be seen that majority of respondents come from east Delhi. The respondents also come from other areas like: north Delhi (25%), south Delhi (15%), west Delhi (10%), and central Delhi (20%).

5.qualification of respondent

S.no.	RESPONSE	NO. OF RESPONDENTS	% OF RESPONDENTS
1	Up to graduation	26	65
2	post graduation	10	25
3	professional	4	10
	Total	40	100



Interpretation:-Above chart shows that 65% of customers were graduated whereas 25% of customers had done till graduation and 10% of employees were professional.

I. Physical condition

S. no .	RESPONSE	AIR CONDITIONG		LIGHTENING IN TRAIN & STATION		SPACE ALLOCATION	
		NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	Strongly Agree	26	65	20	50	12	30
2	Agree	12	30	13	32.5	20	50
3	Neutral	2	5	7	17.5	3	7.5
4	Disagree	0	0	0	0	4	10
5	Strongly Disagree	0	0	0	0	1	2.5
	Total	40	100	40	100	40	100

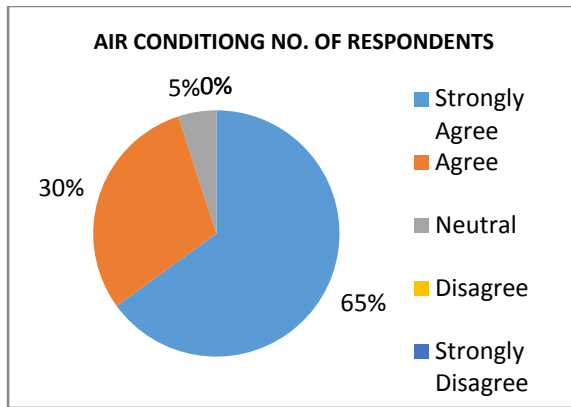


CHART A

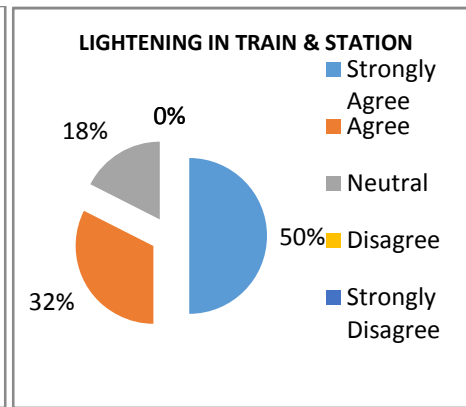


CHART B

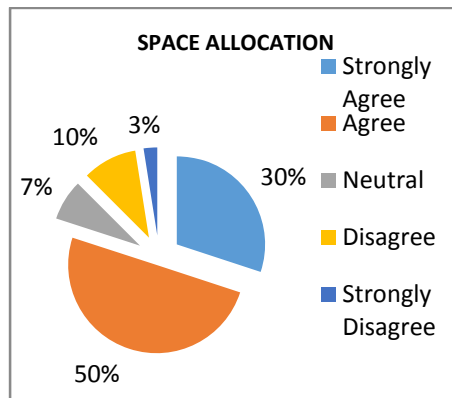


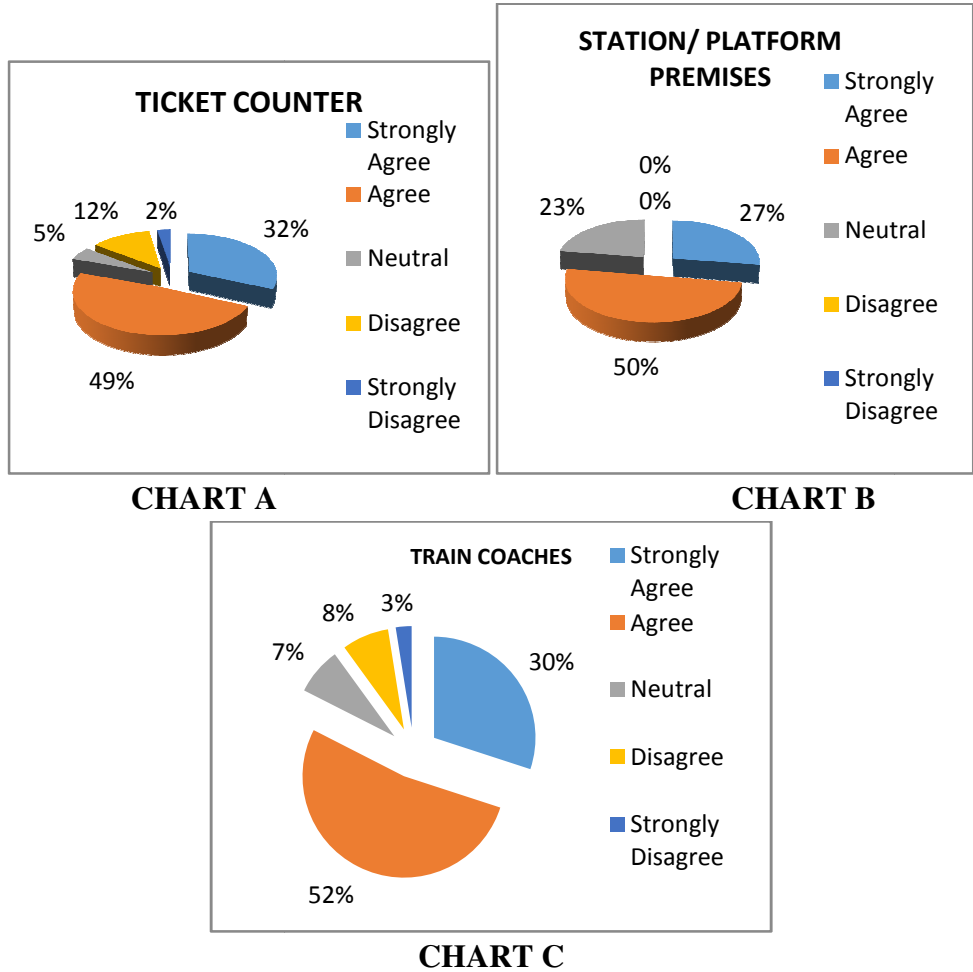
CHART C

Interpretation:chart A, shows that 65% of customers were highly satisfied with air conditioning in Delhi Metro, and 32% of customers were satisfied and 19% of customers were dissatisfied. Chart B shows that 82%of customers were highly satisfied with lightning in train & station and remaining 18% of customers were not satisfied. Chart C shows that 50% of customers were

