

## A Study On Passengers Perception Towards IRCTC Services In Coimbatore Junction

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### ARTICLE INFO

### ABSTRACT

The study endeavours to investigate the perceptions of passengers regarding the services provided by the Indian Railway Catering and Tourism Corporation (IRCTC) at Coimbatore Junction, a bustling railway hub in southern India. In an era characterized by increasing reliance on rail transport and digital technology, understanding passenger sentiments towards IRCTC's offerings is paramount for enhancing service quality and customer satisfaction. The study adopts descriptive research method approach, comprising both quantitative surveys and qualitative interviews, to capture a nuanced understanding of passengers' perspectives. Through the survey instrument, data will be collected on various aspects such as booking experience, onboard amenities, ticketing processes, cleanliness, and overall satisfaction levels. Additionally, qualitative interviews will provide deeper insights into the underlying reasons behind passengers' perceptions, allowing for a more thorough exploration of their experiences and preferences. By examining passengers' perceptions towards IRCTC services, this study seeks to identify key areas of improvement and opportunities for enhancement. Findings from the research are expected to offer actionable insights for IRCTC and railway authorities to optimize service delivery, streamline operations, and foster positive passenger experiences. Moreover, the study contributes to the broader literature on transportation management and customer satisfaction within the railway sector. Ultimately, the research aims to contribute towards the overarching goal of providing a seamless and enjoyable travel experience for passengers utilizing the facilities and services offered by IRCTC at Coimbatore Junction and beyond.

### Introduction

The Indian Railway Catering and Tourism Corporation (IRCTC) stands as a pivotal entity in the Indian railway ecosystem, facilitating ticketing, catering, and tourism services for millions of passengers across the country. Coimbatore Junction, nestled in the southern state of Tamil Nadu, serves as a bustling nexus for rail travel, connecting various regions and facilitating the movement of passengers and goods. Against this backdrop, understanding the perceptions of passengers towards IRCTC's services at Coimbatore Junction emerges as a crucial endeavour. In recent years, the railway sector has witnessed significant transformations propelled by digital advancements and evolving consumer expectations. As travellers increasingly rely on trains for their transportation needs, the quality of service provided by IRCTC assumes paramount importance. Factors such as booking convenience, onboard amenities, cleanliness, and overall passenger experience play pivotal roles in shaping perceptions towards IRCTC and influencing traveller decisions. Given the dynamic nature of the railway industry and the diverse needs of passengers, there exists a pressing need to delve deeper into passenger sentiments and preferences regarding IRCTC services. Through descriptive research encompassing quantitative surveys and qualitative interviews, this study seeks to unravel the intricacies of passengers' perceptions at Coimbatore Junction. By shedding light on areas of satisfaction, dissatisfaction, and areas for improvement, the study aims to provide actionable insights for IRCTC and railway authorities to enhance service delivery and optimize passenger experience. This introduction sets the stage for a detailed exploration

of passengers' perceptions towards IRCTC services at Coimbatore Junction, aiming to contribute towards the broader goal of fostering a seamless and satisfactory rail travel experience for passengers.

### Objectives of the study

- To know the factors influenced to use IRCTC services
- To analyze the level of satisfaction of passengers towards various IRCTC services.

### Research Methodology

Area of the study refers to the Coimbatore city, which is the major city in the Indian state of Tamil Nadu. Coimbatore is the Manchester of the South India. The study is based on the Descriptive Research. Primary data is the data which directly collected by the researcher from the respondents for the study. It is the first-hand information. The study collects the data directly from the 300 passengers who use IRCTC services in the Coimbatore Junction Railway Station. Questionnaire has been created by using google forms and it is sent to the passengers by using social media. If anyone of the passenger didn't use social media, use interview method to fill the google form by itself. Secondary data is collected from the books, journals, websites, and newspapers related to the IRCTC services in the Coimbatore. (N-LIST, Indian Journals). The study used Convenient Sampling method to collect data from the passengers in the Coimbatore Junction Railway Station. The study has been used the following tools for Analyzing the collected Data with the help of SPSS Software.

- Average Score Analysis,
- Rank Analysis

### Review of Literature

**Bhavani, Sakthipriya (2021)<sup>1</sup>** has conducted the study on “**Evaluation of Passenger Satisfaction Towards Railway Service in Madurai Junction**”. The study has mainly concentrated on the gap between passenger expectations and perception towards service provided by the railway department and also need suggestion to improve the satisfaction of the passengers. The study reveals that there is a huge gap between expectation and perception in the passenger point of view towards recreation facilities, escalators and cleanliness in the station based on the tangibility dimensions, railway doctors and railway police based on the responsiveness dimensions, punctuality of the train based on the reliability dimensions, individual attention to the passengers based on the empathy dimensions. The study suggested to improve the quality of different service for reducing gap between the above-mentioned dimensions.

**Margaret Divya, Nandhinidevi (2020)<sup>2</sup>** has conducted the Study on “**Passengers Satisfaction towards Indian Railway Services (With Special Reference to Madurai City)**”. The main objective of the study is to know passengers satisfaction towards the services provided by the Indian railway services in Madurai. The study was based on both primary and secondary data. The simple random sampling method was used to collect primary data. The secondary data was collected from Indian Railway Websites. Based on the collected data, the study was found that the many of the passengers suggested to provide the special train during the time of festival season and to install CCTV cameras for reducing crimes.

**Vanaja and Nivethetha Bharathi (2020)<sup>3</sup>** has conducted the Study on “**Passenger Satisfaction Towards Online Booking in IRCTC Application**”. The main aim of the study is analysing the online ticket booking system of the IRCTC and its satisfaction level of passengers. The study used both primary and secondary data. Percentage and Likert scale analysis was used to analyse the data. Based on the analysis, the study concluded that the majority of the passengers were satisfied with the booking tickets of IRCTC through online and majority of passengers are very easy to make money transaction for booking tickets. The study, thus suggests to improve payment gateways and performance of the server.

