

# Public Commuters' Satisfaction On The Services Of Bus Companies In The Province Of Batangas

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**Abstract:** The research study was conducted to determine the level of satisfaction of the respondents on the service quality provided by the Bus Companies in the Province of Batangas. The SERVQUAL model with five aspects/dimensions namely: tangibility, responsiveness, assurance, empathy and reliability were used to best describe the service quality of the mentioned companies. More so, the respondents of the study were the 2,394 passengers/public commuters of bus companies in the mentioned Province/. This represents the gathered population of study that was congregated through multistage cluster sampling procedure. The survey was done in the two weeks during the hours with bulky number of passengers from 5am-8am and 3pm -6pm of July 21- August 3, 2016 in eight (8) bus terminals in the Province of Batangas. The mentioned parameters were set by the researcher with the approval of his statistician and adviser as the gathering of the population followed probability procedure. The survey in eight (8) bus terminals was done through the hired field interviewers of which they followed the same parameter. Memorandum of agreement stipulating guidelines, terms and conditions have been signed by the researcher and field interviewers. The study arrived at 342 sample size that was computed through Slovin's formula using 5% margin of error. Furthermore, descriptive method was used to gather primary data to passengers regarding service quality provided by the bus companies operating and plying within and outside the Province of Batangas. The main instrument used to gather primary data was the self-surveyed questionnaire that was face and content validated by superb academicians and industry experts. Also, dry run was conducted to pre-test the questionnaire which resulted to cronbach alpha value of .947. Lastly, frequency and percentage, mean, ANOVA: t-test and f-test were used to statistically measure the study based on the statement of the problem. The study revealed that the respondents are satisfied with the service quality of Bus Companies in the Province of Batangas. Also, the study revealed significant difference on the level of satisfaction of the respondents on the service quality by responsiveness aspect when they are grouped according to civil status and types of bus service frequently availed of. In addition, there is significant difference on the level of satisfaction of the respondents on the service quality by responsiveness aspect when they are grouped according to age, civil status and highest educational attainment. More so, the study also revealed significant differences on the level of satisfaction of the respondents on the service quality by assurance when they are grouped according to civil status and highest educational attainment. Furthermore, there are significant differences on the level of satisfaction of the respondents on the service quality by empathy aspect when they are grouped according to civil status and highest educational attainment. Lastly, the study revealed significant differences on the level of satisfaction of the respondents on the service quality by reliability aspect when they are grouped according to civil status and highest educational attainment. The results of suggested analyses show that service quality is an ongoing factor of measuring customer satisfaction and differentiation strategy.

**Keywords:** SERVQUAL: tangibility, reliability, responsiveness, assurance and empathy

## 1. Introduction

Increasing travel demand and preferences in using private vehicle is causing rapid motorization in many counties around the world. Most people are now highly dependent on private motorize travel (Ellaway et al. 2003). This phenomenon was caused because of attractiveness of car and people love to drive (Beirão&Sarsfield Cabral 2007). An increased private motorization has resulted in an increased traffic congestion which in turn result in longer travel times for many people (Beirão&Sarsfield Cabral 2007; Asri&Hidayat 2005) In addition to congestion, private motorization is also affecting the safety of vulnerable road users (Kodukula 2009), high consumption of non-renewable resource (Aßmann&Sieber 2005), and causes serious threat to the quality of human environments (Goodwin 1996; Greene & Wegener 1997). In order to prevent more problems caused by this increase in motorization it is highly recommended by many researchers as well as public decision makers to provide an attractive public transport service as an alternative transport mode in many cities. Public bus transport should become part of a solution for sustainable transport in the future. However, in order to keep and attract more passengers, bus transport must have high service quality to satisfy and fulfill more wide range of different customer's needs (Oliver 1980; Anable 2005). It is important to summarize knowledge about what drives customer satisfaction and dissatisfaction in bus transport area to design

an attractive and marketable public transport. If the passengers are not satisfied due to the negative experience, the client will reconsider the buying decision for further travel and will probably switch to other bus companies. This kind of situation belongs to the daily business in the passenger bus industry. Excellent passenger satisfaction is one of the greatest assets for land transportation business in today's competitive environment. There are many factors that can help bus transport to build its customer base, and passenger service and satisfaction can be a determining factor in the success of an entire operation. The research related to services offered and customer satisfaction in the bus industry has been growing in interest because the delivery of high service quality is essential for bus transports' survival and competitiveness. Conversely, most previous bus service studies have relied mainly on passenger satisfaction and service quality to describe passenger evaluations of services and have focused on the effect of bus service quality at the aggregate construct level. Although examining the effect of individual dimensions of service attributes has potentially great utility for bus transport managers, the effects of individual dimensions of bus service quality has not been fully investigated in previous bus service studies The focus of the study dealt specifically on the services offered and provided by the Bus Companies in Batangas Province and the passengers' satisfaction on the services provided to them. This measured the responses of

