

Bus Rapid Transit (BRT) Users' Discernment in Lagos Megacity: Lesson from Primero Transport Service

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Abstract: - The study examines Bus Rapid Transit (BRT) users' perspicacity in Lagos, Nigeria along Ikorodu-Mile12 Bus Rapid Transit (BRT) corridor in order to guide, provide information for policies and decision makers during policies formulation. This study assesses the socio-economic character of passengers using the primer transport service along Ikorodu-Mile 12 BRT corridor; analysed the travel behavior of commuters using the primero transport service in the study area and examine the commuters' perspicacity and expectation on the level of service quality provided by Primero Transport Service. A total of three hundred ninety-four (394) commuters (one commuter per bus) who go back and forth through the buses were sampled. Perception and expectation about service were asked. The result of factor analysis found that commuters were satisfy with the service offer by Primero, physical appearance, level of clean, mode of operation and level of service deliver by Primero transport services.

Keywords: Bus Rapid Transit (BRT), Users, Discernment, Lagos Megacity, Primero Transport Service

I. INTRODUCTION

The United Nations is anticipated that by the year 2015 the population will grow to 20 million, making it the third largest city in the world (Gandy, 2006). Primero transportation service depends on long-term customer relationships and patriotism to stay profitable, they are dependent on their customers' satisfaction since the satisfaction of the customers is determined by weather they met the level of the customer's expectation, it is crucial for Primero transportation service to identify these customer's expectation and to know how to meet their expectation. Primero transportation service is in need of how to manage their customers, so as to deliver their expectation on the right level compared to what Primero is currently capable of delivering.

The influence of customer's expectation on the final satisfaction of the customers is often not discussed, and this makes the influence of customer's expectation to rely on the success of the project and few attentions is put on the issue of how to do this in a project business setting in practice. On the other hand, service quality and customer satisfaction theory stress the importance of regarding customer expectations in order to achieve customer satisfaction (Grönroos, 1984). This study is to examine the commuter perception in service

delivery to Primero Transport Company, in order to provide and contribute to existing studies on transportation and perception.

II. LITERATURE REVIEW

Public transport is essential to the wellbeing of any nation, and the benefits of a well-planned and efficiently managed transportation system spread far beyond the transport field, as it is essential for industry, for people's mobility and for good communications (Matthews 2013). The state of public transport service in Federal Republic of Nigeria has given rise to a need to focus on the quality of service provided. Tran and Kleiner (2005) describe public transportation as a transmission that offers continuing general or special transportation to the public: Trolleys, busses, subways, rail and ferry boats. The authors, also, show that public transportation plays a significant role as it enhances the quality of our day to day life by expediting traffic saves money and creates new jobs.

As far, as frequency is concerned, frequent services increase satisfaction and urban transportation patronage (Taylor et al., 2008). Ardrossan (1995) claimed that customer (dis)satisfaction in municipal transit finally, the layout of the platform or the station, especially for buses. Reliability, convenience and responsiveness are also considered to be important in customer satisfaction (Cavana and Corbett, 2007). Quality has been viewed from a different perspective and field. (Parasuraman, 1988) summarized quality as sought to meet the criteria that customers want. Measuring the quality of service is important to make sure that consumers continue to patronize the business for repeat and continuously purchases. In the transport business principles apply, if the customer is satisfied with the performance of the bus, the client will return and use the same bus. Also, likely clients will continue to use the bus service which she feels will satisfy their needs.

Consumer choices affect the perceived level of operation (long, path; travel time and the number and distance covered, number of buses available). Waiting time for long, failure to provide information of occasional delays and lack of good waiting environment is other factors are other causes of customer dissatisfaction (Bielen and Demoulin, 2007).

Service is the backbone of the industries ensuring the rising and development of the economies (Esteban et al., 2002). Lytle and Timmerman (2006) showed that service orientation is the path which adds value to the customer and creates satisfaction. It, also, gives a competitive advantage and leads to development and profitability. In the twenty-first century, the public appears to be reassessing its use of the automobile and its perceptions of the roles expected of municipal transit. To generate the factors leading consumer satisfaction we look at some research studies done in this field. Studies conducted that clients want the best service quality and responses as well to what they want (Zheng and Jiaqing, 2007). Anderson et al (2007) which affects customers' satisfaction is the operation failures of the services such as delay of transportation. This creates bias to customers, resulting in dissatisfaction.

