PASSENGER'S PERSPECTIVE OF QUALITY OF INTERCITY BUS TRANSPORT SERVICE ON CAPE COAST- ACCRA ROUTE, GHANA: A SERVQUAL APPROACH

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ABSTRACT

SERVQUAL method comprising five dimensions was used to assess passengers' perspective of ICB transport service quality on Cape Coast- Accra route. A questionnaire involving a 26-item attributes was used to measure the expectations and perceptions of service quality on a five-point likert scale from strongly disagree to strongly disagree. The 162 copies of self administered questionnaires were served on passengers aboard by a mixture of purposive and systematic sampling to ascertain how socio economic characteristics influence perception of service quality and the differences between expectations and perceptions of the five dimensions. An independent sample t-test and ANOVA results showed that tangibility, empathy, assurances and responsiveness each had positive impacts on passengers' perceptions of service quality. There emerged a significant difference in passengers' perceptions of the dimensions of assurance, tangibility and responsiveness across sex of passengers; ages and level of education and income across reliability, assurance, tangibility and responsiveness.

Keywords: Intercity bus, service quality, SERQUAL, expectations and perceptions.

Introduction

Intercity transport in Ghana is dominated by buses. These buses seem to carry a large number of passengers from one location to another for various reasons including educational, social, religious, recreational and political. In time past, the major player in intercity transportation used to be government owned companies such as State Transport Corporation (now Intercity Transport Company) and Omnibus Service Authority and City Express Service. In between this period, the private companies were not left out. Notable among them are the Ghana Private Road Transport Union (GPRTU), Cooperative Union, and Concerned Transport Owners Association. Other companies/unions such as the Concerned Drivers Union, Cooperative offer services on selected route that provide optimal returns. Of late some companies transport companies like VIP, VIP and DIPLOMAT, have come onto the scene offering their services on viable routes such as Accra-Takoradi, Kumasi and Tamale.

Passengers in some years past who did not want to patronize government owned transport companies had only GPRTU to choose from to embark on intercity journeys. But now there are other transport service providers. It is expected that since there is stiff competition for patronage, there would be better service delivery. Where there is unavailability of intercity transport passengers are left with no option but to queue at the different stations to obtain ticket for their trips. Some of the buses are noted to be conducive for passengers in terms of seating arrangement while some are not. The exterior and interior decorations of some buses are nothing to write home about.

The study seeks to analyze the passengers' perspective of the quality of intercity bus transport service industry on Cape Coast-Accra route; to ascertain the differences in passengers' expectations and perceptions of service quality; and to look at the relationship between socio economic characteristics such as age, gender, educational level, occupational status and income level and passengers' expectations and perceptions of service quality in the intercity bus transport service industry on Cape Coast-Accra route.

The research questions are: what are the differences in passengers' expectations and perceptions of service quality? and is there a relationship between socio economic characteristics

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and passengers' expectations and perceptions of service quality in the intercity bus transport service industry on Cape Coast-Accra route?

Kaneko et al. (2005) in a review of literature introduced multiple approaches of evaluating intercity transportation. Zak (2011) emphasizes that these approaches represent several stakeholders interested in the efficient, comfortable, and effective operations of the transport systems. Consequently, a conflict of interests is observed. These multiple approaches are passengers', service providers', community's and drivers perspectives (Taylor et al, 2009; Sezhia, et al, 2011, Niyonyenga, 2012). Among all these, passengers' perspective is the most researched (Fellesson and Friman, 2008; Eboli and Mazzula, 2007, 2008, 2010, 2011; Ali, 2010; Niyonyenga, 2012). To them passengers are the sole judge of service quality and literature from the perspectives of customers is abundant (Sezhia, et al., 2011). Service quality measurement based on customer opinions allows the perceived performances of a given transport service to be analyzed. In order to ensure sustainability, survival and long term profitability in the face of keen competition, service managers/providers while considering other things have to analyse the level of service quality to identify gaps that must be addressed to improve customer satisfaction and woo potential customers.

The main disadvantages of this type of measure are the strong subjectivity of transport users' judgments and the failure to take non-users' (potential users') perceptions into account. Despite this, many researchers consider the customer's (travelers' or user's) point of view the most relevant for evaluating transport performance (Fellesson and Friman, 2008; Ali, 2010; Ebolli and Mazzulla, 2010, 2011; Niyonsenya, 2012). It was in this regard that this study sought to assess passengers' perspective of quality of intercity bus transport service from the former Ghanaian capital Cape Coast to the current capital, Accra with the use of a SERVQUAL model.