the passengers in their encounter and experience on their regular travel in the services rendered by the drivers and conductors and other tangible elements of buses. Lastly, this study would give huge impact to the Bus Companies as the subject of the study. The findings of the study would serve as basis of improving and enhancing the service quality provided to passengers. This would open the mindset of the Bus Companies of prioritizing in providing excellent quality service to commuting public as they go beyond the equilibrium line of customer satisfaction.

## II. Objectives of the Study

This study wants to find out the satisfaction of the passengers on the services of Bus Companies in the Province of Batangas. Specifically it aims to answer the following questions:

### 1. What is the profile of the respondents in terms of:

- 1.1. Age
- 1.2. sex
- 1.3. civil status
- 1.4. highest educational attainment
- 1.5. employment status
- 1.6. route of travel
- 1.7. frequency of riding
- 1.8. type of bus frequency availed of?

### 2. What is the level of satisfaction of the respondents on the service quality provided by Bus Companies in the Province of Batangas in terms of the following aspects when respondents are grouped according to their profile:

21. tangibles
22. responsiveness
23. assurance
24. empathy
25. reliability?

### 3. Is there a significant difference in the respondents' level of satisfaction on the service quality provided by Bus Companies in the Province of Batangas when they are grouped according to profile?

### 4. Based on the findings, what suggestions and recommendations can be proposed to enhance the tangibility and intangibility composition of the service quality offerings of Bus Companies in the Province of Batangas?

## III. Methodology

In this study the information was collected through self-administered questionnaires distributed by the field interviewers to the subjects with monitoring and supervision of the researcher. Considering the gathered population, multistage cluster sampling was administered. Multistage sampling can be a complex form of cluster sampling. Cluster because sampling is a type of sampling which involves dividing the population into groups (or clusters). Then, one or more clusters are chosen at random and everyone within the chosen cluster is sampled. Using all the sample elements in all the selected clusters may be prohibitively expensive or unnecessary. Under these circumstances, multistage cluster sampling becomes useful. Instead of using all the elements contained in the selected clusters, the researcher randomly selects elements from each cluster. Constructing the clusters is the first stage. Deciding what elements within the cluster

to use is the second stage. The technique is used frequently when a complete list of all members of the population does not exist and is inappropriate. The main instrument used to gather primary data was the self-surveyed questionnaire that was face and content validated by academician and industry experts. Also, dry run was conducted to pre-test the questionnaire which resulted to cronbach alpha value of .947. Lastly, frequency and percentage, mean, ANOVA: t-test and f-test were used to statistically measure the study based on the statement of the problem.

## IV. Results and Discussion

### 1. Profile of the Respondents

*Table No. 1*

*Frequency and Percentage Distribution of the Respondents by Sex*

Sex	Frequency	Percentage
Male	131	38.30
Female	209	61.11
No Response	2	0.58
<b>Total</b>	<b>342</b>	<b>100.00</b>

The table above shows the frequency distribution of respondents in terms of sex. It can be seen in the above stated data that most of the respondents are female which occupying 61.11% or 209 out of 342 of the total respondents. It was clearly followed by male respondents occupying 38.30% of the total number of respondents. Lastly, two (2) of the respondents as part of the total number of given population failed to define sex preference. This became part of the discussion in the scope and limitation of the study.

*Table 2*

*Frequency and Percentage Distribution of the Respondents by Age*

Age	Frequency	Percentage
15 -25	205	59.94
26 – 35	83	24.27
36 – 45	27	7.89
46 – 55	20	5.85
56 – 70	6	1.75
71 and above	0	0.00
No Response	1	0.29
<b>Total</b>	<b>342</b>	<b>100.00</b>

The table above presents the frequency of respondents in terms of age. It shows that most of the respondents were in the grouped age of 15-25 which occupied 59.94% or 205 out of 342 of the total number of respondents. It was followed by the respondents under the age grouped of 26-35 years old comprising 24.27% of the total number of the respondent. Then, 27 comprising 7.89% of the total number of respondents belong to age grouped of 36-45. Continuously, 5.85% or 20 out 342 respondents belong to age grouped of 46-55. Furthermore, respondents in the bracket of 56-70 years old occupied 1.75% of the total number of respondents. Lastly, one (1) of the respondents as part of the total number

of given sample size failed to define of which on the age group he/she belongs. This became part of the discussion in the scope and limitation of the study.