Friendliness of personnel especially bus driver behavior in relation to service frequency has an effect on customer satisfaction. Friendliness behavior of the bus driver can satisfy customers by developing better communication and knowledge of its customers' needs (Disney, 1998). As reported by the commuters, the bus service provided by Primero Transport Services in the study area are engulfed with numerous problems such as waiting for a long time for the bus services (public transportation), ticketing problem, reliability problems, higher rate of bus fare for smaller distances compared to greater distances.

In addition, the quality of the bus services (bus conditions, punctuality and driver's norms and conduct, insufficient schedule of buses, less number of buses). All these suggest the need to re-examine quality of the bus services has deteriorated and the satisfaction decreased and in some cases the scenario is even worse (lack of air condition in the buses). These prevailing situations, therefore, call for greater quality of bus services and enhanced satisfaction of passengers, more bus services and link to far greater number of destinations. Bus transportation is one of the most prominent among the public. The quality of bus services should be given attention by the company and it is the primary topic of this study. This is because customer satisfaction is a highly profitable strategy for the company itself. Based on research that has been made, the quality of bus services is the main thing has been the area of interest in marketing research.

There have been plenty of research studies in the field of customer satisfaction in Public Transportation but we do not know of any study done in this area related to Primero transport services in Lagos State Nigeria. This paper will contribute to the scanty literature in this area. Research like this is essential to evaluate, determine, contributes and improve service delivery and design, because it will provide policies and decision maker with data that they can use in making inferences about the customers. Thus, this study will be proved useful for academics; business in the field of public transportation marketing and management researchers of customer satisfaction and service quality especially in service sector organizations.

This researcher plans to study the impact of service quality on customer satisfaction in public transport sector in along Ikorodu-Mile 12 Corridor on Lagos-Ikorodu Road, Ikorodu, Lagos. In the literature, there are ranges of sources, which address the factors for measuring customer satisfaction in the transportation industry. To date there is inadequate research in this field in Ikorodu Lagos State that examining the commute perception of service delivery within the study corridor.

In addition to the authors' regular usage of the buses in the area, study visits were made to the study area in order to identify and study existing mode of operation. Based on the secondary data obtained from the Lagos State Metropolitan Area Transport Agency (LAMATA) and Primero Transport Company. The total numbers of primero buses available are 394 buses, the study corridor have a total of three (3) terminal and 19 bus station. It is estimated that there are two drivers attached to a bus. Therefore, the sample size for the research was (one) questionnaire per bus. Therefore, the sample size for this study is 394 respondents' (one respondents per bus).

III. THE STUDY AREA

3.1 Ikorodu-Mile 12 Corridor of Lagos/Ikorodu

Situated approximately 36 km north of Lagos, Ikorodu is bounded to the south by the Lagos Lagoon, to the north by a boundary with Ogun State, and to the east by a boundary with Agbowa-Ikosi, a town in Epe Division of Lagos State. The town has grown significantly in the past 40 years and is divided into sixteen or seventeen "Ituns" or minor areas. The main industries in the town are trading, farming and manufacturing.



Plate 1: Aerial View of Lagos/Ikorodu Road

The study area covers the Mile12 – Ikorodu road of Lagos State. Over the years, this road has been experiencing traffic congestion until its extension by Federal Government. The expansion process started in the last quarter of the year 2012 as the state government mobilized the contractor- Chinese Civil Engineering and Construction Corporation, CCECC, to site. During peak periods in the morning and at close of work

before its expansion, vehicles move at snail speed, building into severe gridlocks. It is to ease these gridlocks and lessen the hardship that the Lagos State government extended the Bus Rapid Transit (BRT) services to Mile 12 – Ikorodu Town. By this extension, a special lane was constructed to give easy access for the buses to move.