Theoretical Perspectives

The inter-urban travels (also known as intercity) include long-distance travels between cities or regions. Kato, et al., (2010) observe that when the travel distance is over 100km, it is categorized as inter-urban travel. Intercity bus transport is a means of linking different towns and cities by a network of road services. It also helps in connecting villages located along these

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routes. It is a popular means of travelling among Ghanaians be they rich or poor. This is borne by its relative cheapness compared to other modals such as personal cars and airlines.

There are many definitions of services in the literature and may depend on the author and the research focus (Grönroos, 2000; Chang, et. al, 2008). Service quality has long been investigated and has been defined in many forms (Mahmoud et al, 2011). Bhat et al, (2006) indicate that the ability to improve public transport performance is closely tied on the ability to measure it. These measures and dimensions reflect multiple perspectives such as passengers, the service providers (i.e operators) and the community (Taylor, et.al. 2009). The passengers' perspective is the most researched of all (Ali, 2010). Passengers evaluate services in many ways that may not be systematically associated with the amount of use of the service, because the measures of efficiency and effectiveness, as aggregate indicators of total output, implicitly assume homogeneity of service quality.

There are two ways by which passengers' perspective of service quality can be assessed-conceptual and analytical. SERVQUAL method framework (fig. 1) is one of the conceptual instruments used in service quality (Stromgen, 2007). In other to develop this SERVQUAL scale, Parasuraman et.al 1985 gathered data from five different service categories: appliance repair and maintenance, retail banking, long distance telephone, security, brokerage, and credit cards. They initially identified 10 dimensions (Isa, 2005) of service quality, which were later revised in Parasuramam, et al, (1988) to five dimensions (Berndt, 2009). In the method, five service quality dimensions and 22 items for measuring service quality are defined as RATER (Geetika, 2010):

- Reliability – ability to perform the promised service dependably and accurately.
- Assurance - Assurance (combination of items designed originally to assess Competence, Courtesy, Credibility, and Security) – ability of the organization's employees to inspire trust and confidence in the organization through their knowledge and courtesy.
- Tangibles – physical facilities, appearance of personnel and equipment
- Empathy - Empathy (combination of items designed originally to assess Access, Communication, and Understanding the customer) – personalized attention given to customer.

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- Responsiveness – willingness to help customers and provide prompt service.

Twenty-two attributes make up the RATER scale. Each of these 22 attributes is measured in two ways (Ladhari, 2008):

(1) The expectations of customers concerning a service; and
(2) The perceived levels of service actually provided.

Expectations are considered to be the needs or desires of the consumer, identified by what the consumer feels should be delivered by the provider of the service before receiving it (Millan & Agueda, 2004). A lot of factors are thought to influence consumer expectations. Some of the factors may be based, in part or in total, on past relevant experiences, including those gathered indirectly. customer's verbal information, commercial advertisement, and personal needs may influence expectation. The frequency of use also plays a role in informing expectations.

Zeithaml and Bitner (2000) describe customer perceptions as: "the subjective assessments of actual service experiences. This refers to how customers perceive services; how they assess the quality of received service; whether they are satisfied; and whether they have received good value. Consumers' perceptions are the means by which people look at something based on their experience. Every individual slightly perceives things differently.

There are three ways by which one can arrive at the gap score (Buttle 1996)- viv-a-vis the averages of either for each of the attribute(Perception(P)- Expectation(E) divided by one), dimension by dimension analysis((P1+P2+P3+P4)-(E1+E2+E3+E4)/4), where P1 to P4, and E1 to E4, represent the four perception and expectation statements relating to a single dimension and all the 22-item attributes((P1+P2+P3+P4…+P22)-(E1+E2+E3+E….+E22))/22, the SERQUAL gap.. The greater the "gap score" (calculated as G =P-E) the higher the score for perceived service quality.

