

**ST. MARY'S UNIVERSITY
FACULTY OF BUSINESS
DEPARTMENT OF MANAGEMENT**

**ASSESSMENT OF PUBLIC TRANSPORT
SERVICE IN THE CASE OF CROSS
COUNTRY BUSES**

**By
DANIEL ZEWDU**

**JUNE 2014
ADDIS ABEBA**

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**A SENIOR RESEARCH SUBMITTED
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MANAGEMENT**

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TABLE OF CONTENTS

CONTENTSPAGES

Acknowledgement	I
Table of contents	II
List of tables	IV
Chapter I	
Introduction	1
1.1 Background of the study.....	1
1.2 Statement of the problem.....	3
1.2.1 Research questions	5
1.3. Objectives of the study	5
1.3.1 General objectives	5
1.3.2 Specific objectives	5
1.4 Significance of the study	6
1.5 Scope of the study	6
1.6 Research design and methodology.....	6
1.6.1 Research design	6
1.6.2 Population, sampling technique & sample size.....	7
1.6.3 Types of data collected	7
1.6.4 Methods of data collection	7
1.6.5 Data analysis method.....	8

1.7 Limitation of the study	8
1.8 Organization of the paper	8

Chapter II

Literature review	9
2.1 Public transport service	9
2.2 Owner ship and regulation.....	9
2.3 Augmenting public transport	10
2.4 Customer service	10
2.5 Importance of customer service.....	11
2.6 Elements of customer service.....	11
2.7 Total customer satisfaction	12
2.8 The importance of satisfied, loyal customers.....	12
2.9 Barriers to quality service	13
2.9.1 Improving customer service.....	15

Chapter III

Data presentation, analysis, and interpretation.....	16
3.1 Characteristics of study population.....	17
3.2 Analysis of the finding of the study.....	18-29

Chapter IV

Summary, Conclusion and Recommendation.....	30
4.1 Summary	32
4.2 Conclusion.....	33
4.3 Recommendation.....	35

Bibliography

List of Tables

TABLESPage

Table1: General Characteristics of respondents	17
Table 2: Accessibility of long public transport service	18
Table 3: The growth of public transport	19
Table 4: Timely arrival of buses	20
Table 5: Capacity of regulatory body	20
Table 6: Trip schedule setting by transport authority	21
Table 7: The service given in the bus terminal	21
Table 8: Commitment of regulatory body	22
Table 9: Proportionality of assignment of buses	22
Table 10: The location of bus terminal	23
Table 11: Levels assigned to the buses	23
Table 12: Remedial action taken when the bus collapsed	24
Table 13: The tariff charged against luggage's and transportation	24
Table 14: Safety of the buses	25
Table 15: The service offered to customers	25
Table 16: 1 st aid kit to give service in case of emergency	26
Table 17: The bus owners provide basic necessary goods	26
Table 18: The convenience of the time the buses leave	27
Table 19: Sensitivity of the bus employees to passengers	27
Table 20: Entertainment service to reduce boring effect of long journey.....	28

INTRODUCTION

1.1 Background of the Study

Transport is one of the complex services which contributes greater share to the country's economic development everybody travels whether it be work, play, and shop or do business. All raw materials must be conveyed from the land to a place of manufacture or usage, and all goods must be moved from the factory to the market place and from the staff to the consumer. Transport is the means by which these activities occur; it is the cement that binds together communities and their activities. Meeting these needs has been and continues to be the Transport task (Bell,etal 2006:220-21).

As customers, we use service every day. Turning on a light, listening to the radio taking on the telephone, taking a bus, getting a haircut or sending clothes to the cleaners are all examples of service consumption at the individual level.. The higher institution at which we are studying is itself a complex service organization. In addition to educational service, the facilities at today colleges and university usually comprise libraries, cafeterias counseling services and placement offices, a bookstore, photo copying services, telephones and internet connection on a wide array of service because of the pervasiveness of Transport "solutions" to Transport problem can be have major influences upon people's lives. These influences are reflected in the constraints which society currently places on the development and evaluation of road proposals; that is , generally they must be analytically based, economically sound, socially credible ,environmentally sensitive, politically acceptable and inquiry proof. Meeting these needs has resulted in the development in relatively recent times of a new professional area, transport engineering" (Bell, etal, 2006:210-11) .

Humans' first means of transport were walking and swimming .The domestication of animals introduces a new way to lay the burden of Transport on more powerful creatures, allowing heavier loads to be hauled, or humans to ride the animals for higher speed and duration Inventions such as the wheel and sled helped make animals transport more efficient through the introduction of vehicles.

In 1960G.C the government implemented a rule that the transport operators governed to offer the transport service on regulated tariff to serve the people at reasonable price.

In 1968 G.C the trip routes also determined by the government body. It was not possible to travel with the chosen route.

Before the Derg regime (1975-1991) the public transport was owned by private companies there was competition between companies to provide better services in all aspect to attract their customer.

But during Derg regime which is the socialist system, private buses (property) transferred to government property.

That socialist political system Transport management had made the public Transport backward and became poorer and poorer from time to time.

In 1991 G.C after the Derg regime over thrown and the EPRDF controlled the country, the Transport industry tried to revive, so individuals has come to join the public Transport industry by forming associations.

Through the Time the Transport Associations are increased and private bus owners' Ltd companies also starts emerging.

Number of associations and companies of cross-country long distance buses in Ethiopia are:-

- Private bus owners association- - - - - 4
- Private bus owners company- - - - - -1
- State owned company - - - - - -1
- Total -----6

(Source transport authority bus terminal team leader, 2014)

The buses which are leveled 1st, 2nd and 3rd use three bus terminals commonly, the service offered in all over the country from the capital city of Addis Ababa to different regions and within the different regions with trip Route schedule approved by Transport authority and regulated tariff. In Ethiopia there are about 61,000 transport vehicles, which give the public transport service i.e. min-buses, medium buses and large buses. Of these public Transports the cross-country long distance buses are about 903 which has 45 and above seats *(source: from the discussion made with the public transport authority representative in main bus station terminal)*

Even though the transport association is increased in number, the number of buses is not increasing in comparison to the diversification of the roads, the population growth and overall economic growth of the country.

1.2 Statement of the problem

Transport plays an important role for the development of the country. The demand for public transport services in Ethiopia is growing from time to time as the growth of the Population and economy.

The transport service of fuel trucks has improved by far better than public transport in Ethiopia. Even though there is a slight growth in public transport, but in comparison to other systems, vis-à-vis the population growth and economic growth, it is difficult to say there is growth.