highly satisfied with the space allocation in Delhi Metro, hence 30% of customers were only satisfied and remaining 20% of customers were dissatisfied.

II. Cleanliness

S. no	RESPONSE	TICKET COUNTER		STATION/ PLATFORM PREMISES		TRAIN COACHES	
		NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	Strongly Agree	13	32.5	11	27.5	12	30
2	Agree	20	50	20	50	21	52.5
3	Neutral	2	5	9	22.5	3	7.5
4	Disagree	5	12.5	0	0	3	7.5
5	Strongly Disagree	1	2.5	0	0	1	2.5
	Total	40	100	40	100	40	100



Interpretation: chart A, shows that 49% of customers were highly satisfied with cleanliness in Delhi Metro, and 32% only were satisfied and 19% of customers were dissatisfied. Chart B shows that 77% of customers were highly satisfied with cleanliness at station & platform premises and remaining 23% of customers were not satisfied. Chart C shows that 52% of customers were highly satisfied with the cleanliness in train coaches, hence 30% of customers were only satisfied and remaining 18% of customers were not satisfied with the train coaches of Delhi Metro.

III. Technical Faults

S. no .	RESPONSE	AUTOMATIC DOORS		ANNOUNCEMENTS		TOKEN/ SMART CARD	
		NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	Strongly Agree	20	50	25	62.5	28	70
2	Agree	8	20	15	37.5	8	20
3	Neutral	4	10	0	0	2	5
4	Disagree	5	12.5	0	0	2	5
5	Strongly Disagree	3	7.5	0	0	0	0
	Total	40	100	40	100	40	100