Despite the popularity and widespread application of the use of the SERVQUAL model to measure service quality, several theoretical and empirical criticisms of the scale

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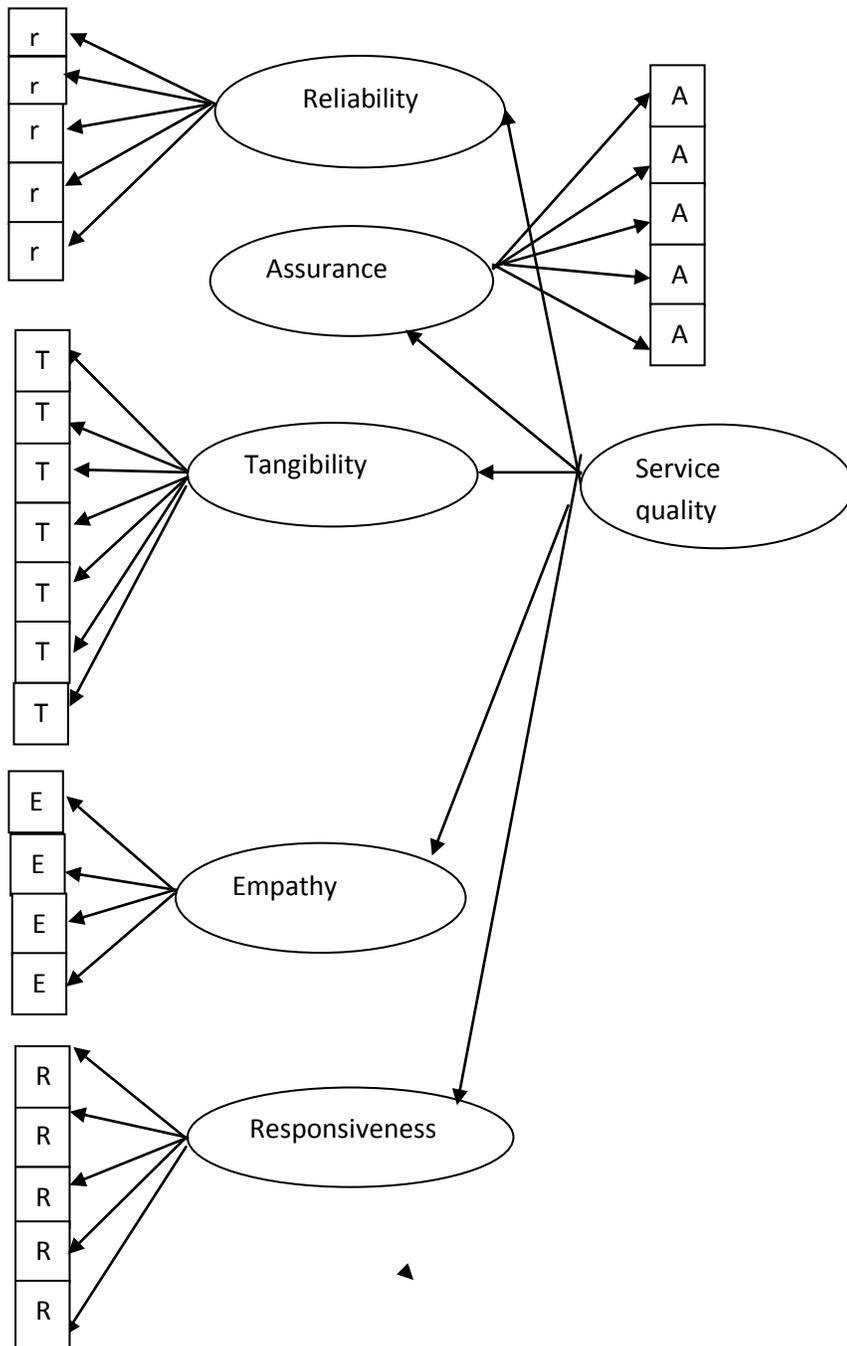Website: www.aarf.asia. Email: editoraarf@gmail.com , editor@aarf.asia

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have been raised (Ladhari, 2008).One of these is that researchers who have used SERQUAL have proposed differing number of dimensions.

Mercangöz et.al, (2012) used a 28-item SERVQUAL questionnaire administered on 637 passengers to analyze service quality of a fast ferry company in Turkey. The difference between the expected and the perceived service level of the passengers were measured by using the wilcoxon matched-pair ranks tests. The results showed that more of the perceived services were negatively signed after ranking with two-tailed significant value $p< 0.00$ for all items. The result of their study also indicates that the perceived service of the company is below the passenger's expectations. Only item scores related with safety and confidence, show that passenger's perceptions are over their expectations. Furthermore, larger gaps result, mainly due to the facilities and food prices.

