

STUDENTS' SATISFACTION OF CAMPUS SHUTTLING BUS SERVICES: A QUALBUS APPROACH

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Abstract

The general aim of this research was to ascertain the relationship between service quality and customer satisfaction. This was ascertained with the use of QUALBUS dimensions and how each influences student's satisfaction. The purpose and reasons for using campus shuttle were also elucidated. The research methodology was a cross sectional survey at the two designated bus stops for the University of Cape Coast's bus shuttling service at Old site (South campus) and Science (North campus) of 300 questionnaires through simple randomly sampling. The reliability of the study was tested by cronbach's alfa. Frequency, percentage, correlation and regression were used for the data analysis. The results of the study indicate that 55% of the respondents were male; 70.2% were aged between 20-24years; 67.3% used the shuttle every other day; 50.5% used the campus shuttle because of the lower transport fares; 83.7% used the campus shuttle for educational reasons. Furthermore the results revealed that only reliability variable has a significant relationship with student satisfaction because it has a p-value smaller than $\alpha = 0.05$. Attempts to improve on service quality to influence student satisfaction should be directed at assurance, tangibility, empathy and receptivity variables. The study could have looked all passengers' satisfaction coupled with an in-depth interview of the transport officers.

Keywords: Service quality, students' satisfaction, Campus shuttle bus, QUALBUS.

1. INTRODUCTION

An efficient transportation system has a significant impact on the quality of life, opportunity for recreation, education, social and businesses. Passengers have varying competing means of transportation. The most used means of transportation apart from walking is by public transport which includes taxi, minibus and paratransit in developing countries. The majority of public transportation in developed countries is usually funded by the state where both capital and operating costs are subsidized.