To improve the public transport sector the regulatory body and public transport associations need to improve the service but they failed:

- ❖ To Consider improvement of the capacity of bus stations parallel to the constant increment of customers'.
- ❖ To balance the best interest of both parties (customers and bus owners) during tariff setting.
- ❖ To give proper training to employees in order to handle customers properly.
- ❖ To keep healthy assets /the buses/ properly by providing genuine spare parts and giving training to maintenance personnel.
- ❖ Failed to stop unnecessary costs bus owners incur in every journey in regional Terminals for municipalities and different groups who provide different Services in the terminals which are not necessary.
- ❖ To provide Incentives like free of tax and bank loan facility by negotiating (preparing good proposal) to the concerned bodies to improve the public transport sector.
- ❖ To upgrade the trip schedule with the bus travel during schools opening and closing
- ❖ To replace buses which served long years?

Therefore all the above realities initiate the student researcher to explore problems related to long distance public transport service.

1.2.1 Research Questions

To address the above stated problems the student researcher designed the following basic questions

- ❖ To what extent the service given in the bus terminals is satisfactory?
- ❖ How the tariff (price) charged against luggage's and transportation affect the public transport service?
- ❖ To what extent employees are willing to serve customers?
- ❖ How the capacity of the bus terminals affects the efficiency of the public transport?
- ❖ How the the assignment of buses made in relation to the quality of service they provide affects the service?

1.3. Objective of the study

1.3.1 General Objective

General Objectives of the study was to analyze transport efficiency in cross country long distance buses from passengers, owners and regulatory bodies' perspective.

1.3.2 Specific objectives

1. To examine whether or not the service given in the bus terminal is satisfactory.
2. To study how the tariff (price) charged against luggage's and transportation affect the service.
3. To investigate to what extent the employees are willing to serve customers.
4. To investigate the capacity of the bus terminal efficiency.
5. To examine the assignment of buses in relation to the quality of service they Provide.

1.4 Significance of the study

Efficient long distance public transport service quality can be described as delivery of excellent or superior service relative to customer expectation. Efficient service is not only significant to public Transport of cross country long distances buses, but is a crucial factor to the entire Transport industry in particular and the economic development of the country in general.

The study will help:-

- The study provides relevant feed back to the public transport associations in order to improve the service.
- The study service as the base for other researcher who would like to study the same issue in wider range.
- The study enables the researcher to acquire basic experience and knowledge about long distance public transportservice .

1.5 Scope of the study

The time delimitation is between 2001-2013 because the regulatory body leveled buses 1st level, 2nd and 3rd level starting 2011 G.C. more over the previous year's available data are insufficient.

The study will be conducted in Addis Ababa main bus station due to time constraints and centralized transport system

1.6 Research Design and methodology

1.6.1 Research design

The student researcher used descriptive method to conduct assessment of public transport service in case of cross country buses because the student

Researcher found it as the best method to collect information that describes the problem and the research as it exists.

1.6.2 Population and Sampling technique:

The target populations of the study were high ranking officials of the regulatory body, frequent customers and top management (employees) of associations who directly interact with long distance public transport sector. Questions were distributed for six association's managers, operation heads, finance heads, program officers and dispatching officers. The total size is 30. Since the size of the population is manageable all the population are used as respondents and hence census is used as a sampling technique. Concerning high ranking officials of regulated body the student's researcher conducted interview for five high ranking officials using judgmental sampling technique because researcher believed that they are well informed for the issue raised. While for frequent customers the student used 30% of the total 159 frequent customers which is about 48 customers using accidental sampling technique.

1.6.3 Types of Data collected:

To make the study fruitful the research used both primary and secondary source of data. The primary data was collected from primary sources including 48 customers (passengers), 5 regulatory body officials' and 30 employees of associations.

The secondary data include all related documents prepared for some other purpose.

1.6.4. Methods of data collection

To gather relevant data for this study, the researcher prepared both open ended, close ended questionnaires and interview check list. In order to

Triangulate information obtained through questioners and Interview conducted with officials of regulatory body. The secondary data collected from company's annual report, manuals and other related data.

1.6.5 Data Analysis method:

The data which was collected using questionnaires are quantitative and analyzed using descriptive statistics like frequencies and percentages. On the other hand, qualitative data collected through interview and document review analyzed qualitatively in a synchronized ways

1.7 limitation of the study

There were some factors that influenced the research not carried out as expected, some of these factors were the respondents were not willing's to fill the questionnaires, when they filled the questionnaire some questions did not fully answered, moreover, the questionnaire did not returned on time .regarding of the availability of comprehensive and relevant data and literature is another problem. Despite all these limitations, the researcher has tried to demonstrate that the problem and research questions for this particular study were worth answering.

1.8 Organization of the paper

The study has incorporated 4 chapters. The first chapter includes introduction part which consists of back ground of the study, statement of the problems, research questions, and the objective of the study, the research designed and methodology. The second chapter is review of related literature and 3rd chapter Data analysis, presentation and interpretation. The 4th chapter includes summary and conclusion and recommendation.

CHAPTER 2

LITERATURE REVIEW

2.1 public transport services

Transport because of its pervasive nature occupies a central position in the fabric of a modern day urbanized nation. To understand this it is useful to consider how today land transport system, and particularly its road system, has developed over time. In most countries, this has been a story of evolutionary change with new transport developments replacing to old in response to perceived societal and economic needs .how people live and work has also changed as consequence of improvements in life style and in transport capacities what can be said with certainly about the future is that these interactive changes will continue and that it will be task of the transport planner and traffic engineer to cope with them (bell, etal ,2006:2)

Transport engineering applies technological and scientific principles to the planning, national design, operation and management of feasibility for any mode of Transport in order to provide for the safe ,rapid , comfortable, convenient,

Economic and environmental compatible movement of people and goods (Ibid).

2.2 Ownership and regulation

Public transport operations may be in public or private ownership and may be subject to varying degrees of regulations. In most countries, public transport operation is either publically owned or are subject to strict control on what revels of fares and service may be provide. In either case usually only single

Operator has control of whole area. This was broadly the position in Britain until 1985, and is still the position in many countries. This may be referred to as a planned approach to the provision of public transport services (Bell ,etal ,2006:210).

