

A Study of Customer's Service Quality Opinion on Auto-rickshaw drivers within KDMC limit in Thane City

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Abstract

Auto-rickshaws are an important part of urban mobility and a step to improving sustainable transportation, as well as quality of life in Indian cities. Integrating auto-rickshaw services as a feeder mode complements public transportation systems, ensuring connectivity and easy access throughout the city. Auto-rickshaws also bridge the gap between public transport and door-to-door services, providing an alternative to private vehicles. According to a report, data from Mumbai, Bangalore, Pune and Rajkot show that auto-rickshaws serve between 10 to 20 percent of daily motorized urban transport trips. The report explains that the total daily passenger trips in 87 major urban centers in India will more than double from around 229 million in 2007 to around 482 million in 2031.

This research paper attempts to find out the the passenger's opinion on service quality provided by auto-richshaw drivers within the KDMC limit. Researcher takes 120 passengers as a sample for the purpose of the study. After the analysis of the study, researcher suggests that auto drivers should always keep up-to-date themselves about traffic rules and regulation and properly follow them. They must take small breaks from their busy travelling schedule. Most important thing is for drivers to take participation in stress relieving techniques like yoga; meditation so that they are distressed and contribute in their working with much focus and attention.

Keywords: India's Auto-Rickshaw, Unorganized Sector, Passenger's Opinion

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