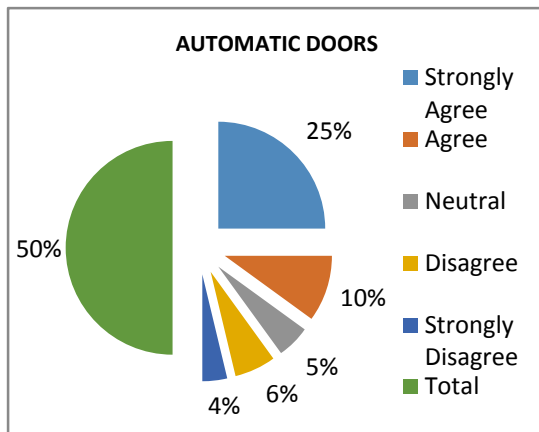


CHART A

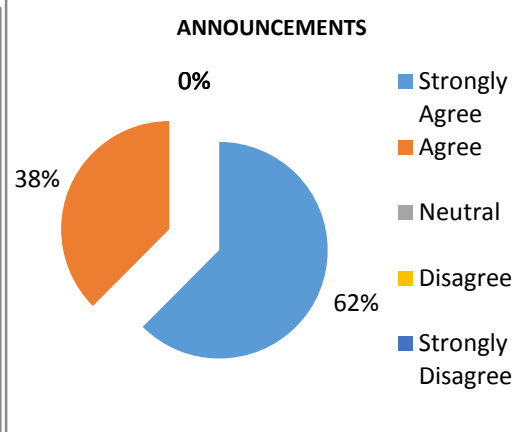


CHART B

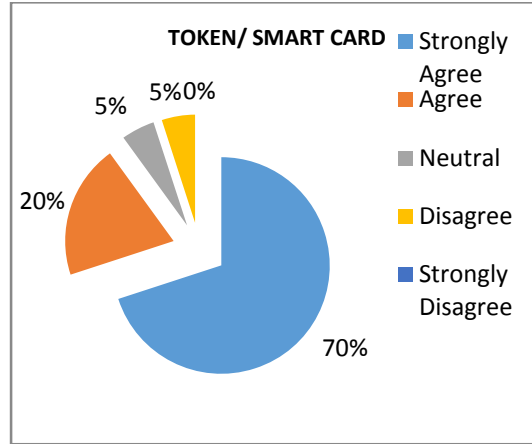


CHART C

Interpretation:chart A, shows that 50% of customers were highly satisfied with automatic doors in Delhi Metro, and 35% of customers were satisfied and 15% of customers were dissatisfied. Chart B shows that 62%of customers were highly satisfied with announcements 38% of customers were not satisfied. Chart C shows that 70% of customers were highly satisfied with the token and smart cards in Delhi Metro, hence 20% of customers were only satisfied and remaining 10% of customers were dissatisfied.

IV. Convenience

S. no	RESPONSE	SEATING &STANDING ARRANGEMENT		COMFORTABLE BOARD & DE-BOARD OF TRAIN		FEEDER BUS SERVICE IS AVAILABLE	
		NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	Strongly Agree	19	47.5	20	50	18	45
2	Agree	10	25	15	37.5	8	20
3	Neutral	8	20	0	0	12	30
4	Disagree	3	7.5	4	10	2	5
5	Strongly Disagree	0	0	1	2.5	0	0
	Total	40	100	40	100	40	100