Govender and Pan (2011) in an empirical study in South Africa to enhance service quality in intercity transport used SERVQUAL model comprising 25 items. The study was conducted using purposive, convenience, and quota sampling among 400 intercity transport bus passengers, including international travelers. The results indicate gaps in four out of the five dimensions of service quality.

Irfan et al (2012) investigate passengers' perceptions about the service quality of rail transport system in Pakistan. A modified SERVQUAL instrument including eight service quality constructs: empathy, assurance, tangibles, timeliness, responsiveness, information system, food and safety and security were employed.

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Figure 1: Conceptual Framework

Source: adapted from Parasuraman et al, 1994; Kian et al., 2012

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A total number of 497 questionnaires administered on the passengers on five-point likert scale from highly satisfied "5" to least satisfied "1" reveal that rail transport is not providing good quality of service that can meet their expectations. Results also show that passengers perceive that quality of services delivered is not satisfactory.

Prasad & Shekhar (2010) added three other dimensions to the five generic dimensions vis a vis comfort, convenience, connection, reliability, assurance, tangibles, empathy and responsiveness with 42 variables on the SERVQUAL scale which were used to develop RAILQUAL. A total of 140 questionnaires administered on passengers indicate that passenger's perception on tangibility, convenience, assurance is much higher than other aspects. It was also revealed that reliability and responsiveness gets the lowest score among these dimensions which means that passengers are not happy with railways punctuality and staff behaviour in general. It can be deduced that the service of rail transport is below the passengers' expectation.

Study Area

Cape Coast city is the capital of the Central Region and was the capital of the British Gold Coast until the 1870s, when the capital was transferred to Accra. It is the tourism hub of Ghana as it houses notable tourist attractions in the country. Its inhabitants are Fantes and are predominantly into fishing. It is the educational hub in the entire country as there are a number of best senior high schools such as St Augustine's College, Nfantsipim, Wesley Girls High School and Adisadel College. The University of Cape Coast is also located in the south northern part of the city. Cape Coast has a settlement population of 169,894 (GSS, 2010).

Accra is the capital and largest city of Ghana. It is located in southeastern Ghana, on the Gulf of Guinea. Accra is an important commercial, manufacturing, and communications center. It is the site of an international airport and a focus of the country's railroad system, including a motorway to nearby Tema, which since 1962 has served as the city's deepwater port. Accra is the administrative, political, economic and social hub of Ghana. It also houses Ghana's premier

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University of Ghana. The population of Accra keeps surging by the day. Currently the population estimate stands at 2,300,000.

There are six notable competing intercity bus transport service providers from Cape Coast to Accra. These are Intercity State Transport Corporation (ISTC), Metro Mass Tranit Ltd, Ghana Private Road Transport Union (GPRTU), Cooperative   Union and Frankol Transport Services. The last service provider involves moving buses picking passengers enroute Accra. These buses may belong to GPRTU, Cooperative Union or private individuals in Cape Coast or from other cities and towns such as Takoradi or Twifo Praso going to Accra by beckoning to passengers on the road side.

Methodology

The study was cross-sectional, descriptive and quantitative in nature. This involved the administration of 180 questionnaires on board the buses leaving the two bus stations in the study area. The criterion on which the researchers selected the categories of respondents was firstly, the age of the respondents because this is one of the features that differentiate decisions (Alpopi and Manole, 2012). The lower age limit was 15 years and the upper limit was 70 years. This was to enable passengers who could travel without any assistance to participate in the exercise. These passengers were served the questionnaires at the point of occupying their seats after the researchers had explained the rationale for the study to them. At the end of the four-week exercise between the month of August and September, 2013, a total of 162 (90%) copies of questionnaires were found useful for the study.

The questionnaire was divided into two parts. The first part contains the socio economic characteristics of the passengers such as sex, age, educational attainment, occupational status and monthly income level. The second part is the 26 item modified SERVQUAL model measured on a 5-point likert-scale from strongly agree to strongly disagree (1=strongly disagree, 2= disagree, 3=neutral, 4=agree and 5=strongly agree).

The researchers first sought for permission from the station managers of the designated stations. The station masters of FORD and Cooperative Union declined participating. ISTC on

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the other hand was exempted because it offers skeletal service to Accra as passengers bound to Accra wait for ISTC buses coming from Abidjan (Cote D'Ivoire) or Takoradi with reserved seats for them. The sampling procedure was a mixture of systematic and purposive. The researchers purposively selected the buses that were loading for the administration of questionnaires. For the GPRTU buses, the researchers systematically served the questionnaires on every 3rd passenger for all the 15-seater buses that were used for the study. But for the MMT, the researchers systematically selected every 5th passenger to be served a questionnaire because of the capacity of these buses (35-50seats).

