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# Evaluating Service Quality And Commuter Satisfaction In Namma Metro: Insights For Enhancing User Experience And Dependability

**Mr. Srinatha.M[1] , Dr. J. John Adaikalam[2]**

[1]*Ph.D Research Scholar, Department of Annamalai University, Tamil Nadu, Email:srinathreddymft2@gmail.com*
[2]*Associate Professor Department of Business Administration Annamalai University. Deputed to Govt. Arts and Science College for Women, Veppur – 621717*

This study examines commuter satisfaction with Namma Metro services in Bengaluru, focusing on consumer insights and behavioral strategies to enhance user experience. A structured survey of 150 metro users assessed satisfaction across key dimensions—cleanliness, punctuality, safety, affordability, and convenience. Results revealed high satisfaction with punctuality and safety, while last-mile connectivity and overcrowding during peak hours remained notable concerns.

Key determinants of overall satisfaction included perceived value for money, travel efficiency, and journey comfort. To address gaps, the study proposes behavioral interventions such as integrated ticketing with feeder services and real-time updates on connecting transport to improve connectivity. Nudges promoting off-peak travel through dynamic pricing and loyalty incentives could reduce congestion, while leveraging social proof through commuter testimonials and highlighting environmental benefits may encourage sustained ridership.

By integrating these behavioral insights with service improvements, Namma Metro can significantly enhance commuter satisfaction and advance Bengaluru's transition toward sustainable urban mobility.

**Keywords:** Commuter Satisfaction, Namma Metro, Behavioral Influence Strategies, Service Quality, Sustainable Urban Mobility.

## INTRODUCTION

The rapid urbanization of Bengaluru, India's "Silicon Valley," has intensified the need for efficient and sustainable public transport. Namma Metro, the city's mass rapid transit system, plays a vital role in reducing congestion, travel time, and environmental impact. However, its long-term success depends on commuter satisfaction and engagement. This study examines commuter satisfaction with Namma Metro, focusing on key service dimensions such as cleanliness, punctuality, safety, affordability, accessibility, and amenities. By analyzing these factors, the research identifies strengths and improvement areas within the system. A unique

aspect of this study is the application of behavioral economics and psychology to enhance commuter experiences through subtle interventions like nudges and real-time information. The findings aim to provide actionable insights for improving service quality and fostering positive commuter behavior, offering a model for other cities striving for sustainable, commuter-centric urban mobility.

## OBJECTIVES OF THE STUDY

- To assess the level of commuter satisfaction with Namma Metro services.
- To identify the key factors influencing user satisfaction.
- To analyze how consumer insights can inform service improvements.
- To explore the role of persuasive techniques in enhancing commuter engagement.

### Research Methodology

**Research Design:** Descriptive and analytical in nature.

**Sample Size:** 150 Namma Metro users.

**Sampling Technique:** Stratified random sampling, ensuring demographic variety (age, gender, frequency of travel).

**Data Collection Method:** Structured questionnaire using a Likert scale (1 = Very Dissatisfied to 5 = Very Satisfied).

**Data Analysis Tools:**

- Descriptive statistics (mean, mode, standard deviation)
- Inferential statistics (Chi-square test, correlation)
- Factor analysis

## LITERATURE REVIEW

This section reviews key studies on commuter satisfaction in urban public transport, focusing on metro systems and behavioral influence strategies.

A 2025 Bengaluru study on fare hikes revealed that increased metro fares negatively affected commuter sentiment, especially among middle-income groups, though it overlooked broader service quality aspects and behavioral interventions. Another 2025 study on commuting and employee well-being linked poor transport experiences to reduced motivation but did not specifically evaluate Namma Metro's role or strategies to enhance commuter satisfaction.

Sharma (2022) emphasized perceived behavioral control in urban transport, aligning with the Theory of Planned Behavior, but lacked actionable strategies to strengthen commuter confidence through behavioral cues. Rahman and Khan (2020) found cleanliness and punctuality crucial in Delhi Metro satisfaction, yet their insights require contextual adaptation for Bengaluru.

Kotler and Keller (2012) provided foundational theories on consumer behavior and persuasion, while Parasuraman et al. (1988) introduced the SERVQUAL model outlining reliability, responsiveness, assurance, empathy, and tangibles—though neither directly applied behavioral insights to metro contexts.

**Research Gap:**

Existing literature rarely integrates behavioral science with service quality assessment. Few studies explore how nudges, social proof, and perceived control can proactively enhance satisfaction, loyalty, and user engagement in metro systems. This study addresses this gap within Bengaluru's Namma Metro framework.

## DATA ANALYSIS AND INTERPRETATION

A survey of 150 Namma Metro commuters examined demographics, satisfaction levels, and statistical relationships among service attributes.

**Demographic Profile:**

The sample comprised 58% males and 42% females. The largest age group was 26–40 years (40%), followed by 18–25 years (35%), and 41+ years (25%). Professionals formed 50% of respondents, students 30%, and others 20%. Notably, 45% used the metro daily, 35% weekly, and 20% occasionally, indicating strong representation of regular users.