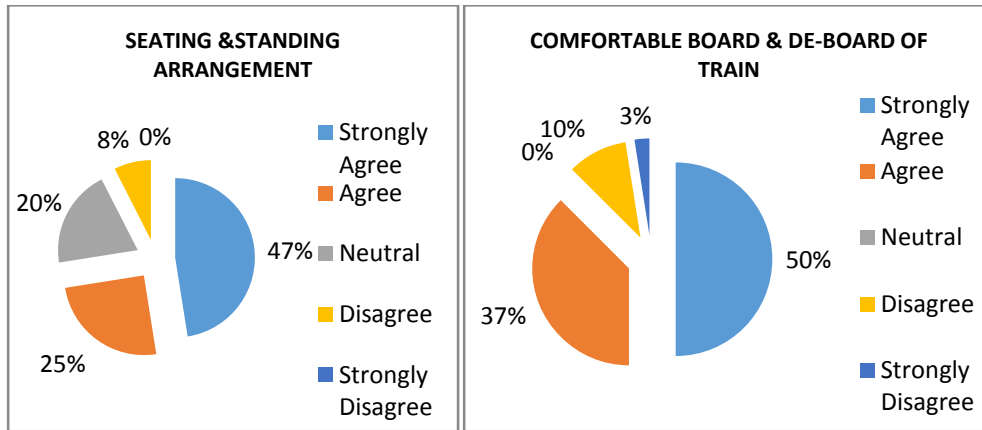


CHART A

CHART B

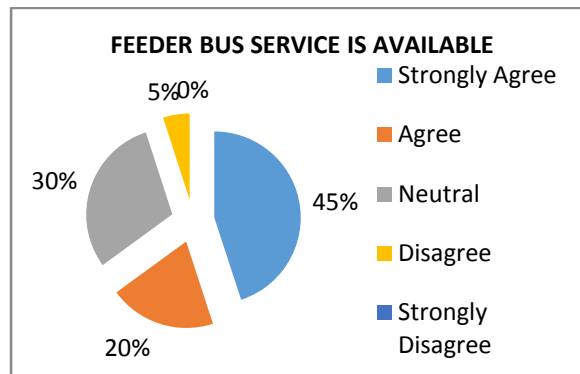


CHART C

Interpretation: chart A, shows that 47% of customers were highly satisfied with seating & standing arrangements in Delhi Metro, and 25% of customers were satisfied and 28% of customers were dissatisfied. Chart B shows that 50% of customers were highly satisfied were comfortable in board and de-board of train 13% of customers were not satisfied. Chart C shows that 45% of customers were highly satisfied with feeder bus service of Delhi Metro, hence 20% of customers were only satisfied and remaining 35% of customers were dissatisfied.

V. Safety

S. no .	RESPONSE	YOU FEEL SAFE AT PLAT FORM		YOU FEEL SAFE IN TRAIN COACH		YOU FEEL SAFE IN PARKING AREA	
		NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS	NO. OF RESPONDENTS	% OF RESPONDENTS
1	Strongly Agree	20	50	22	55	15	37.5
2	Agree	9	22.5	17	42.5	15	37.5
3	Neutral	7	17.5	1	2.5	5	12.5
4	Disagree	4	10	0	0	4	10
5	Strongly Disagree	0	0	0	0	1	2.5

	Total	40	100	40	100	40	100
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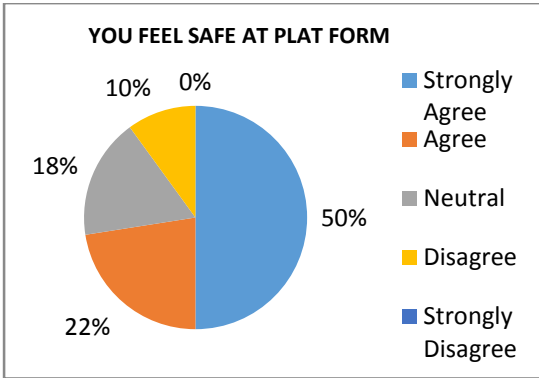


CHART A

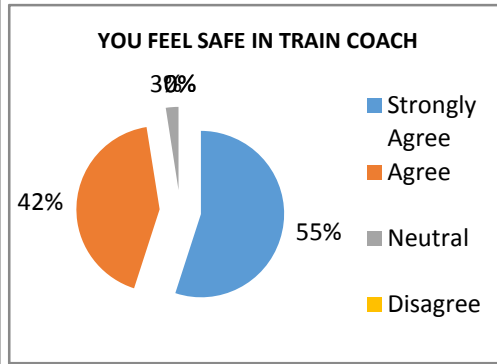


CHART B

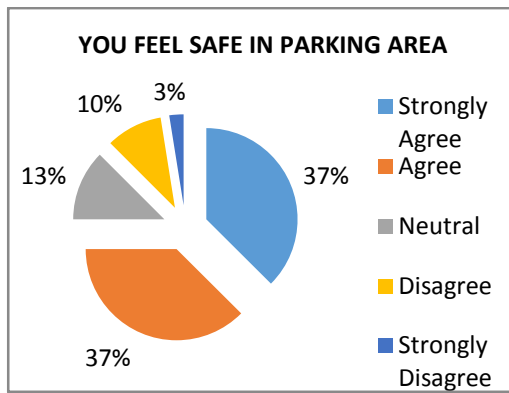


CHART C

Interpretation: chart A, shows that 50% of customers were highly satisfied with safety in Delhi Metro, and 22% of customers were satisfied and 28% of customers were dissatisfied. Chart B shows that 55% of customers were highly satisfied who feel safe in train coaches in Delhi Metro and remaining 42% of customers were only satisfied and remaining 3% of customers were dissatisfied. Chart C shows that 37% of customers were highly satisfied who feel safe in parking area at Delhi Metro, hence 37% of customers were only satisfied and remaining 26% of customers were dissatisfied.