2.3 Augmenting Public transport

While it recognized that the share of public transport in India is considerable higher than that in most developed country (about 50 % in most large cities) the cause for concern is the declining share. Among the major reasons has been:

- The inability of public transport operator to keep pace with the increasing demand.
- The deteriorate quality of service arising out of continued losses and
- In adequate capital generation for capacity augmentation.
- Another problem has been the relatively little concern for consumer satisfaction. In most cities government owned agencies operate and manage public transport services. Given the virtualmonopoly that public sector services providers enjoy, service planning has been largely dominated by the dictates of operating convenience rather than by consumer convenience. With fares and tariffs not linked with cost of operation, there is little incentive for the service providers to improve efficiency. In addition being public center concerns, the emphasis on commercial orientation is limited, as a result, rider- ship changes and costs operation are not concerns of management. Thus, a change in the incentive regime is necessary to ensure attention to consumer satisfaction.

2.4 Customer service

Customer service is the way logistics interface with marketing and such represents the output of the firm's entire logistics effort. The level of customer service provided has a direct impact on the company's market share, costs and by implication, its profitability.

Yet despite the importance of customer service to the overall success of the organizations marketing strategy, managers often don't understand the crucial role that logistics plays in keeping customers happy (Gourdin ,2003 :40-41).

2.5 Importance of customer service

There are few companies that do not recognize the importance of the provision of good customer service. But, why is it so important? There are many different answers to this question, Ranging of customers' Expectations to the similarity of the basic products that are offered .one way of considering customer service is to differentiation between the core product itself and the service elements related to the product(Rushton 2006:34).

2.6 Elements of customer service

Dependability: - in the form of product availability; that is, the items is on the shelf when the customers want to purchase it. It may also refer to such things as meeting promised delivery dates, Filling order correctly, and providing accurate billing statements. The firm can be relied upon to do what it claims it will do.

Time: - how long it takes for the goods to be delivered after the order has been placed. The emphasis today in many developed markets is on speed, the faster the better.

Convenience: - deals with things like ordering accessibility, hours for pickup and delivery, frequency of sales calls, technical assistance, and after sales services.

Communication:- encompasses activates like cargo tracing answering customers inquires, billing and information management. Federal express and ups both relay on extensive proprietary communication systems that allow carrier

Personnel to tell shipper exactly where a given piece of cargo is in transportation process.

. **Honesty:** implies that the company keeps the promise it makes to its customers. Pledging more than can be delivered virtually guarantees that customer will be dissatisfied. So managers must be careful not to overstate customer's service levels when there may be considerable pressure to do so (Gourdin,2003 ;41-42).

2.7 Total Customer Satisfaction

Whether the Buyer is satisfied after purchase depends on the offer's performance in relation to the buyer's expectations. In general satisfaction is a persons' feeling of pleasure or disappointment resulting from comparing products perceived performance (or outcome) in relation to his or her expectation. If the performance falls short of expectation the customer is dissatisfied. if the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted (kotler 2006:144).

2.8 The importance of satisfied, loyal customers

Without satisfied and loyal customers, a company slowly dies. It may not detect this slow death form customer complaints, because customer's may be silently defecting rather than taking the effort to complain to the dying company.

The case for totally satisfying and delighting target customers is clear. Numerous studies have established strong links between efforts to delight customers, and company profitability and stock price, (schieffer 2005:185).

2.9 ers to Quality customer Service

There are a number of impediments to provide quality customer service on a continuous basis some of these variables are controllable by management, some are not.

Controllable Factors:

Lack of customer segmentation: some firms offer all customers the same level of service. This strategy could result from a conscious decision by management, but it may also reflect, a lack of appreciation for customers' needs. The fact is that all customers should not necessarily receive the same service .Any organization has a small number of customers that Generate a Large share of corporate revenues. In-fact, praetor's law (also known as the 80/20 rule) states that 80 percent of the firm's profits come from 20 percent of its customers. Management would probably do virtually anything to keep these people happy.

Most buyers will not fall in to this category; management want to satisfy this group as well, but they simply do not enough to warrant the higher service levels provided to the company's most important customers. When only one level of service is offered, it often tends to be high.

Misuse as selling tool:

Better customer's service is promised as an incentive to close a sale. Faster delivery, liberal return policies, or other benefits may be offered even though they are not, on fact, a part of the firm's customer's service strategy. This misuse of customer's service virtually guarantees customer dissatisfaction since the firm may be unable or unwilling to keep those promises.

EMPLOYEES:Haring unqualified workers and insufficient employee training can both lead to poor customer's service. Competent people must be employed and educated thoroughly in the firm's customer's service philosophy. They must know what their responsibilities are and what actions they empowered to take in

Order to satisfy the customers. Workers must thoroughly understand what management expects of them so that customers can be treated accordingly.

Uncontrollable factors:

Unfortunately, despite management's best procedures and intentions, customers may still be dissatisfied. Factors outside the control of the organization can also bear on the buyer's overall assessment of their experience.

CUSTOMERS:Sometimes customers can seem like their own worst enemies. They don't follow directions, comply with procedures, or generally do what they are supposed, to do. In other words, individual traits, characteristics and experiences can also influence the buyer's perception of Satisfaction. Unfortunately if the customer is having a bad day he or she may end up feeling dissatisfied regardless of the institutions intentions.

OTHER CUSTOMERS:In instances where many customers are present, the number and behavior of other can impact one's level of satisfactions.

EMPLOYEES:works can have bad days just like customers. though indoctrinated to behave a certain way, they can occasionally let their emotions override their training with respect to customers treatment

SCRIPT:A script describes a typical sequence of behavior a customer must undertake to accomplish a task at a particular business. It is rarely written down; the customer is expected simply to know what to do based on experience or observing other. If the script is too confusing or difficult To understand, however, customer dissatisfaction may result (Gourdin, 2003:47-50).

2.9.1 Improving Customer Service Performance

There are several things managers can do to improve the customer service offered by their firm.

Understand customers need: It is absolutely essential that management learn what services their customers most value and how much are willing to pay for those amenities. Invariably, this sort of research will show that all customers don't seek the same thing. These efforts will, in turn, give managers the information needed to conduct an ABC analysis where by customers can be categorized based upon the profit they provide to the firm. Customer service strategies can then be developed to meet these specific needs.

Monitor service delivery: - because the uncontrollable variables discussed earlier can upset the best laid plans, managers must seek constant customer feedback in order to ensure that service deficiencies are quickly identified and corrected. Customer's survey and interview can provide useful insights, as can personal experience.