**Table 3.**

*Frequency and Percentage Distribution of the Respondents by Civil Status*

Civil Status	Frequency	Percentage
Single	237	69.30
Married	83	24.27
Widow	5	1.46
Separated	8	2.34
No Response	9	2.63
<b>Total</b>	<b>342</b>	<b>100.00</b>

The table above illustrates the frequency distribution of the respondents in terms of civil status. This clearly shows that most of the respondents are single comprising 69.30% of the total number of respondent. This was followed by the married respondent occupying 24.27% or 83 out of 342 of the total number of respondents. Respondents who were widowed and separated occupied 1.46% and 2.34% respectively. Lastly, nine (9) of the respondents as part of the total number of given population failed to define their civil status. This became part of the discussion in the scope and limitation of the study.

**Table 4**

*Frequency and Percentage Distribution of the Respondents by Highest Educational Attainment*

Highest Educational Attainment	Frequency	Percentage
Elementary Undergraduate	1	0.29
Elementary Graduate	5	1.46
High School Undergraduate	14	4.09
High School Graduate	72	21.05
College Undergraduate	98	28.65
College Graduate	130	38.01
with Vocational Degree	11	3.22
with Master Degree	4	1.17
Master Graduate	1	0.29
with Doctoral Units	1	0.29
Doctoral Graduate	1	0.29
No Response	4	1.17
<b>Total</b>	<b>342</b>	<b>100.00</b>

Table 4 depicts the frequency distribution of the respondents in terms of highest educational attainment. It can be seen in the data enumerated above that most of the respondents were college graduate yielded to 38.01% of the total number of respondents. This was followed by the respondents who were college undergraduate occupying 28.65% or 98 out of 342 respondents. Continuously, respondents who are high school graduate occupied the third with the highest frequency having 21.05% of the given sample size. Then, respondents who were high school undergraduate comprised 4.09% of the total number of respondents. Continuously, there were eleven (11) respondents being surveyed who are with vocational degree. Furthermore, five (5) out of 342 respondents or 1.46% of the total number of respondents

were elementary graduate. Respondents with Master degree were also became part of the study as they contributed 1.17% in the total number of respondents. It can be gleaned also that respondents who are elementary graduate; master graduate, with doctoral units and doctoral graduate occupied .29% respectively of the total number of respondents.

**Table 5**

*Frequency and Percentage Distribution of the Respondents by Employment Status*

Employment	Frequency	Percentage
Employed	193	56.43
Unemployed	50	14.62
Housewife	16	4.68
Student	73	21.35
Pensioner	4	1.17
No Response	6	1.75
<b>Total</b>	<b>342</b>	<b>100.00</b>

The table above presents the frequency distribution of respondents in terms of employment status. It can be noticed in table 5 that most of the respondents were employed with the frequency of 193 occupying 56.43% of the total number of respondents. This was followed by the respondents who are still student occupying 21.35% of the total number of respondents. Then, respondents who are unemployed occupied the 14.62% of the 342 respondents. Continuously, 16 or 4.68% of the total number of respondents are housewife. Furthermore, respondents who are pensioner has 4 in frequency occupying 1.17% of the total number of respondents. Lastly, six (6) of the respondents failed to define their employment status. This became part of the discussion in the scope and limitation of the study.

**Table 6**

*Frequency and Percentage Distribution of the Respondents by Frequency of Riding N = 342*

Frequency of Riding	Frequency	Percentage
Daily	55	16.08
Weekly	102	29.82
Twice a Month	34	9.94
Thrice a Month	46	13.45
Monthly	96	28.07
No Response	9	2.63
<b>Total</b>	<b>342</b>	<b>100.00</b>

Table 6 shows the frequency distribution of respondents in terms of frequency riding. Based on the data cited on the above table, 102 respondents were using bus transportation weekly which occupies 29.82% of the total number of respondents. This was followed by 96 of the 342 respondents who were commuting monthly using the same mode of transportation which occupies 28.07% of the total number of respondents. Then, 55 out of 342 respondents or 16.08% of the total number of respondents were traveling on daily basis using bus transportation. Continuously, 46 out of 342 respondents were commuting thrice a month. Furthermore, 9.94% of the total number of respondents were traveling/ commuting using bus transportation twice a month. . Lastly,

nine (9) of the respondents failed to present the frequency of riding. This became part of the discussion in the scope and limitation of the study.