Findings

- The maximum number of customer of DMRC were of age group 10-20 years, whereas 45% of employees were of age group 20-30 years and 20% were age group of 30-40 years. 62.5% of the respondents who travel in Delhi Metro were male and 37.5% were female. 60% of respondents were married and 35% of respondents were unmarried. The majority of respondents come from East Delhi. The respondents also come from other areas like: North Delhi (25%), South Delhi (15%), West Delhi (10%) and Central Delhi (20%). 65% of customers were graduated whereas 25% of customers had done till graduation and 10% of employees were professional.
- 49% of customers were highly satisfied with cleanliness in Delhi Metro, and 32% only were satisfied and 19% of customers were dissatisfied. 77% of customers were highly satisfied with cleanliness at station & platform premises and remaining 23% of customers

were not satisfied. 52% of customers were highly satisfied with the cleanliness in train coaches, hence 30% of customers were only satisfied and remaining 18% of customers were not satisfied with the train coaches of Delhi Metro.

- 65% of customers were highly satisfied with air conditioning in Delhi Metro, and 32% of customers were satisfied and 19% of customers were dissatisfied. 82% of customers were highly satisfied with lightning in train & station and remaining 18% of customers were not satisfied. 50% of customers were highly satisfied with the space allocation in Delhi Metro, hence 30% of customers were only satisfied 50% of customers were highly satisfied with safety in Delhi Metro, and 22% of customers were and remaining 20% of customers were dissatisfied.
- 50% of customers were highly satisfied with automatic doors in Delhi Metro, and 35% of customers were satisfied and 15% of customers were dissatisfied. 62% of customers were highly satisfied with announcements 38% of customers were not satisfied. 70% of customers were highly satisfied with the token and smart cards in Delhi Metro, hence 20% of customers were only satisfied and remaining 10% of customers were dissatisfied.
- 47% of customers were highly satisfied with seating & standing arrangements in Delhi Metro, and 25% of customers were satisfied and 28% of customers were dissatisfied. 50% of customers were highly satisfied were comfortable in board and de-board of train 13% of customers were not satisfied. 45% of customers were highly satisfied with feeder bus service of Delhi Metro, hence 20% of customers were only satisfied and remaining 35% of customers were dissatisfied.
- satisfied and 28% of customers were dissatisfied. 55% of customers were highly satisfied who feel safe in train coaches in Delhi Metro and remaining 42% of customers were only satisfied and remaining 3% of customers were dissatisfied. 37% of customers were highly satisfied who feel safe in parking area at Delhi Metro, hence 37% of customers were only satisfied and remaining 26% of customers were dissatisfied.

Conclusion

No business can exist without customers. Customer value is an asset to the organization. Hence, in order to maintain the customer, the organization needs to ensure that the right products and services, supported by the right promotion and making it available at the right time for the customers. While quality services is equally important that a customer experiences the "Wow Effect" that only superior customer service can deliver. A business that caters to their customers' needs will inevitably gain the loyalty of their customers, thus resulting in repeat business as well as potential referrals. Consequently, it is imperative that businesses get to know their customers. Establishing a professional relationship with customers empowers us with the knowledge of what our customers need. When a business focuses on delivering what is of value to their customers, this will generate the potential for repeat business as well. The feedbacks from the survey is a testament to the customer satisfaction hypothesis most definitely, there exists a positive relationship between reliability with customer satisfaction. Similarly, the other attributes, such as; assurances, tangibles, empathy and responsiveness all have positive relationship with customer satisfaction. It is far more difficult to measure the level of performance and satisfaction when it comes to the intangible expectations. One of the ways to help obtain loyal customers is

by having products and services that were so good that there is very little chance that the customer requirements will not be met. Of course, one of the difficulties in understanding the true customer requirements is that the customer can and will change them without notice or excuse. Having a good recovery process for a dissatisfied customer is a very important and necessary process for any service organization.

Recommendation

Frequency of Metro trains should be increased especially in the morning time. Every Train should have at least 8 coaches. Dustbins were not arranged on platforms. Token system needs improvement as there were many cabins present but only 1 is working due to which customers have to wait long in queue. No. of Workers should be increased at ticket counter. Tokens were costly as compared to smart card system. Those stations where washrooms were available were dirtier.

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