Results and discussions

The results of the background characteristics are presented in Table 1indicate that there were 57.4% males and 42.6% females involved in the study. Govender and Pan (2009), Irfan et al (2012) and Aidoo et al (2013) confirm that more males make intercity trips than females.

In addition, more than 80% of the passengers are below 40 years of age which is not different from Govender and Pan's, (2011) and Aidoo et al's (2013) studies. But Irfan et al, (2012) indicate that about 90% of respondents fall below 40 years. This shows that passengers are still in their active years. With respect to educational level attained, more than half (67.3%) had attained tertiary education status whereas 21.6% also had post-tertiary education with those who had no formal education and secondary education being at par (5.6%). Aidoo et al, (2013) report that 55.5% of the passengers have tertiary education while this study reveals that more than 80% of the respondents have tertiary education.

Table 1: Background characteristics of passengers

Background characteristics	Frequency	Percentage
Sex		
Male	159	57.4
Female	69	42.6

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Age		
< 20	6	3.7
20-24	10	6.2
25-29	63	38.9
30-34	48	29.6
35-39	18	11.1
Above 40	17	10.5
Educational status		
No formal education	9	5.6
Secondary school	9	5.6
Tertiary education	109	67.3
Post tertiary education	35	21.6
Occupation		
Un-employed	27	16.7
Self-employed	60	37.0
Civil/public servant	54	33.3
Teachers/Lecturers	14	8.6
Student	7	4.3
Monthly income		
Less than 101-300	25	18.7
301-500	30	22.4
501-700	19	14.2

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701-900	8	6.0
Above 900	52	38.8

Source: Fieldwork, 2013

As per the occupation of the passengers, more than a third (37.0%) were self-employed and 33.3% were civil/public servants. In addition, 8.6% were teachers/lecturers, 4.3% were students and 16.7% were un-employed. Aidoo et al, (2013) in a study on Kumasi- Accra route reveal that most of the passengers were students, followed by the self employed and the employee with the unemployed having the least percentage. Monthly income is an essential variable that has to be assessed when conducting such a study. The study found out that, 38.8% of the passengers had monthly average income of above GH¢ 900, with a little less than a quarter (22.4%) also earning GH¢ 301-450 ($150-$200).

Expectations and perceptions

The study revealed that the passengers on the average (mean=2.05) were uncertain about issues pertaining to reliability as informing their expectations of ICB service quality.

Table 2: Comparisons between expectations and perceptions

Quality dimensions	Expectations		Perceptions		Pair-wise t-test	
	Mean	Standard Deviation	Mean	Standard Deviation	t-value	p-value
Reliability	2.05	0.46	2.02	0.50	0.490	0.625
Assurance	2.07	0.49	2.20	0.59	-2.689	0.008
Tangibility	2.11	0.36	1.99	0.64	2.524	0.013
Empathy	1.92	0.49	2.08	0.54	-3.233	0.001

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Responsiveness 1.84	0.52	2.10	0.52	-6.132	0.000

Scale: 1-1.49 = Disagree; 1.50-2.49 = Indifferent; 2.50-3.0 = Agree

Source: Fieldwork, 2013

The study employed the paired-sample t-test statistical tool to evaluate which dimension played significant issues relating to their service quality rating of intercity bus services. The results from Table 2 indicated that the mean concern for passengers expectations of the reliability of the means of transport (M=2.05, SD=0.46) was greater than the same dimension with respect to their perception of reliability (M=2.02, SD=0.50), t(161) =0.490, p > 0.05. Reliability, thus, was not significant in measuring passengers' perception of intercity bus service quality. The perceptions of passengers relating to the assurances of staff of intercity bus transport services had mean ratings of (M=2.20, SD=0.59) which was significantly greater than their expectations (M=2.07, SD=0.49), t= (161) =-2.689, p < 0.05. Also, the mean ratings of perceptions relating to responsiveness of staff (M=2.10, SD=0.52) was also significantly greater than their expectations (M=1.84, SD=0.52), t= (161) =-6.132, p < 0.05. Tangibility and empathy dimensions were also found to be significant.