**Satisfaction Levels:**
Mean satisfaction scores (out of 5) indicated high satisfaction with punctuality (4.3), safety (4.2), ticketing ease (4.1), and cleanliness (4.0). Affordability (3.9), staff behavior (3.8), and connectivity (3.7) scored lower, revealing improvement areas in last-mile access and service interactions.

**Correlation Analysis:**
Punctuality ($r=0.68$) and safety ($r=0.63$) showed strong positive correlations with overall satisfaction, followed by cleanliness (0.59), connectivity (0.51), and affordability (0.48). Thus, operational reliability and safety remain the primary satisfaction drivers.

**Factor Analysis:**
Three key dimensions explained 71.2% of total variance:

1. **Service Quality** – Punctuality, cleanliness, staff behavior.
2. **System Efficiency** – Connectivity, ticketing ease.

3. **Security & Comfort**– Safety, crowd management.

These dimensions highlight the interconnected nature of service performance and commuter perception. \

**Chi-square Test:**

A significant association ($\chi^2$=14.67, p=0.023) was found between frequency of use and satisfaction. Frequent users reported higher satisfaction, possibly due to familiarity, routine adaptation, and self-selection.

**Interpretation:**

Findings emphasize that punctuality, safety, and ease of access are critical to satisfaction, while improving connectivity and staff interactions could further enhance commuter experience and promote sustained ridership.

## FINDINGS

Based on the comprehensive analysis of commuter survey data and statistical tests, the following key findings emerged regarding satisfaction with Namma Metro services in Bengaluru:

1. **High Satisfaction with Core Service Attributes:** The study reveals that a significant majority of Namma Metro commuters express high levels of satisfaction with the fundamental operational aspects of the service. Specifically, Punctuality (mean score: 4.3), Safety & Security (mean score: 4.2), and Cleanliness (mean score: 4.0) received the highest average satisfaction scores. This indicates that Namma Metro is performing commendably in delivering reliable, secure, and well-maintained services, which are critical determinants of overall commuter experience. The strong positive correlations of these attributes with overall satisfaction (Punctuality: 0.68, Safety: 0.63, Cleanliness: 0.59) further underscore their paramount importance.
2. **Areas for Improvement: Connectivity and Affordability:** Despite overall high satisfaction in core areas, the study identifies Connectivity (mean score: 3.7) and Affordability (mean score: 3.9) as areas requiring significant attention. "Connectivity" primarily refers to last-mile challenges and seamless integration with other modes of transport, which emerged as the lowest-rated attribute. While affordability still registered a moderate satisfaction score, its correlation with overall satisfaction (0.48) suggests it remains a notable factor for commuters. Addressing these aspects is crucial for enhancing the holistic commuting experience and attracting a broader user base.
3. **Impact of Behavioral Nudges on User Comfort and Perception:** The qualitative insights and observed patterns suggest that strategic behavioral nudges can effectively enhance user comfort and perception. For instance, the maintenance of visual cleanliness cues at stations and within coaches positively reinforces commuter perceptions of hygiene. Similarly, prompt and helpful staff engagement contributes to a smoother and more reassuring travel experience, influencing the "Staff Behavior" attribute (mean score: 3.8). These findings highlight the potential of subtle environmental and interpersonal interventions to improve the overall comfort and psychological well-being of commuters.
4. **Higher Satisfaction and Loyalty Among Frequent Commuters:** The Chi-square test revealed a statistically significant association between the frequency of metro use and satisfaction level ($\chi$2=14.67,df=6,p=0.023). This indicates that regular commuters (daily and weekly users) report significantly higher levels of satisfaction compared to occasional users. This phenomenon can be attributed to factors such as familiarity with the system, optimized travel routines, and possibly a self-selection bias where highly

satisfied individuals are more likely to become frequent users. This finding underscores the importance of fostering repeat ridership, as these loyal users often become informal advocates for the service.

5. **Untapped Potential for Data-Driven Marketing and Service Enhancement:** The study implicitly highlights a significant opportunity for Namma Metro to leverage granular user insights for more targeted marketing strategies and continuous service improvement. The identified factors of "Service Quality," "System Efficiency," and "Security & Comfort" provide a robust framework for understanding the multifaceted drivers of satisfaction. By consistently collecting and analyzing such data, Namma Metro can move beyond reactive problem-solving to proactive, evidence-based strategy formulation, ensuring that marketing efforts effectively communicate value propositions aligned with user priorities, and service enhancements are directly responsive to identified gaps.

## SUGGESTIONS

Based on the analysis of commuter satisfaction and identified areas for improvement, the following suggestions are proposed to enhance Namma Metro services and encourage continued patronage. These recommendations integrate behavioral influence strategies to optimize commuter experience and foster sustainable urban mobility.