Train employee: -employee must understand what the firm's customer service strategies are so that they know what their role is in implementing those plans. Very often, the only interaction the customer has is with the front-line worker: the vehicle operator, order taker, or clerk. Therefore, for many customers, the company is represented by the lowest ranking people in the entire organization. It is crucial that these employees understand the critical role they play in providing customer satisfaction and receive the training necessary to carry out their tasks.

Top management must also give these customer contact workers the freedom and authority to take whatever action they deem necessary to keep the customer happy (Gourdin, 2003:50).

CHAPTER 3

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

Summary of Employee's responses on assessment of public Transport service in case of long distance Cross Country buses

This chapter is concerned with the presentation and interpretation of the gathered data through questionnaires and interview on assessment of public Transport service in case of long distance cross Country buses. For research credibility purpose 30 copies were distributed to top management of associations, 48 copies were distributed for frequent customers, and Interview has been administrated for 5 high ranking regulatory body officials. Distributed questioners for top managements of associations and customers didnot return timely. Even though they do not respond quickly analysis of the primary data was therefore made based on the information acquired late. Following this, the gathered data were edited, coded, classified, analyzed and carefully interpreted.

General Characteristics of respondents

Next table shows some demography Characteristics of the respondents which consist of Gender, age, education & years of service.

Table 1 General characteristic of respondents

No	Variables	Respondents	
		No	Percentage
1	Gender		
	Female	37	73
	Male	21	26.9
2	Age		
	▪ 18- 25 years	5	6.4
	▪ 26-32 years	31	39.7
	▪ 33-39 years	26	33.3
	▪ 40-46 years	13	16.6
	▪ Above 46 years	3	3.8
3	Back ground		
	▪ High school graduate	25	32.1
	▪ Diploma	38	48.7
	▪ Degree	15	19.2
	▪ Master degree		
4	Length of service		
	▪ Less than 1 year	3	10
	▪ 1- 3 years	4	13.3
	▪ 4-5 years	8	26.6
	▪ More than 5 years	15	50
	Total	78	100 %

Source of data collected through the questionnaire

From the above table 1 item 1 regarding gender composition 57(73%) are female and 21 (26.9%) of the respondents are male. it can be seen that equally distribution of gender has not been given.

With regard to age of respondents 5(6.4%) fall within the range of 18 to 25, while 31 (39.7%) fall between 26-32, 26(33.3%) fall within 33 to 39, 13(16.6%) fall within 40 to 46 and the rest 3.8 % fall above 46. From this it can be seen

that most respondents are energetic and easily capable to adapt with any types of change in long distance public transport sector.

Regarding educational level, 25 (32.1%) of employees are high school graduates, 39 (48.7%) of employees have got diploma and 15 (19.2%) have got first degree. From these can be seen a lot has to be done to build employees capacity.

Regarding length of service of employees 3 (10%) serve less than one year, 4 (13.3%) of employees serve less than 3 years, 8 (26.6%) employees served than 5 years and 15 (50%) of employees served more than 5 years.

From the above it can be deducted that most workers stay in the company for the long period. As a result they can identify the problem associated with public transport service.

Table 2 Accessibility of long public transport service

How do you rate accessibility of the existing long public transport service	Employees Response		Customers response	
	Number	Percentage	Number	Percentage
Very good				
Good	2	6.3		
Moderate	11	31.5	7	14
Poor	7	21.9	15	31
Very poor	10	34.4	26	54
Total	30	100%	48	100%

Source of data collected through the questionnaire

As depicted in table 2 employees were asked with regard to accessibility of the existing public transport service in case of cross country buses and replied as follows 34% 22% and 38 % replied very poor ,poor, Moderate and good respectively . As portrayed in the above table Customers were also asked with

18

Regard to the existing long distance public transport service in case of cross country buses and replied as follows 54% , 31% and 14% replied very poor , poor and moderate respectively . On the other hand data obtained through interview reveals that the accessibility of the existing public transport is not good.

From these one can infer that majority of the respondents respond poor about the existing long public transport service

18

Table 3 the growth of public Transport

The growth of public transport in comparison to other transport system is good	Employees Response	
	Number	Percentage
Strongly Agree		
Agree	3	9.4
Moderate	4	14
Disagree	7	21.9
Strongly Disagree	16	52
Total	30	100%

Source of data collected through the questionnaire

As shown in the above table questions were asked with regard to the growth of public transport in comparison to other transport system and employees replied as follows 52% 22%,14% and 10% strongly disagree, disagree, moderate and agree respectively about the growth of public transport in comparison to other

transport system. On the other hand interview has been conducted with high ranking officials of regulatory body and the data gathered through interview show that the growth of public transport system is not good.

Table 4 Timely arrival of buses

The timely arrival of the buses to their destinations is good	Employees Response		Customers response	
	Number	Percentage	Number	Percentage
Strongly Agree	3	9.4		
Agree	4	12.5		
Moderate	5	15.6	6	12
Disagree	9	31.3	16	34
Strongly Disagree	9	31.3	26	54
Total	30	100%	48	100%

Source of data collected through the questionnaire

Furthermore, Employees were asked about timely arrival of buses to their destination and replied as follows 31% , 31% , 16% , 13%, and 10 % replied strongly disagree , disagree , Moderate ,agree and strongly agree respectively . Customers respond to the same question 54%,34% and 12% strongly disagree ,disagree and moderate This is safe to deduce the buses do not arrive at their destination on time .

Table 5 capacity of regulatory body

How do you rate capacity of Regulatory body to implement rules and regulations	Number	Percentage
Very good		
Good		
Moderate	4	12.5
Poor	8	28.1
Very poor	18	59.4
Total	30	100%

Source of data collected through the questionnaire

Employees respond about the capacity of regulatory body to implement rules and regulations and replied as follows 60%, 28%, 13% strongly disagree , disagree and Moderate respectively .while interview administered with regulatory Body official's reveals that the capacity of the regulatory body to implement rules and regulations is weak.

Table 6 Trip schedule setting by Transport Authority

Trip schedule setting by transport authority is convenient	Number	Percentage
Strongly Agree		
Agree	3	9.4
Moderate	4	14
Disagree	7	21.9
Strongly Disagree	16	52
Total	30	100%

Source of data collected through the questionnaire

Employees respond about the trip schedule setting by the transport authority and replied as follows 52 %, 22%,14% and 9%, strongly disagree , disagree , moderate and agree respectively this is possible to infer that majority of the respondents disagree about the convenience of trip schedule setting by transport authority.