**Table No.7**

*Frequency and Percentage Distribution of the Respondents by Route of Travel N = 342*

Route of Travel	Frequency	Percentage
Inter (within Batangas Province)	132	38.60
Intra (outside Batangas Province)	208	60.82
No Response	2	0.58
<b>Total</b>	<b>342</b>	<b>100.00</b>

Table 7 depicts the frequency distribution of the respondents in terms of route of travel. It can be observed that 208 of the 342 respondents are commuting outside the Province of Batangas. This was followed by 132 out of 342 respondents occupying 38.60% of the total number of respondents was traveling within Batangas Province. Lastly, two (2) of the respondents failed to present the route of travel. This became part of the discussion in the scope and limitation of the study.

**Table 8**

*Frequency Distribution of the Respondents in terms of Types of Bus Service Frequently Availed of. N = 342*

Type of Bus Service Frequently Availed of	Frequency	Percentage
Ordinary (non-aircon)	29	8.48
Regular (aircon)	310	90.64
No Response	3	0.88
<b>Total</b>	<b>342</b>	<b>100.00</b>

The table above illustrates the frequency distribution of respondents in terms of types of bus service frequently availed of. It can be gleaned on the data stated above that 310 out of 342 respondents or 90.64% of the total number of respondents were frequently availing regular (aircon) as type of bus service while 29 or 8.48% of the total respondents are frequently availing ordinary bus (non-aircon). Lastly, three (3) of the respondents failed to present the type of bus service frequently availed of. This became part of the discussion in the scope and limitation of the study. Level of Satisfaction of the Respondents on the Service Quality of Bus Companies in the Province of Batangas

**Table 9**

*Level of Satisfaction of the Respondents on the Services of Bus Companies in the Province of Batangas when respondents are grouped according to sex*

Service Quality Dimensions	Male	Verbal Interpretation	Female	Verbal Interpretation
Tangibility	4.07	Satisfied	4.11	Satisfied
Responsiveness	3.94	Satisfied	3.93	Satisfied
Assurance	3.99	Satisfied	4.01	Satisfied
Empathy	4.02	Satisfied	4.00	Satisfied
Reliability	3.99	Satisfied	4.01	Satisfied

The table above depicts the level of satisfaction of the respondents on the services of Bus Companies in the Province of Batangas when respondents are grouped according to sex. It can be seen in the table that both male and female respondents were satisfied with the tangible and intangible composition of the services offered and provided by the Bus Companies in the Province of Batangas. Tangibility generates relatively high results for both male and female respondents which yield to a weighted mean of 4.07 and 4.11 respectively while on the other hand, responsiveness resulted to relatively lower weighted mean of 3.94 for male and 3.93 for female as to compare with the other dimensions of service quality. This means that Bus Companies in the Province of Batangas must consistently maintain and improve the quality of the tangibility composition of services provided to public commuters and train the drivers and conductors to become more responsive on the needs of male and female passengers.

**Table 10**

*Level of Satisfaction of the Respondents on the Services of Bus Companies in the Province of Batangas when respondents are grouped according to age*

Service Quality Dimensions	15-25	V I	26-35	V I	36-45	V I	46-55	V I	55-70	V I
Tangibility	4.03	S	4.17	S	4.15	S	4.35	S	4.19	S
Responsiveness	3.85	S	4.05	S	4.11	S	4.16	S	3.94	S
Assurance	3.93	S	4.11	S	4.07	S	4.16	S	4.02	S
Empathy	3.93	S	4.08	S	4.16	S	4.28	S	3.97	S
Reliability	3.93	S	4.08	S	3.96	S	4.18	S	4.12	S

Legend: S-Satisfied

The table above depicts the level of satisfaction of the respondents on the services of Bus Companies in the Province of Batangas when respondents are grouped according to age. It can be gleaned in the table that all age groupings were satisfied with the services provided by the Bus Companies in the Province of Batangas. It can be observed that the respondents under the age grouped of 46-55 were satisfied with the services provided but showed relatively higher response as to compare with the other age grouped in all dimensions of service quality while the respondents on the age grouped of 15-25 showed relatively lower weighted mean as to compare with the other respondents ranging age from 26 and above.