Plate2: Bus Rapid Transit (BRT) Line/Terminal in Lagos/Ikorodu Road

3.2 Primero Transport Service

Primero Transport Services is a 24hour Bus rapid transit (BRT), a bus-based mass transit system that caters for Lagos State residents. It was launched on the 12th of November, 2015 by His Excellency Mr. Akinwumi ‘Dapo Ambode, the executive Governor of Lagos State at his Majidun depot. Its full operation commenced on 13th November, 2015. The Operation commenced on approved routes with 70 buses out of the expected 434 Youtong high capacity buses with major terminals at Ikorodu, Agric and Mile12, BRT lane extension from Ikorodu to Mile12. Progressively, from the time of commencement of operation, the number of bus roll out has

been on the increase and based on customers’ demand. The main depot at Majidun boasts a state of the art and ultra-modern equipment for the maintenance workshop; automated washing machine for bus wash; Fuel storage facility; Administrative offices and a mini depot at the Mile-12 terminal. Since Primero began its operation, the total number of buses in the fleet of the company has increased from 70 to 394 buses, with services running 24hours-daily, 7days-weekly (see plate 1-2).

IV. RESULT OF FINDINGS

The variable discussed here include age, level of education, sex and variable that relates to perception of users’ as relate to service render and facilities available

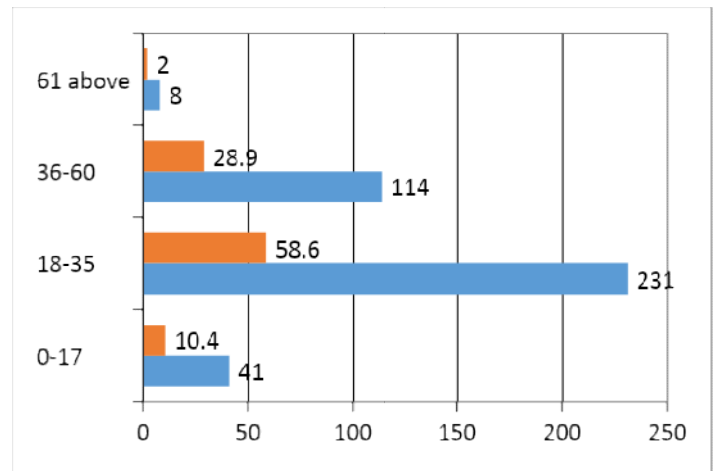


Figure 1: Respondents Age

The analysed data as presented in Figure 1 shows that larger percent (58.6%) of bus users’ were between the age ranges from 18-35; slightly more than twenty percent (28.9%) were between the age ranges from 36-60; one-tenth of the respondents’(10.4%) age 17age and below while the remaining (8%) were 61 age up and above. It can be deduced from the analysis that, operators accommodate different age groups.

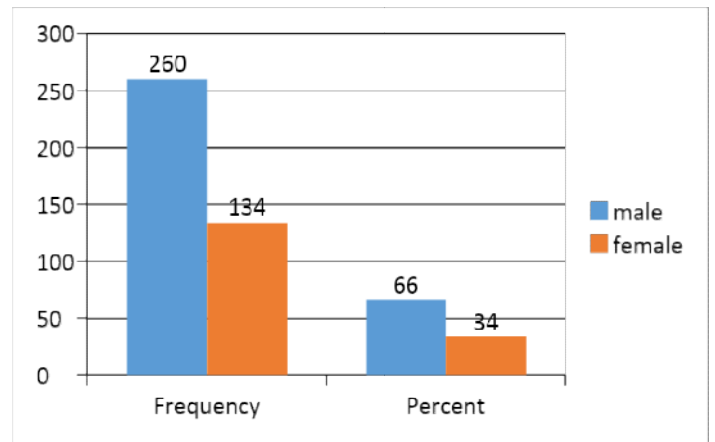


Figure 2: Respondents Sex

The analysis on Figure 2 depicted that slightly more than two-third of respondents was male (66%), while the remaining that was more than one quarter (34%) was female. It can be assumed from the analysis that, male respondents' patronized conveying with the buses more that their female counterparts in the study area due to the fact that man/men are usually expected to cater and shoulder responsibility that female/woman counterparts.