Table 7 The service given in bus terminal

How do you rate the service given in the Buses terminal	Number	Percentage
Very good		
Good		
Moderate	4	12.5
Poor	8	28.1
Very poor	18	59.4
Total	30	100%

Source of data collected through the questionnaire

The next question raised to employees is about the services given in bus terminals were replied as follows 59%, 28% and 13% replied very poor, poor and moderate respectively. This indicates that significant number of the respondents dissatisfied about the service given in buses terminal.

Table 8 Commitment of regulatory body

regulatory body is committed to improve the public transport system	Number	Percentage
Strongly Agree		
Agree		
Moderate	4	13
Disagree	4	13
Strongly Disagree	22	73
Total	30	100 %

Source of data collected through the questionnaire

Table 8 indicates that 73% of the respondents strongly disagree by regulatory body commitment to improve the public transport system, 13%of the respondents disagree from this analysis. Therefore the researcherinferthat respondents disagree about the regulatory body commitment to improve the public transport system.

The assignment of buses in relation to the number of customer is proportional	Employees Response		Customers response	
	Number	Percentage	Number	Percentage
Strongly Agree				
Agree	3	9.4		
Moderate	3	9.4	6	12
Disagree	10	34.4	13	28.1

Strongly Disagree	14	49.9	29	59.4
Total	30	100 %	48	100%

Table 9 Proportional

As shown in the above table, out of the total respondents 84% (49.9 % + 34.4%) Employees respond disagree about the assignment of buses in relation to the number customers while customers replied 59%, 28%,12% strongly disagree , disagree and moderate respectively. on the other hand the data obtained through interview reveals that the assignment of the buses in relation to the number of customers is not proportional This implies that majority of the respondents respond the assignment of buses in relation to the service they provide is not proportional .

Table 10 The location of bus terminal

The location of bus terminals is convenient	Employees Response		Customers response	
	Number	Percentage	Number	Percentage
Strongly Agree				
Agree	2	6.3		
Moderate	5	15.6	4	9
Disagree	8	22	23	46.9
Strongly Disagree	15	50	21	43.8
Total	30	100 %	48	100%

Source of data collected through the questionnaire

As illustrated in the above table employees respond about the location of bus terminals 50%, 25% ,16% and 6% strongly disagree , Disagree , Moderate while customers respond 9%, 47% and 44% strongly disagree , disagree and moderate respectively . on the other hand interviewee respond as per the data gathered the location of the bus terminal is not convenient. From this student researcher infer that the location of bus terminals is not good .

Table 11 levels assigned to the buses

How do you rate the levels assigned to the buses in relation to the quality they provide	Employees Response		Customers response	
	Number	Percentage	Number	Percentage
Very good				
Good	9	12.5		
Moderate	9	31.3	10	20.8
Poor	8	25	11	21.9
Very poor	4	31.3	27	56.3
Total	30	100%	48	100%

Source of data collected through the questionnaire
 Source of data collected through the questionnaire

As presented in the a assigned to the bus replied as follows 31% 77% Customers also r relation to the quality obtained through interv the quality of service t infer that respondents quality of service they

Table 12 Remedial action taken when the bus collapsed

The remedial action taken if the bus collapsed is good	Employees Response		Customers response	
	Number	Percentage	Number	Percentage
Strongly Agree				
Agree	1	3.1		
Moderate	1	3.1	5	10
Disagree	13	48.3	14	30
Strongly Disagree	14	46.9	29	60
Total	30	100 %	48	100%

Source of data collected through the questionnaire

As shown in the above table almost all of the respondents strongly disagree about the remedial action taken if the bus collapsed. On the other hand the gathered data through interview shows that the regulatory body officials strongly disagree about the remedial action taken if the bus collapsed. From this analysis one can infer that significant no of respondents are dissatisfied.

Table 13 The tariff charged against luggage's and Transportation

The tariffs (price) charged against luggage's transportation is generally fair	Employees Response		Customers response	
	Number	Percentage	Number	Percentage
Strongly Agree			4	9
Agree			14	15.6
Moderate	11	15.6	11	21.9
Disagree	5	36.5	11	21.9
Strongly Disagree	14	46.9	8	28.1
Total	30	100 %	48	100%

Source of data collected through the questionnaire

As it is observed from the interview about the tariff (price) charged against luggage's and transportation that the price is generally fair charged against

Data presentation, analysis and interpretation Analysis and interpretation of customers' response on the Assessment of public transport service in case of cross country buses

Table 14 Safety of the buses

How do you rate safety of the buses (chair, place, gaps, windows and air condition etc.....)	Number	Percentage
Very good	27	56.3
Good	10	16.6
Moderate	11	21.9
Poor		
Very poor		
Total	48	100 %

Source of data collected through the questionnaire

Table 15 The service offered to customers

As shown in the above table the question raised to customers was about the safety of buses and replied as follows 22%, 17% and 56% replied very good, good and moderate respectively about the safety of buses. The student researchers from this deduce that the majority of the respondents Agree with regard to safety of the buses.

How do you rate the service offered to customer	Number	Percentage
Very good		
Good		
Moderate	7	14
Poor	11	22
Very poor	30	63
Total	48	100 %

Source of data collected through the questionnaire

As portrayed in table (15) Customers ²⁵ asked with regard to the service offered to customers and the respondents replied as follows: 63 %, 22 % and 14% replied very poor,poor,and moderate respectively. This is safe to deduce that the majority of the respondentsdisagree with regard to the service offered to customers.

Table 16 1st aid kit to give service in case of emergency

The buses are well furnished with 1 st aid kit to give service in case of emergency	Number	Percentage
Strongly Agree		
Agree		
Moderate	4	9
Disagree	10	20
Strongly Disagree	34	70
Total	48	100 %

Source of data collected through the questionnaire

The 16th question raised to customers were about whether the buses are well furnished with 1st aid kit to give service in case of emergency and replied as follows 70%, 20% and 9%, strongly disagree, disagree and moderate respectively. This implies that majority of the respond strongly disagree about the 10th question raised.

Table 17 The bus owners provide basic necessary goods

The bus owners provide basic necessary goods like soft drink ,packed water to drink ,fruits and the like	Number	Percentage
Strongly Agree		
Agree		
Moderate	6	12
Disagree	15	31.3
Strongly Disagree	27	56.3
Total	48	100 %

Source of data collected through the questionnaire

The question which was asked as 17th variable was with regard to Customers about whether the bus owners provide basic necessary goods like soft drink , packed water to drink ,fruits and the like and replied as follows 56%, 31% and 12% replied strongly disagree, disagree and Moderate respectively . From this this the student researcher infer that majority of the respondents disagree about the service provided by bus owners.