**Table 11**

*Level of Satisfaction of the Respondents on the Services of Bus Companies in the Province of Batangas when respondents are grouped according to civil status*

Service Quality Dimensions	Single	V I	Married	V I	Widowed	V I	Separated
Tangibility	4.03	S	4.18	S	4.37	S	4.44
Responsiveness	3.85	S	4.10	S	4.26	S	4.30
Assurance	3.93	S	4.11	S	4.18	S	4.28
Empathy	3.93	S	4.15	S	4.48	S	4.30
Reliability	3.93	S	4.09	S	4.43	S	4.38

Legend: S-Satisfied

### VI- Verbal Interpretation

The table above depicts the level of satisfaction of the respondents on the services of Bus Companies in the Province of Batangas when respondents are grouped according to civil status. It can be seen that the respondents which are grouped according to civil status were satisfied with the service quality of Bus Companies in the Province of Batangas. It can be observed that the respondents who are separated were satisfied but generates relatively higher weighted mean of 4.44 for tangibility, 4.30 for

responsiveness and 4.28 for assurance as to compare with the others and respondents who are widowed were satisfied with the services of Bus Companies in the Province of Batangas but generates relatively higher weighted mean of 4.48 and 4.43 for empathy and reliability dimensions of service quality of the mentioned companies. On the other hand, respondents who are single generates relatively lower weighted mean as to compare with other respondents who are married, widowed and separated.

**Table 12**

*Level of Satisfaction of the Respondents on the Service Quality of Bus Companies in the Province of Batangas when respondents are grouped according to Highest Educational Attainment*

Service Quality Dimensions	EUG	EG	HUG	HG	CUG	CG	WVD	WMU	MG	WDU	DG
Tangibility	3.30	4.29	4.40	4.20	4.08	4.03	4.22	3.35	2.80	4.00	4.37
Responsiveness	2.86	4.23	4.52	4.02	3.92	3.84	4.16	3.14	2.57	4.00	4.00
Assurance	3.00	4.48	4.30	4.22	4.00	3.91	4.31	3.41	3.14	4.00	4.10
Empathy	2.60	4.48	4.47	4.13	4.02	3.87	4.38	3.25	2.20	4.00	4.00
Reliability	3.00	4.24	4.44	4.08	4.09	3.88	4.35	3.04	2.57	4.00	4.00

Legend: EUG – Elementary Undergraduate; EG- Elementary Graduate;-HUG-High School Undergraduate HG: High school Graduate; CUG-College Undergraduate; CG-College Graduate; WVD- with vocational degree WMU-With Masteral Unit; MG-Masteral Graduate; WDU-With doctoral unit; DG-Doctoral Graduate



The table above depicts the level of satisfaction of the respondents on the service quality of Bus Companies in the Province of Batangas when respondents are grouped according to highest educational attainment. It can be seen that the respondents which are grouped according to highest educational attainment were satisfied with the service quality of Bus Companies in the Province of Batangas. It can be observed that the respondents who are Master Graduate were dissatisfied with the empathy aspect of the services provided by the Bus Companies in the Province of Batangas while High School Undergraduate are highly satisfied with the responsiveness of the bus drivers and conductors. More so, the respondents who are elementary undergraduate are neither satisfied nor dissatisfied with all dimensions of service quality.

**Table 13**

*Level of Satisfaction of the Respondents on the Services of Bus Companies in the Province of Batangas when respondents are grouped according to employment status*

Service Quality Dimensions	E	V I	UE	V I	H W	V I	S	V I	P	V I
Tangibility	4.10	S	4.03	S	4.19	S	4.11	S	4.11	S
Responsiveness	3.96	S	3.88	S	3.86	S	3.90	S	4.14	S
Assurance	4.03	S	3.98	S	3.89	S	3.95	S	4.09	S
Empathy	4.03	S	3.94	S	4.01	S	3.99	S	4.10	S
Reliability	4.01	S	4.00	S	3.83	S	4.00	S	4.11	S

Legend: VI: Verbal Interpretation; S – Satisfied; E-Employed; UE-Unemployed; HW- Housewife; S- Student; P- Pensioner

The table above depicts the level of satisfaction of the respondents on the services of Bus Companies in the Province of Batangas when respondents are grouped according to employment status. It can be seen that the respondents which are grouped according to employment status are satisfied with the services of Bus Companies in the Province of Batangas. Respondents whom are housewife depicts relatively higher weighted mean of 4.19 to the tangibility composition of services provided by the Bus Companies in the Province of Batangas but then generates lower weighted mean on the reliability aspect.