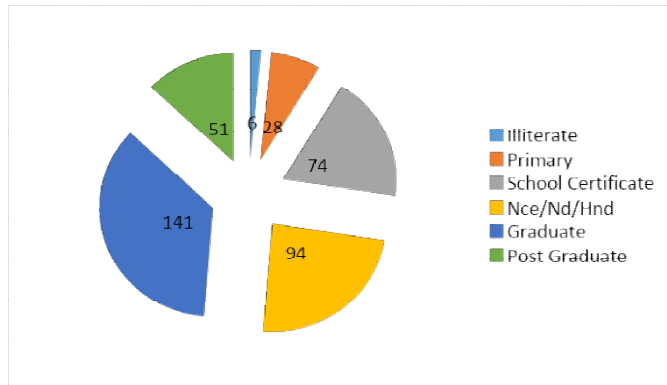


Figure 3: Respondents Education Level

The highest level of education attained by respondents' in the study area was structured into six categories as presented in Figure 3. Respondents' with no formal education i.e. illiterate were 1.5%, while 7.1% had primary education and less than one-fifth (18.8% possessed secondary school certificate. In the same vein, a third of quarter (35.8%) of respondents' were graduate i.e. attend tertiary institution while the remaining (12.9%) had post-graduate certificate. Thus, it can be deduced from this study that the buses are not restricted to people of particular educational attainment.

The result of factor analysis in Table 1 above attempts to ascertain principal factors, which elucidate the arrangement of correlations within a set of observed variables. It identifies a small number of factors that explain most of the variance observed in a much larger number of manifest variables. Factor analysis can also be used to generate hypotheses regarding causal mechanisms or to screen variables for subsequent analysis. The component score coefficient matrix shows that Primero bus (BRT) has modern looking; physical facilities visually appealing inside, both the inside and the outside guarantee cleanliness. Primero buses are neat in appearing; the operator of the bus got the service right in the first time and punctual. Primero employees are never too busy to responds to commuter needs, they tell the exactly when service will be performed, the employee instills confidence in commuters, gives personal attention to specific needs of all commuters regardless of the age, health, sex; promote the welfare of the society; operating hours; respect the local value; maintain the good image and the service is regular and punctual.

V. SUMMARY OF FINDINGS

This paper examining the commuters' expectation and perception of service quality of primero transport services along Ikorodu-mile 12 Bus Rapid Transit (BRT) corridors in order to guide and provide information for policies and decision makers during policies formulations. The study found that a larger percentage of sample respondents were in their active age group (age 18-44); 66% of sample respondents were male; 52.5% were single; 35.8% were graduate. The study also found that the trader, professional and civil servant commute through Primero buses irrespective of their education attainment. The result of factor analysis revealed that commuter perception on the primers buses was cleaning, physically appealing and have a modern outlook. The management of the buses got it right at the first time, punctual, tell exactly when services will be available, respect and protect the commuters; the operating hours are convenient to all its customers why still maintain it's good mage.

VI. CONCLUSION AND RECOMMENDATIONS

Managing for results is a vigorous process, and many of the questions outstretched in this study are recognized for both the Lagos Metropolitan Area Transport Authority (LAMATA) and Primero Transport Services management and are receiving attention. There are genuine attentiveness and provision at the state level for a better focus on results. As pointed out in the beginning of this study, results-based management is a journey not a destination. The recommendations here are intended to help LAMATA and Primero traverse that voyage. The following is the recommendations: Strengthen leadership and direction; development of Global goals, local solutions, sharpen the role of the strategic results framework; Support managing for outcomes at different offices and Expand investment and use of evaluation and performance audit. These recommendations

	Component				
	1	2	3	4	5
BRT has modern looking transport	-0.056	0.181	0.042	-0.011	0.011
BRT physical facilities are visually appealing	-0.06	0.116	0.056	0.01	0.011
inside of bus is clean and hygienic	-0.059	0.437	-0.2	0	-0.009
BRT employees are neat appearing	0.036	0.321	-0.181	-0.055	-0.025
shows a sincere interest in solving problem	0.065	-0.001	0.035	0.101	-0.036
BRT performs the service right	-0.143	0.115	0.039	0.269	0.035
BRT service are punctual	-0.135	-0.104	0.025	0.511	0.015
BRT insists on error free records	0.019	-0.102	0.027	0.139	-0.009
tell you exactly when services will be performed	0.161	-0.042	-0.332	0.344	-0.105
<i>Extraction Method: Principal Component Analysis.</i>					
<i>Rotation Method: Varimax with Kaiser Normalization.</i>					
<i>a. Coefficients are standardized.</i>					

are meant to be mutually strengthening and ought to be viewed as a whole. Some recommendations concentrate on overall framework rather than specific tools or issues. Dealing with leadership, the results framework, programme focus and accountability of bureau are the highest priority, followed by tools to help country offices chart helps to outcomes, and quality assurance systems for programme review.

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