Table 18 the convenience of the time the buses leave

The buses leave the station at the convenient time for the passengers	Number	Percentage
Strongly Agree		
Agree		
Moderate	7	14
Disagree	9	19.4
Strongly Disagree	32	65.6
Total	48	100 %

Source of data collected through the questionnaire

Beside the above questions, the 18th question which raised to customers was weather the buses leave the station at the convenient time for the passengers and replied as follows 66% , 19% and 14 % replied strongly disagree , disagree and moderate. From this one can deduce that almost all of the respondents strongly disagree about the time the buses leave the bus station.

Table 19sensitivity of bus employees to passenger's

The driver and other service providers are sensitive to passenger safety	Number	Percentage
Strongly Agree		
Agree		
Moderate	14	29
Disagree	16	34
Strongly Disagree	18	38
Total	48	100 %

Source of data collected through the questionnaire

27

As depicted in table 13 customers w ed regard to the driver and other service providers sensitive to passenger safety and replied as follows 38% , 34% and 29 % replied strongly disagree , disagree and moderate respectively . This is safe to infer that majority of the respondents disagree about the driver and other service providers sensitive to passenger safety.

Table 20 entertainment service to reduce boring effect of long journey

To reduce the boring effect of long journey there is entertainment service like film and music etc.	Number	Percentage
Strongly Agree		
Agree		
Moderate	10	20.8
Disagree	17	35
Strongly Disagree	21	43
Total	48	100 %

Source of data collected through the questionnaire

The question which arises to customers were about whether there is entertainment service to reduce the boring effect of long journey replied as follows 43 %, 35% and 21% replied strongly disagree , disagree and moderate respectively. This indicates that significant number of the respondents disagree with the entertainment service given during long journey.

Analysis and interpretation of Transport Authority high ranking official's Interview response on the assessment of public transport service in case of cross country buses

In the following section the response given for the interview conducted for Transport Authority high ranking officials is analyzed.

Question 1. What do you say about the availability of proper maintenance service? Furthermore interview conducted for high ranking officials of regulatory bodies was about the availability of proper maintenance service and replied there is no proper maintenance service. From this the student researcher infers that proper maintenance services are not available.

Question 2. How do you see the tax incentives given by the government to make the public transport looks modern ?

The next interview conducted for regulatory body officials was with regard to whether the tax incentive given by the government to make the public transport look modern is satisfactory or not and respond that the incentives are not satisfactory. From this one can deduce that majority of the respondents respond

Question 3. How do you see the bank loan facility availability?

Data gathered through interview with regulatory body officials about the Bank Interview conducted with regulatory body officials reveals that the loan facility

Question 4. How do you see the administration of bus terminals by transport authority?

availability is not good. From this analysis the student researcher infer that the Bank loan facility availability is not satisfactory.

Beside the previous interviews the next question administered to regulatory body officials was about the administration of bus terminals by transport authority and replied it is not good. From this the student researcher infers that administration of bus terminals by transport authority is not satisfactory.

CHAPTER 4

Summary of findings, conclusion and recommendation

4.1 Summary of major findings

Questionnaires were distributed for the concerned parts to give their suggestion about the assessment of public transport service in case of cross country buses efficiency. Based on participant's responses the following findings are found.

- ❖ 56 % of employees and 41 % of customers responses fall in the category disagree to strongly disagree about the accessibility of existing long distance public transport service.
- ❖ 74 % of employees respond about the growth of public transport in comparison to other transport system is not good. On the other hand interview was administered for regulatory body high ranking officials and

the data gathered reveals that official said that the growth of public transport in comparison to other transport is not good.

- ❖ With timely arrival of the buses to their destination 63 % of employees and 88% of customer's response fall in the categories disagree to strongly disagree about the timely arrival of buses to their destination.
- ❖ 87% employees respond disagree about the capacity of regulatory body to implement rules and regulation. The same question was conducted through interview for regulatory body high ranking official and their response reveals that the capacity of regulatory body to implement rules and regulations is weak.
- ❖ 74% of employees respond about the trip schedule setting by transport authority is not convenience.
- ❖ 88 % of employees rate the service given in the bus terminal poor.
- ❖ 73 % employees disagree about regulatory body commitment to improve public transport system.
- ❖ 84% of employees and 88 % 30 customers respond disagree about the assignment of buses in relation to the number of customer's proportionality. on the other hand interview is administered to the same question to regulatory body high ranking officials and confirm that the assignment of buses in relation to the number of customers is not proportional.
- ❖ 75% of employees and 94% of customers respond disagree about the location of bus terminal convenience. on the other hand interview conducted for regulatory body officials confirm that the location of the bus terminals is not convenience .
- ❖ 56% of employees and 78% of customers respond about the assignment of buses in relation to the quality of service they provide is not good. Regulatory body officials also proved that the assignment of buses in relation to the quality of service they provide is not right.

- ❖ 95 % of employees and 80 % of customers said that they do not agree about the remedial action taken if the bus collapsed. Interview conducted to regulatory body official also confirms that the remedial action taken if the bus collapsed is not satisfactory .
 - ❖ 84% employees 38% customers disagree about the tariff (price) charged against luggages and transportation. Regulatory body officials interviewed proved that the tariff (price) charged against luggages and transportation is not fair.
 - ❖ 56 % of customers respond very good concerning the safety of buses (Chair, place, gaps, and windows air condition).
 - ❖ 89 % of customers rate the service offered to customers poor.
 - ❖ 90% of customers respond about 1st aid kit with in the buses to give service in case of emergency are not well furnished.
 - ❖ 87% of customers respond with regard to the basic necessary goods like soft drink, packed water, fruits and the like that bus owners do not provide adequately.
 - ❖ 85% customers disagree about the convenience of the time buses leave the station.
 - ❖ 72 % of the customers replied that the drivers and other service providers are not sensitive to passenger safety.
 - ❖ 78 % of the customers disagree about the entertainment service given in the buses to reduce the boring effect of long journey.
 - ❖ Furthermore interview was conducted for high ranking officials of regulatory body concerning the availability of proper maintenance and replied that there is no proper maintenance service.
- beside the above interviewed questions the next question addressed to high ranking officials of regulatory body was about the tax incentive given by the government to make the public transport look modern and

accordingly the response of the interview that the incentives given by the government is not as such satisfactory .

- ❖ Regulator body officials interviewed about the bank loan facility availability replied it is not satisfactory.
- ❖ Finally the last interview conducted to high ranking officials of regulatory body was about the administration of the bus terminal by the transport authority and accordingly replied the administration of the bus terminal is not good.