**Table 14**

*Level of Satisfaction of the Respondents on the Services of Bus Companies in the Province of Batangas when respondents are grouped according to frequency of riding*

Service Quality Dimensions	D	V I	W	V I	T M	V I	T M	V I	M	V I
Tangibility	4.06	S	4.09	S	4.14	S	4.16	S	4.08	S
Responsive ness	3.97	S	3.93	S	3.98	S	3.96	S	3.88	S
Assurance	4.02	S	3.98	S	4.06	S	3.96	S	3.96	S
Empathy	4.07	S	3.97	S	4.07	S	4.11	S	3.95	S
Reliability	4.05	S	3.96	S	4.10	S	4.09	S	3.93	S

Legend: VI: Verbal Interpretation; S – Satisfied; D- Daily; W-Weekly; TM- twice a month; TM-Trice a month; M- monthly

The table above depicts the level of satisfaction of the respondents on the service quality of Bus Companies in the Province of Batangas when respondents are grouped according to frequency of riding. It can be seen that the

respondents which are grouped according to frequency of riding are satisfied with the service quality of Bus Companies in the Province of Batangas. Looking on the table above, it can be observed that the respondents who have the frequency of riding of daily, weekly, twice a month, thrice a month and monthly depicts higher weighted mean on tangibility than the other dimensions of service quality which yield to a weighted mean of 4.06, 4.09, 4.14, 4.16 and 4.08 respectively. On the other hand, the respondents who have the frequency of riding of daily, weekly, twice a month, thrice a month and monthly depicts lower weighted mean on responsiveness than the other dimensions of service quality which yield to a weighted mean of 3.97, 3.93, 3.98, 3.96 and 3.88 respectively.

**Table 15**

*Level of Satisfaction of the Respondents on the Services of Bus Companies in the Province of Batangas when respondents are grouped according to route of travel*

Service Quality Dimensions	Intra (outside the Province of Batangas)	VI	Inter (inside the Province of Batangas)	VI
Tangibility	4.11	S	4.07	S
Responsiveness	3.98	S	3.86	S
Assurance	4.01	S	3.98	S
Empathy	4.05	S	3.95	S
Reliability	4.03	S	3.95	S

Legend: VI: Verbal Interpretation; S – Satisfied;

The table above depicts the level of satisfaction of the respondents on the services of Bus Companies in the Province of Batangas when respondents are grouped according to route of travel. It can be seen that the respondents which are grouped according to route of travel were satisfied with the services provided by the Bus Companies in the Province of Batangas. It can be observed that both of the respondents routing from intra and inter the Province of Batangas depicts relatively higher weighted mean of 4.11 and 4.07 respectively as to compare with the result generated from the other dimensions of services provided. On the other hand, it can be gleaned that both of the respondents routing within and outside the Province depicts relatively lower weighted mean on the responsiveness of the service provider of the Bus Companies in the Province of Batangas.

**Table 16**

*Level of Satisfaction of the Respondents on the Service Quality of Bus Companies in the Province of Batangas when respondents are grouped according to types of bus frequently availed of*

Service Quality Dimensions	Ordinary (non-aircon)	Verbal Interpretation	Regular (aircon)	Verbal Interpretation
Tangibility	3.86	Satisfied	4.12	Satisfied
Responsiveness	3.85	Satisfied	3.94	Satisfied
Assurance	3.95	Satisfied	4.01	Satisfied
Empathy	4.07	Satisfied	4.00	Satisfied
Reliability	3.87	Satisfied	4.01	Satisfied

The table above depicts the level of satisfaction of the respondents on the service quality of Bus Companies in the Province of Batangas when respondents are grouped according to frequency of riding. It can be seen that the respondents which are grouped according to frequency of riding are satisfied with the service quality of Bus Companies in the Province of Batangas. It can be gleaned in the table above that the respondents who used to travel with regular buses in the Province of Batangas depicts relatively higher weighted mean on tangibility, responsiveness, assurance and reliability as to compare with the results on the same dimensions with those respondents who used to travel with ordinary buses but depicts relatively lower weighted mean on empathy of 4.00 as to compare with 4.07 on ordinary buses.