Govender & Pan (2011) in a similar study on intercity transport in South Africa indicate that as far as expectation was concerned, it emerged that assurance was rated as the highest (3.69), with empathy being scored the lowest (3.49). On the issue of perception, responsiveness was rated as highest (3.52), with empathy being scored the lowest (2.80). An analysis of the gap scores reveals that empathy was considered to have the smallest gap (-0.69) with responsiveness being considered as having the smallest 'gap'. In fact, the indicated score (0.00) suggests that there was no perceived gap between expectation and perception as far as responsiveness was concerned.

Relationship between socio-demographic variables Related with SERVQUAL dimensions

Table 3 explains the extent to which the four significant dimensions (assurance, tangibility, empathy and responsiveness) varied across passengers background characteristics. This is in line with Govender and Pan, (2011) and Mercangöz et al, (2012) assertion that

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passengers' age, gender, educational background, marital status, may have an influence on passengers' overall assessments of a transport system.

An independent-samples t-test was conducted to compare the variations in the four dimensions across sex of passengers. There was a significant difference in passengers perception of assurance: males (M=2.32) and females [M=2.04; t (160) = 3.00, p=0.03]; tangibility: males (M=2.08) and females [M=1.86; t (160) = 2.186, p=0.03]; and finally responsiveness: males (M=2.29) and females [M=1.84; t (160) = 6.06, p=0.00]. However, there was no significant difference in passengers' perception of tangibility by sex.

With respect to the other variables (age, educational level, occupation and income), one-way analysis of variance (ANOVA) was employed. Age was grouped into 5 (Group One: 15-20; Group Two: 21-26; Group Three: 27-32; Group Four: 33-40 and Group Five: 40+). This tool showed significant differences at p≤0.05 between age groupings and assurance [F (4,157) =3.387, p = 0.01], tangibility [F (4,157) =10.904, p = 0.00] and empathy [F (4,157) =8.035, p = 0.00].

Specifically, for assurance, post-hoc comparisons using the Turkey's Honestly Significant Different (HSD) test indicated that the mean score for Group two (M=2.37) and Group three (M=1.99) were significantly different from that of Group one (M=2.13), Group four (M=2.36) and Group five (M=2.12). Furthermore, the ANOVA test showed significant differences p=0.00 between educational level attained and the four dimensions of service quality. Specifically, there was a statistically significant difference for empathy [F(4, 157) =4.493, p=0.00]. In spite of reaching statistical significance, the actual difference in the mean scores between the four groups was quite small [No formal education (M=2.00), Sec./Technical (M=1.50), Tertiary (M=2.15) and Post tertiary (M=2.03)]. Post hoc comparisons using Turkey's HSD test indicated that the mean score for Group one (No formal education) differed significantly from Group two (Sec./Technical), Group three (Tertiary) and Group four (Post Tertiary).

Similarly, a significant difference was also observed at p≤0.05 in the responsiveness [F (4,157) = 6.793, p=0.00)] of the service provider as expressed by passengers of different occupational groupings: Un-employed (M=2.00), Self-employed (M=2.01), Civil/Public Servant (M=2.37), Teacher/Lecturer (M=1.82) and Student (M=1.80). Specifically, it was found out that

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passengers were indifferent with issues pertaining to assurance and responsiveness as informing them about issues relating to service quality of intercity bus services.

Table 3: Dimensions by background characteristics

Background characteristics	N	Assurance		Tangibility		Empathy		Responsiveness	
		Mean		Mean		Mean		Mean	
Sex									
Male	93	2.32	t=3.00	2.08	t=2.186	2.08	t=-0.69	2.29	t=6.06
Female	69	2.04	p=0.03	1.86	p=0.03	2.09	p=0.95	1.84	p=0.00
			df=160		df=160		df=160		df=160
Age									
<20	6	2.13	F=3.387	1.45*	F=10.904	1.61*	F=8.035	2.21	F=1.748
21-24	10	2.37*	p=0.01	1.94*	p=0.00	2.29*	p=0.00	2.15	p=0.14
25-29	48	1.99*	df=4,157	1.94*	df=4,157	2.07*	df=4,157	2.15	df=4,157
30-34	48	2.36		2.06*		1.78*		1.91	
35- 40	18	2.12		2.73*		2.12*		1.89	
Above 40	17	2.15		1.48*		1.75*		2.11	
Educational level									
No Formal Edu.	9	2.40	F=9.501	3.00*	F=10.568	2.00	F=4.493	1.80*	F=13.521
Sec/Tech	9	3.00*	p=0.00	1.57*	p=0.00	1.50*	p=0.00	3.00*	p=0.00
Tertiary	109	2.21*	df=4,157	1.93*	df=4,157	2.15*	df=4,157	2.03*	df=4,157
Post Tertiary	35	1.92*		2.00*		2.03*		2.16*	