4.2 CONCLUSION

32

The researcher findings from questioners distributed for top management of associations, frequent customers and interviews conducted with regulatory body high ranking officials show that:

- ❖ The accessibility of the existing long distance public transport service is not satisfactory .
- ❖ The growth of public transport in comparison to other transport system is yet back ward.
- ❖ The buses do not arrive to their destination on time.
- ❖ The capacity of regulatory body to implement rules and regulation both financially and in human resource aspect is weak .
- ❖ The trip schedule setting by transport authority is not convenient.
- ❖ The bus terminal service is poor. Even through our country is poor it is possible to use in a better way the existing resource.

- ❖ The regulatory body commitment to improve the public transport is not satisfactory.
- ❖ The assignment of the buses in a relation to the number of customers is not proportional.
- ❖ The location of the bus terminals is not convenient to passengers.
- ❖ The assignment of the buses in a relation to the quality of service they provide do not much.
- ❖ The remedial action taken if the bus collapsed is not satisfactory.
- ❖ The tariff (price) charged against luggages and transportation is not fair.
- ❖ The safety of the buses (chair, place, gaps, windows and air conditioner) is good.
- ❖ The service offered to the customers is not satisfactory because employees do not handle their customers appropriately.

33

- ❖ 1st aid kits are not well furnished in the buses
- ❖ The bus owners do not provide the basic necessary goods like soft drink, packed water, fruits adequately.
- ❖ The time buses leave the station is not convenient.
- ❖ Service providers are not sensitive to passenger's safety.
- ❖ Entertainment services are not given in the buses to reduce the boring effect of long journey.
- ❖ Proper maintenance services are not available.
- ❖ The bank loan facility availability is not satisfactory.
- ❖ Administration of the bus terminal by transport authority is not good.

4.3 Recommendation

34

Transport plays important role for the development of the economy.

Public transport service also contributes its own share for the development of the economy and as a whole for the country, if the service is properly managed.

In this study it has been seen most of the variables that has strong relationship with the public transport service dissatisfied the customer which affects the whole public transport service.

Therefore the government, bus owners and managers should focus on the variables.i.e. capacity of the regulatory body ,tariff setting , employees competency , expenses incurred in regional terminals ,incentives given to improve the sector etc..in order to make change on public transport service.

As the growth of the country's economy, social and political systems, transport also should grow simultaneously so that the transport service given to the people will satisfy the users. Since public transport gives services to the people it needs care to minimize problem that comes from old age of the buses.

Public transport services growth in comparison to other transport system it is less competent. To improve the public transport systems the sector must be free from regulated tariff.

The costs or expenses incurred in regional terminals for different regions will increase the operator cost which directly affects the incomes of the owner or companies and also it has impact on tariffs. To make smooth and minimize the operators cost the concerned part should manage bus terminals based on rules and regulations so that it will be possible to avoid unnecessary costs.

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St. Mary University

Faculty Of business

Department Of Management

Questionnaires to be filled By Employees

Dear respondent,

This questionnaire is prepared by 4th year management student, The purpose of this questionnaire is to gather information needed to produce a paper in title << The assessment of public transport service in case of cross country buses >> which is a requirement for partial fulfillment of BA degree in management. The data obtained from you will be treated as aggregate and will be kept secret. There for feel free to respond honestly.

Instruction

- ❖ No need of writing your address
- ❖ For close ended questions answer by putting a tick mark in the box.
- ❖ For open ended questions give your answer on the space provided.

Thank you in advance for your caption

Part I Back ground of respondents

1. Name of the transport association or company
Abay 1st level Hidase 1st level Awasheshet 2nd level Waliya intercity Bus
Fetan 3rd level
2. The respondents position in the company or association
Manager Operation Head Administration and finance head Safety Unit head
3. Years of service in public transport
Below 5 years 5 to 10 years 11 to 15 years 16 to 20 years Above
20 years
4. Qualification 12 Grade Complete or less Certificate or Diploma
1st degree or above
5. Can you tell us what age range the buses fall in to?
. Below 5 years
. 5 to 10 years
. 11 to 15 years
. 16 to 20 years
. Above 20 years

Part II questions related to public transport service

1. How do you rate the existing long public transport service

Very good Good Neutral poor Very poor

2. How do you see the growth of public transport in comparison to other transport system

Very good Good Neutral poor Very poor

3. How do you see timely arrival of the buses to their destinations

Very good Good Moderate poor Very poor

4. How do you rate capacity of Regulatory body to implement rules and regulations

Very good Good Moderate poor Very poor

5. T schedule setting by transport authority is convenient

Somehow agree Neutral disagree Somehow disagree

6. Buses terminal service is satisfactory

Somehow agree Neutral disagree Somehow disagree

7. Regulatory body is committed to improve the public transport system

Somehow agree Neutral disagree Somehow disagree

8. Assignment of buses in relation to the number of customers is proportional

Somehow agree Neutral disagree Somehow disagree

9. Somehow agree Neutral disagree Somehow disagree

10. Levels assigned to the buses in relation to the quality of service they

Very good Good Moderate poor Very poor

11. Remedial action taken if the bus is collapsed

Very good Good Moderate poor Very poor

12. tariffs (price) charged against luggage's

Fair

unfair



13. Anything you want to say about public transport _____

_____.

ቅድስት-ማርያምዩኒቨርሲቲ
የቢዝነስፋኪሊቲ
ማኔጅሜንት-ትምህርት-ክፍል

በከፍተኛ አገር አቋራጭ አውቶቡስ የህዝብ ማመላለሻ ትራንስፖርት ደንቦች የሚሞላ መጠይቅ።

ይህ መጠየቅ የተዘጋጀው በቅድስት-ማርያምዩኒቨርሲቲ የማኔጅሜንት-ትምህርት-ክፍል እጩተ መራቂሲ ሆን አላማው መረጃ በመሰጠት ስብሰባ ጥናታዊ ዕቅድ ማዘጋጀት ነው።

ስለ ሆነ ምሉእ ጥያቄዎቹን ክክለኛ ምላሽ መስጠት ይተባበሩ ንዝንድ በትህትና እጠይቃለሁ።

ማሳሰቢያ

- ❖ መጠይቁ ላይ ስም መጻፍ አያስፈልግም
- ❖ በተዘጋጀው ሳፕራይት መልሱን (x) ምልክት ያድርጉ
- ❖ ተጨማሪ አስተያየት ካለዎት በክፍት ቦታዎቹ ላይ አስተያየት ያንይስጡ

ክፍል 1 የመላሹ አጠቃላይ የግል መረጃ

ፆታ ሀ. ወንድ ለ. ሴት

እድሜ

ሀ. 18-25 26-35 ሐ. 36-45 መ. 46-55

የትምህርት ደረጃ

ሀ. 10ኛ ክፍል በታች ለ. 10ኛ ክፍል ያህል ሐ. 12ኛ ክፍል ያለፈ ጠናቀቀ መ. ሎማ

ሠ. ዲግሪ

ክፍል 2. ከጥናቱ ጋር የተያያዙ ጥያቄዎች

1. በአሁኑ ሰዓት ያለው ንግድ አገር አቋራጭ የህዝብ ማመላለሻ ትራንስፖርት አገልግሎት እንዴት ይመለከቱታል ?