**Table 17**

*Significant Difference on the Level of Satisfaction of the Respondents on the Service Quality of Bus Companies in the Province of Batangas when respondents are grouped according to profile*

Service Quality Dimensions	Profile Variable	F-Value	P-Value	Remarks	Decision
Tangibility	Civil Status	3.657	.013	Reject Ho	Significant
	Highest Educational Attainment	2.854	.002	Reject Ho	
	Types of bus service frequently availed of	1.327	.014	Reject Ho	
Responsiveness	Age	2.407	.049	Reject Ho	Significant
	Civil Status	4.276	.006	Reject Ho	
	Highest Educational Attainment	2.970	.001	Reject Ho	
Assurance	Civil Status	2.681	.047	Reject Ho	Significant
	Highest Educational Attainment	2.191	.018	Reject Ho	
Empathy	Civil Status	3.757	.011	Reject Ho	Significant
	Highest Educational Attainment	4.064	.000	Reject Ho	
Reliability	Civil Status	2.905	.035	Reject Ho	Significant
	Highest Educational Attainment	3.330	.000	Reject Ho	

*This only shows the result that depicts significant difference.*

The f-value of tangibility when grouped according to civil status, highest educational attainment and types of bus frequently availed of is 3.657, 2.854 and 1.327 with significant p-value of 0.013, .002 and .014 respectively which are all less than the significant level of .05, the researcher reject the null hypothesis. This turns out to be less than a predetermined significance level of .05, which means that there is significant difference in the level of satisfaction of the respondents on the service quality by tangibility aspect provided by the bus companies in the Province of Batangas when they are grouped according to civil status, highest educational attainment and types of bus service frequently

availed of. In addition, the f-value of responsiveness when grouped according to age, civil status and highest educational attainment is 2.407, 4.276 and 2.970 with significant p-value of 0.049, .006 and .001 respectively which are all less than the significant level of .05, the researcher reject the null hypothesis. This turns out to be less than a predetermined significance level of .05, which means that there is significant difference in the level of satisfaction of the respondents on the service quality by responsiveness aspect provided by the bus companies in the Province of Batangas when they are grouped according to age, civil status and highest educational attainment. More so, the f-value of assurance when grouped according to civil status and highest educational attainment is 2.681 and 2.191 with significant p-value of 0.047 and .018 respectively which are all less than the significant level of .05, the researcher reject the null hypothesis. This turns out to be less than a predetermined significance level of .05, which means that there is significant difference in the level of satisfaction of the respondents on the service quality by assurance aspect provided by the bus companies in the Province of Batangas when they are grouped according to civil status and highest educational attainment. Furthermore, the f-value of empathy when grouped according to civil status and highest educational attainment is 3.757 and 4.064 with significant p-value of 0.011 and .000 respectively which are all less than the significant level of .05, the researcher reject the null hypothesis. This turns out to be less than a predetermined significance level of .05, which means that there is significant difference in the level of satisfaction of the respondents on the service quality by empathy aspect provided by the bus companies in the Province of Batangas when they are grouped according to civil status and highest educational attainment. Lastly, the f-value of reliability when grouped according to civil status and highest educational attainment is 2.905 and 3.330 with significant p-value of 0.035 and .000 respectively which are all less than the significant level of .05, the researcher reject the null hypothesis. This turns out to be less than a predetermined significance level of .05, which means that there is significant difference in the level of satisfaction of the respondents on the service quality by reliability aspect provided by the bus companies in the Province of Batangas when they are grouped according to civil status and highest educational attainment

## V. Conclusions

The following conclusions were drawn based on the findings:

1. Most of the respondents are female, 15-25 years of age, single, college graduate, employed, which has the frequency of travel of weekly with the route of travel of outside the Province of Batangas and used to travel with regular buses.
2. Most of the respondents are satisfied with the service quality provided by the Bus Companies in the Province of Batangas however depicts lower weighted mean on the responsiveness aspect/dimensions
3. There is significant difference on the level of satisfaction on the service quality on tangibility aspect of the Bus Companies in the Province of Batangas when respondents are grouped according to civil status, highest educational attainment and types of bus services frequently availed of. In addition, there is significant

difference on the level of satisfaction on the service quality by responsiveness aspect of the Bus Companies in the Province of Batangas when respondents are grouped according to age, civil status, and highest educational attainment. More so, there is significant difference on the level of satisfaction on the service quality by assurance aspect of the Bus Companies in the Province of Batangas when respondents are grouped according to civil status and highest educational attainment. Furthermore, there is significant difference on the level of satisfaction on the service quality by empathy aspect of the Bus Companies in the Province of Batangas when respondents are grouped according to civil status and highest educational attainment. Lastly, there is significant difference on the level of satisfaction on the service quality on reliability aspect of the Bus Companies in the Province of Batangas when respondents are grouped according to civil status and highest educational attainment