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Occupation

Un-employed	27	1.78*	F=13.241	1.77*	F=7.127	2.25*	F=7.934	2.00*	F=6.793
Self employed	60	2.23*	p=0.00	2.02*	p=0.00	2.02*	p=0.00	2.01*	p=0.00
Civil/Public	54	2.53*	df=4,157	2.18*	df=4,157	2.24*	df=4,157	2.37*	df=4,157
Teacher/Lectur.	14	1.97*		2.00*		1.82		1.82*	
Student	7	1.60*		1.00*		1.25*		1.80*	

Income

Less than 101-300	25	1.67*	F=14.738	1.66	F=8.904	1.61*	F=19.229	1.72*	F=9.89
301-500	30	2.35	p=0.00	2.46*	p=0.00	2.47*	p=0.00	2.31	p=0.00
501-700	19	2.43	df=4,129	2.05	df=4,129	2.21*	df=4,129	2.24*	df=4,129
701-900	8	2.80*		2.14*		1.50*		1.80	
Above 900	52	2.30*		1.87		1.92*		2.34*	

Scale: 1-1.49 = Disagree; 1.50-2.49 = Indifferent; 2.50-3.0 = Agree

*Mean difference is significant at the 0.05 level (Post-hoc test using Least Significant difference, LSD)

Source: Fieldwork, 2013.

Last but not least, ANOVA again showed significant differences across all the four dimensions at p≤0.05 and the income levels of the passengers. With respect to empathy, [F (4,129) = 19.229, p=0.00)], passengers with income levels of 100-300 (M=1.61), 301-500 (M=2.47), 501-700 (M=2.21), 701-900 (M=1.50) and Above 900 (M=1.92) were indifferent or uncertain about whether empathy of service providers met their expectations or not.

Conclusion and Recommendations

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In order to know which of the dimensions can be used to measure passengers perception of service quality, independent-samples t-test result shows that tangibility, empathy, assurances and responsiveness dimensions had positive impacts on the passengers' perceptions of service quality, leaving only reliability dimension to be worked upon. It also indicates there was a significant difference in passengers' perceptions of assurance, tangibility, responsiveness and no significance difference in tangibility dimensions across sex of passengers. With respect to the other variables (age, educational level, occupation and income), one-way analysis of variance (ANOVA) was employed. It revealed significant differences at $p \leq 0.05$ between age groupings and assurance, tangibility, empathy.

The ANOVA test also shows significant differences between educational level attained and the four dimensions of service quality. A significant difference was also observed at $p \leq 0.05$ in the responsiveness, empathy and tangibility expressed by passengers of different occupational groupings. But passengers were indifferent with attributes of assurance and responsiveness. The result further shows that significant difference across reliability, assurance, tangibility and responsiveness at $p \leq 0.05$ and the income levels of passengers.

This study only focuses on passenger's perspective of service quality based on the conceptual model of SERVQUAL. This was done by using two means ICB transport on Cape Coast- Accra route. But the researchers only look at one way, thus focusing on passengers moving from Cape Coast to Accra and not vice versa.. In addition the study could have compared perceptions of service quality by passengers of GPRTU as a private entity and a government owned MMT. Aside this, a different scenario could have emerged if all the five transport companies in the study area had participated in the study.

A lot of researches in public transport service quality have dwelt extensively on functional service quality (Kang and James, 2004) with fewer researches done combining the technical quality and corporate image as precursors. This functional dimension portrays what Kang and James, 2004 call American perspective. This approach would present a holistic way of assessing service quality from the passengers' perspective. This holistic approach is an American perspective.

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Furthermore, future study may also look into whether perception of service quality leads to customer satisfaction or otherwise. In this wise attributes of service quality maybe independent variables while customer satisfaction will be the dependent variable. This is dependent on the school of thoughts that the researchers belong to.

Baring all this, the study can offer a springboard for similar studies to be conducted on any Ghanaian route, be it intra or inter-city.

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