ሀ. በጣም ጥሩ ለ. ጥሩ ሐ. መካከለኛ መ. ደኛ

2. አውቶቡሶቹ መደርሻጣቢያቸው ላይ በወቅቱ ይደርሳሉ ብለው ያምናሉ?

ሀ. በጣም እስማማለሁ-ሉ. መካከለኛ ሐ. አል ማማምም. እ ማለሁ-ሠ. በጣም ማማምም

3. የአውቶቡሶቹ ምቹት እና ደህንነት እንዴት ያዩታል (ወንበሮቹ፣ በወንበሮቹ መካከል ያለ ርቀት ኤርኮን ዲቪዥን) ?

ሀ. በጣም ጥሩ-ሉ. ጥሩ ሐ. ለኛ መ. ደካ በጣም ደካማ

4. ለአውቶቡሶቹ የተሰጠው ደረጃ በቀጥታ የአገልግሎት ጥራቱን ያሳያል ብለው ያምናሉ ?

ሀ. በጣም እስማማለሁ-ሉ. መካ ሐ. አል ማማምም. እስማማለሁ- ጣም አል ማማምም

5. የአውቶቡሶቹ ምደባ ከደንበኞቹ ጋራ ተመጣጣኝነት ብለው ያምናሉ ?

ሀ. በጣም እስማማለሁ-ሉ. መካ ሐ. አል ማማምም. እስማማለሁ በጣም አል ማማምም

6. አገልግሎት የሚሰጥባቸው መናኸሪያዎች የሚገኙበት ቦታ ለተሳፋሪዎቹ ነው ብለው ያምናሉ?

ሀ. በጣም እስማማለሁ-ሉ. መካከለኛ ሐ. ስማማምም. ማማለሁ-ሠ. በጣም ስማማምም

7. አውቶቡሶቹ ድንገተኛ የመበላሸት ችግር ቢደርስባቸው አፋጣኝ መፍትሔ ይሰጣል ብለው ያምናሉ ?

ሀ. በጣም እስማማለሁ-ሉ. መካከለኛ ሐ. ስማማምም. ማማለሁ-ሠ. በጣም ስማማምም

8. ለተገልጋዩ ህብረተሰብ እየተሰጠ ያለው አገልግሎት እንዴት ይመለከቱታል ?

ሀ. በጣም ጥሩ-ሉ. ጥሩ ሐ. መ ለኛ መ. ደካ በጣም ደካማ

9. ለተገልጋዩ ህብረተሰብ እየተሰጠ ያለው ንዩት-ራንስ ፖርት እና የእቃ ማጓጓዣ ታሪፍ እንዴት ያዩታል?

ሀ. በጣም ጥሩ-ሉ. ጥ መካከለኛ ደካማ ስ. በጣም

10. በአውቶቡሶቹ ላይ የሚገኘው የመጀመሪያ ደረጃ እርዳታ መስጫ ቁሳ ቁሶች የተሟሉ ናቸው?

ሀ. በጣም ጥሩ-ሉ. ጥሩ ሐ. መካከ መ. ደካማ ስ. ምደካማ

11. የአውቶቡሶቹ ባለቤቶች የለስላሳ መጠጥ፣ የታሸገው ሃ፣ ፍራፍሬዎች እና የመሳሰሉትን ያቀርባሉ?

ሀ. በጣም ጥሩ-ሉ. ጥሩ ሐ. መካከ መ. ደካማ ስ. ምደካማ

12. አውቶቡሶቹ ከመናኸሪያዎች የሚወጡበት ሰዓት ለተሳፋሪዎች አመቺ ነው ብለው ያምናሉ ?

ሀ. በጣም እስማማለሁ-ሉ. መካከለኛ ሐ. ስማማምም. ስማማለሁ-ሠ. በ አል ማማምም

13. ሾፊሮች፣ ረዳቶች እና ገንዘብ ተቀባዮች፣ ለተሳፋሪዎቹ ደህንነት ተገቢውን ጥንቃቄ ያደርጋሉ ብለው ያምናሉ ?

ሀ. በጣም እስማማለሁ ለ. መካከለኛ ሐ. አ ማምም. እ ማምለሁ. በጣም ስማማም

14. አሰልጣኝ የሆነውን የረጅም ርቀት ጉዞ ተሳፋሪዎች ሳይሰላቸው እንዲገዙ ፍልግ፣ ኮሚዲ፣ እና የመሳሰሉት መዝናኛዎች ይሰጣሉ ብለው ያምናሉ ?

ሀ. በጣም እስማማለሁ ለ. መካከለ አልስማማም እስማማለሁ. በ አልስማማም

15. ቋራጭ የሆኑ ገቢ ተሳፋሪዎች ለገንዘብ ጥበቃ ለሌሎች ለመስጠት አልስማማም ወይም በጣም አልስማማም ከሆነ ያለዎትን ጥያቄ ይጻፉ

Interview Check list

1. How do you see the existing long public transport service?
2. How do you see the growth of public transport in comparison to other transport system?
3. What do you say about the availability of Proper maintenance service?
4. How do you see the tax incentive given by the government to make the public transport look modern?
5. How do you see the Bank loan facility availability?
6. How do you see the administration of bus terminals by transport authority?
7. How do you see the assignment of buses in relation to the number of customers is proportional?
8. How do you see the location of bus terminals is convenient?
9. How do you see the levels assigned to the buses in relation to the quality of service they provide?
10. How do you see the remedial action taken if the bus is collapsed?
11. How do you see the tariffs (price) charged against luggage'?
12. Anything you want to say about public transport

Declaration

Advisee's Declaration

I, the undersigned declare that this senior essay/project is my original work, prepared under