### Factors influenced to use IRCTC services

Table 1.1 represents the rank analysis of different factors influenced to use IRCTC services in Coimbatore

**Table 1.1 Factors influenced to use IRCTC services**

Factors	1 (7)	2 (6)	3 (5)	4 (4)	5 (3)	6 (2)	7 (1)	Total	Average	Rank
Low fare	126	39	42	18	9	27	39	300	5.06	II
	882	234	210	72	27	54	39	1518		
Cheap food and beverages	60	132	30	21	6	27	24	300	5.14	I
	420	792	150	84	18	54	24	1542		
Safe and secure ride	21	27	114	48	45	24	21	300	4.25	III
	147	162	570	192	135	48	21	1275		
Punctuality	3	30	42	144	36	33	12	300	3.91	IV
	21	180	210	576	108	66	12	1173		
Booking facility	18	12	36	33	150	24	27	300	3.45	V
	126	72	180	132	450	48	27	1035		
Comfortability	18	36	18	21	36	123	48	300	3.06	VII
	126	216	90	84	108	246	48	918		
Reservation facility	54	24	18	15	18	42	129	300	3.13	VI
	378	144	90	60	54	84	129	939		

The above table shows that out of 100 Respondents taken for the study, the most of the respondents ranked cheap food and beverages service as I<sup>st</sup>, followed by low fare as II<sup>nd</sup>, safe and secure ride as III<sup>rd</sup>, punctuality as IV<sup>th</sup>, booking facility as V<sup>th</sup>, reservation facility VI<sup>th</sup> and Comfortability as VII<sup>th</sup>.

### Average Score Analysis

Services	Very Bad	Bad	Neutral	Good	Very Good	TOTAL	Mean Score
Ticket Booking Facility	0	3	48	129	120	300	4.22
	0	6	144	516	600	1266	
Cloak room facility	0	24	135	102	39	300	3.52
	0	48	405	408	195	1056	
Rest Room Facility	33	72	99	69	27	300	2.95
	33	144	297	276	135	885	
Restaurants	15	42	141	60	42	300	3.24
	15	84	423	240	210	972	
Petty shops	3	36	129	102	30	300	3.4
	3	72	387	408	150	1020	
Escalator Facility	0	27	126	102	45	300	3.55
	0	54	378	408	225	1065	
Announcement & Information Facility	0	3	99	138	60	300	3.85
	0	6	297	552	300	1155	
Tatkal Facility	0	15	99	114	72	300	3.81
	0	30	297	456	360	1143	
Seating Arrangement Facility	6	9	93	123	69	300	3.8
	6	18	279	492	345	1140	
Ticket Vending Machine	3	15	123	114	45	300	3.61
	3	30	369	456	225	1083	
RAMP Facility	6	21	144	93	36	300	3.44
	6	42	432	372	180	1032	
Waiting Hall	15	27	108	93	57	300	3.5
	15	54	324	372	285	1050	
Ambience	3	57	126	75	39	300	3.3
	3	114	378	300	195	990	
Battery car Facility	18	36	135	66	45	300	3.28
	18	72	405	264	225	984	
Medical Facility	3	24	117	111	45	300	3.57
	3	48	351	444	225	1071	

The above table shows that out of the total respondents taken for the study, 144 respondents neutrally satisfied with the ramp facility, 138 respondents having good opinion on the Announcement & Information Facility, 120 respondents having a very good opinion on the ticket booking facility, 72 respondents having bad opinion on the rest room facility, 33 respondents having a very bad opinion on the rest room facility at platform.

### Findings

- Cheap food and beverage (I<sup>st</sup> rank) is the mostly influencing the respondents to use IRCTC service in Coimbatore.
- Most of the Respondents are satisfied with the ticket booking facility at platform followed by announcement and information facility, tatkal facility, seating arrangement facility, ticket vending machine facility, medical facility, escalator facility, cloak room facility, waiting hall facility, ramp facility, petty shop, ambience facility, battery car facility, restaurants and finally rest room facility.

### Suggestion

It is understood from the study that maintenance of restroom in the platform and train is not satisfied by the passengers at Coimbatore city. Poor cleanliness at restrooms leads to unhealthy problems. Restrooms must be neat and hygiene. IRCTC should concentrate on cleanliness in the restrooms. IRCTC need to improve clean and hygienic toilets including both pay and use toilets. IRCTC shall take steps to maintain the restrooms with sufficient water for passengers use and the damages in the toilet shall also be repaired without delay.

### Conclusion

The study has provided valuable insights into the perceptions of passengers towards the services offered by the Indian Railway Catering and Tourism Corporation (IRCTC) at Coimbatore Junction. The findings of this research highlight several key points for consideration by IRCTC and railway authorities. Areas of improvement such as enhancing maintaining cleanliness and addressing customer service issues have been identified. By addressing these areas, IRCTC can enhance service quality, streamline operations, and ultimately, improve passenger satisfaction levels. Moreover, the study underscores the importance of continually monitoring passenger perceptions and adapting services to meet evolving needs and expectations.

As the railway industry continues to evolve, it is imperative for IRCTC to remain responsive to passenger feedback and strive for continuous improvement.

Overall, the research contributes to the body of knowledge on transportation management and customer satisfaction within the railway sector. By prioritizing passenger-centric initiatives and implementing recommendations derived from this study, IRCTC can foster a more positive and enjoyable travel experience for passengers at Coimbatore Junction and beyond.

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