4. In response with the output of the study in relation with statement of the problem No. 4, it is hereby recommended that the bus companies in the Province of Batangas need to build a service quality information system (SQIS). This would provide the snapshots of the passenger's experience taken from many angles of customer research

Table 17 illustrates the concept of the proposed service research that would provide a timely, relevant trend data that can be used in decision making with the emphasis on customer satisfaction. This framework is currently using by different companies in America as part of the study of Leonard L. Berry and Valarie Zeithalm which the researcher believes that is also significant and applicable for the bus transportation industry in the Province of Batangas.

**Table 17**  
*Service Quality Information System*

Type of research	Frequency	Purposes
1. Customer Complaint solicitation both in on-line and field of research	Continuous	Identify dissatisfied passengers to attempt recovery, identify most common categories of service failure for remedial action
2. Post transaction surveys	Continuous	Obtain customer feedback while service experience is still fresh; act on feedback quickly if negative patterns develop
3. Customer focus group interview	Monthly	Provide a forum for passengers to suggest service improvement ideas; offer fast, informal customer feedback on service issues
4. Mystery Shopping of service providers	Quarterly	Measure individual employee service behavior for use in coaching, training, performance evaluation, recognition and rewards; identify systematic strengths and weaknesses in customer-contact service.
5. Employee surveys	Quarterly	Measure internal service quality; identify employee-perceived obstacles to improved service; track employee morale and attitude
6. Total market service quality surveys	Twice a year	Assess company's service performance compared to competitors; identify service-improvement priorities; track service improvement overtime

## VI. Recommendations

The researchers submit the following recommendations:

1. It is recommended to the bus companies in the Province of Batangas to develop a simple service map or service blueprint to improve their service system design. This would depict the chronology and pattern of performances that make up a bus service. To make it specific, service map/or blueprint must have the components of line visibility and fail points. The line of visibility in a service map separates those processes that are visible to the customer from those that are not. Interconnecting "above-the-line" and "below-the-line" service processes explicates the effect the latter has on the former. Fail points are the processes in the service system most vulnerable to failure. Identifying fail points can lead to system redesign, corrective sub processes, special staff training, or additional inspection.
2. More so, it is also recommended that the bus drivers and conductors as the front liner of the bus service in the field must respond quickly and personally to convey a sense of urgency. Quick response demonstrates that the passenger's concern is the company's concern. By responding personally, the bus companies create an opportunity for dialogue with the passenger to listen, ask questions, explain, apologize and provide an appropriate remedy.
3. Furthermore, it is also important that the bus companies in the Province of Batangas to develop a problem resolution system. Bus drivers and conductors need specific training on how to deal with angry customers and how to help passengers solve service problem. This will be possible through the collaboration of the bus companies with Batangas State University which is operating in the Province of Batangas. Specifically, this matter will be handled by the Extension Service Unit of the mentioned University of which the researcher act as extension coordinator. Extension project can be developed and implemented to address this concern of which the researcher already have a proposed title dubbed as "Professionalism in the Workplace".
4. Lastly, bus companies must also adhere the policy of "Fair Play". Passengers expect drivers and conductors to treat them fairly and become resentful and mistrustful when they perceive otherwise. Fairness underlie all the passengers' expectations. Passengers expect bus companies to keep their promises (reliability), to offer honest communication materials and clean facilities (tangibility), to provide prompt service (responsiveness), to be competent and courteous (assurance) and to provide caring, individualized attention (empathy). In addition, a potentially powerful strategy for demonstrating fairness is the service guarantee. If passengers are dissatisfied with the service, they can invoke the guarantee and receive consideration for the burden they have endured. When executed well, service guarantees can symbolize a company's commitment to fair play with passengers, facilitate competitive differentiation, and force bus companies to improve service quality to avoid the cost and embarrassment of frequent payouts.

## VII. References

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