1. **Implement Targeted Behavioral Nudges for Enhanced Experience:**
    - **Reinforce Positive Behavior and Perception:** Introduce subtle nudges that reinforce desired commuter behavior and elevate perceived service quality. This includes:
        - **Positive Reinforcement Signage:** Display "Thank you for riding Namma Metro" messages at exit points and "Your cooperation ensures smooth travel" near escalators or within coaches.
        - **Real-time Punctuality Displays:** Augment existing information systems with highly visible, real-time displays of train arrival/departure times and their punctuality status, particularly on platforms, to continuously affirm the Metro's reliability.
        - **Cleanliness Nudges:** Strategically place simple visual cues or messages (e.g., "Help us keep your Metro sparkling clean!" with a visual of a clean train) near dustbins or within coaches to encourage responsible waste disposal.
        - **Staff Engagement Cues:** Encourage staff to use standard positive greetings and offer assistance proactively, reinforced through training focused on the impact of their behavior on overall commuter satisfaction.
2. **Integrate Real-time Feedback Mechanisms for Continuous Improvement:**
    - **In-App Satisfaction Polls & Quick Feedback Options:** Implement very brief, context-sensitive satisfaction polls within the Namma Metro mobile application (e.g., a simple smiley face rating after a journey completion, or a specific question about cleanliness/crowd levels at a particular time). This

enables continuous, granular data collection on user experience without significant burden on commuters.

- **Digital Suggestion Boxes:** Provide easily accessible digital platforms (e.g., QR codes at stations leading to a feedback form) for commuters to submit suggestions or report issues, ensuring their voices are heard and acknowledged. This supports a culture of continuous improvement, directly addressing the "untapped potential in leveraging user insights."

3. **Introduce Targeted Loyalty and Demand Management Promotions:**
   - **Tiered Loyalty Programs:** Develop loyalty programs that offer incremental benefits (e.g., small fare discounts, faster entry lanes, exclusive offers from partner vendors) for regular riders (daily/weekly users). This leverages the finding that "regular commuters exhibit higher loyalty and satisfaction" and incentivizes continued frequent use.
   - **Off-Peak Hour Incentives:** Implement dynamic pricing or loyalty rewards (e.g., bonus points, discounted travel on subsequent off-peak journeys) to encourage travel during non-peak hours. This is a direct behavioral nudge to manage overcrowding, addressing a key area of potential dissatisfaction.
   - **Corporate Partnerships:** Explore partnerships with major employers in Bengaluru to offer subsidized metro passes or dedicated metro-linked transport solutions, further encouraging regular ridership among professionals.
4. **Launch Comprehensive Service & Sustainability Campaigns:**
   - **Highlight Socio-Environmental Benefits:** Develop public awareness campaigns that explicitly promote the myriad benefits of using Namma Metro over personal vehicles. These campaigns should emphasize:
     - **Reduced Carbon Footprint:** Visually demonstrate the environmental impact of choosing the metro.
     - **Time Savings and Stress Reduction:** Use testimonials and comparative data to show how metro travel contributes to a better quality of life by reducing commute stress.
     - **Social Proof Strategies:** Feature testimonials and stories from satisfied frequent commuters (particularly those who have switched from personal vehicles) across social media, station displays, and local news channels to build a narrative of positive change and encourage others to follow suit.
   - **Safety & Security Reassurance:** Periodically highlight the safety measures in place (e.g., CCTV coverage, security personnel presence) through visual campaigns to reinforce the high satisfaction in this area.
5. **Strategically Expand and Improve Last-Mile Connectivity:**
   - **Integrated Feeder Bus Services:** Collaborate more extensively with BMTC (Bengaluru Metropolitan Transport Corporation) to ensure frequent and well-coordinated feeder bus services from metro stations to residential and commercial hubs. This should include real-time information sharing on schedules and routes via the Namma Metro app.

- **Micro-Mobility Partnerships:** Actively facilitate and promote partnerships with e-rickshaw, auto-rickshaw, and cycle-sharing services at metro stations. Designate clear pick-up/drop-off zones and potentially integrate payment options within the metro app to create a truly seamless end-to-end journey. This directly addresses the lowest-rated attribute: "Connectivity."
- **Pedestrian and Cyclist Infrastructure:** Work with urban planning authorities to improve pedestrian pathways and cycling infrastructure around metro stations, making it safer and more convenient for commuters to access stations on foot or by bicycle.

By implementing these refined suggestions, Namma Metro can not only enhance commuter satisfaction by directly addressing identified pain points but also proactively shape commuter behavior towards increased and sustained metro usage, contributing significantly to Bengaluru's sustainable urban development goals.

## CONCLUSION

This study confirms that Namma Metro delivers a largely satisfactory commuting experience, driven by punctuality, cleanliness, and safety. However, connectivity and affordability remain critical improvement areas. Frequent users demonstrate higher satisfaction, reinforcing the need to nurture loyalty through convenience and engagement.

Applying behavioral insights—through nudges, communication, and real-time responsiveness—can substantially enhance commuter satisfaction beyond traditional operational upgrades. By addressing last-mile challenges, integrating user feedback, and fostering sustainable travel behavior, Namma Metro can evolve into a more inclusive, efficient, and commuter-centric transit system—serving as a model for sustainable urban mobility in rapidly growing cities like Bengaluru.

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