Service Quality in the Public Transport Sector

The Expectations and Perceptions of users of Bus Éireanns Sligo Town Service
and Expressway.

To compare these services with Ulsterbus

By

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ABSTRACT

In public transport various service quality attributes cause transport users to be satisfied and dissatisfied with the service they receive. Much of the time public transport is something that people 'accept' as is, without having a strong opinion of the "satisfiers", often expectations of services are not that high. Areas causing dissatisfaction discovered in the literature included reliability, treatment by drivers and lack of information. While areas such as getting a seat on the bus and service frequency caused satisfaction.

The research aimed to identify the level of service quality as perceived by transport users on BÉ's Sligo Town Service and the Expressway Sligo to Enniskillen route. Bus drivers and one member of management were targeted to discover if gaps exist between their perceptions and those of transport users. Ulsterbus users who were awaiting or exiting any Ulsterbus service were surveyed to compare with BÉ.

The research instruments utilised involved Questionnaires, an In-depth interview and a Mystery Ride-A-Long. From the findings it emerged that areas such as reliability, bus stop facilities and lack of modern buses caused BÉ users to be dissatisfied, many of which were supported by the literature. Sources of satisfaction included treatment by drivers, safety and getting a seat on the bus. It also emerged that BÉ users were more satisfied than the users of the Ulsterbus services in Enniskillen.

From the research conclusions, service quality was visible however; there were many service quality attributes that caused shortfalls in service quality within Bus Éireann. The researcher offered a number of recommendations such as improving bus stop facilities, upgrading buses, improving the timetable and becoming more reliable, to assist Bus Éireann in making service quality more effective.

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DEDICATION

For my family and friends!

DECLARATION

TO WHOM IT MAY CONCERN

I hereby declare that the research conducted in this dissertation for the award of MsC

of Science in Marketing is all my own work with acknowledged exception.

Signed:

Eileen Conlon

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LIST OF ABBREVIATIONS

BE   Bus Éireann

STS   Sligo Town Service

S-E   Sligo to Enniskillen

SPSS   Statistical Package for the Social Sciences

SQ   Service Quality

Chapter One – Introduction

1.1 Introduction

Public transport is a necessity for many people in Ireland. For many, taking the bus is the only means of transport available; alternatives are either too expensive or not available when needed. The area of public transport has not received much research, on the other hand a wide range of literature available is on service quality but little of these emphasise or link the topic to public transport most analyse the private-for-profit sector.

Bus Éireann is Ireland's national bus company and their job is to transport the people of Ireland from A to B. What are the customer's perceptions of the services provided? Is service quality an issue? and What areas need to be improved? With the rise of competition and environmental issues organisations in the public sector must address the issue of quality in order to attract more users into the market.

The author attempted to address the importance of SQ within Bus Éireann and also to highlight the relationship between SQ and customer satisfaction. The research targeted two Bus Éireann services, firstly the Sligo Town Service branded as the 'Imp' and secondly Expressway services concentrating on the Sligo – Enniskillen route. A survey was conducted with users of Ulsterbus services, which allowed for a comparative study with Bus Éireann.

There were six research objectives which were the stepping stones for solving the stated research problem, each of these were achieved through various research methods such as surveys in the form of questionnaires for the general public and bus drivers, in-depth interviews were conducted with management of the company and a 'mystery ride-a-long' by the author was important in order to live the experience as the customer sees it.

1.2 Rationale

Services play a major role in the Irish economy; however the quality of the service needs to be constantly monitored and managed in order to enhance customer satisfaction. Quality is hard to assess with services due to the characteristics of services, which are, intangibility, inseperability, heterogeneity and perishability. These characteristics can be made unimportant by measuring quality, meeting customer's expectations and guaranteeing quality every time people use the service.

Companies should always find ways to improve, constant innovation is crucial. Much of the time, companies change something small and then remain stagnant for years; this is dangerous in the dynamic marketplace where customer's needs are frequently and quickly changing, also many companies do not make any changes at all. Ireland's economy is changing, it has been a thriving economy for years, our population is currently at its highest as it stands at 4,339,000 (cso.ie) million people, however changes may lie ahead as the economy slows down and there is pressure on the Irish government to improve.

Enough is not done in Ireland to improve public transport services; the reason governments get involved in these services is because they believe they are basic services, which are a component of the social rights of citizens. The government provide these services because it is not profitable for private firms to do so, it is important to remember that even though the government provide the services it does not mean they always get it right, much of the time they are very inefficient. Therefore the service provided is standard, the quality provided to customers is basic and when the customer has a problem there is nobody to listen. If customers were listened to, companies may only have to make incremental changes to create satisfaction and it can be guaranteed that more than one person has the same complaint.

The rationale for this study was to highlight the importance of service quality in public transport. Customers need to be satisfied in order to attract more people to use the service. Bus Éireann was chosen as the public transport company to base all research on as a member of the author's family works with BÉ and also the author has undertaken previous minor projects with BÉ as an under-graduate. The author had a keen interest to conduct more research on the company in order to identify whether or not SQ was visible, to identify customer's views of BÉ and to examine gaps that may arise between perception of management, customers and drivers.

1.3 Research Problem

Service Quality in the Public Transport Sector

The Expectations and Perceptions of users of Bus Éireanns Sligo Town Service and Expressway.

To compare these services with Ulsterbus.

The aim of this dissertation was to identify how SQ determinants can be used in BÉ to improve customer satisfaction in the Sligo region. In order to enhance the body of research a survey with Ulsterbus users of Ulsterbus services in Enniskillen was conducted, which allowed for a comparison of the quality of services provided by both companies. By making this comparison of both companies North and South of Ireland it filled any gaps in the research, while highlighting if there lies any significant changes in the level of service quality across the border.

1.4 Research Objectives

In order to solve the research problem the most efficient way to do so was to take one public transport company, which was Bus Éireann and to place emphasis on them. Bus Éireanns Sligo Town Service referred to as 'The Imp' and Expressway Service of Sligo - Enniskillen was targeted. By doing so it enabled the author to carry out an in-depth analysis of the company by talking to management, bus drivers and customers of the service. The following are the objectives of the research:

1. To discover what is written about SQ and public transport in the literature.

2. Identify the level of quality as perceived by transport users in both services chosen.

3. Identify the primary causes of customer satisfaction and dissatisfaction.

4. Identify where gaps exist between perceptions of management, bus drivers and the users of the service.

5. To examine the perceptions of Ulsterbus users to identify if levels of SQ are the same, different or equal to Bus Éireann customers.

6. Make recommendations on how SQ can be improved.

1.5 Justification of Research

Quality is difficult to define in a few words, quality is different to different consumers, and they all have different requirements. According to Parasuraman et al (1986), service quality:

'is an inference about the superiority of a product or service based on rational assessment of characteristics or attributes, or an affective judgement, an emotional response similar to an attitude'.

It is important to note that there has been little published research on customer satisfaction with public transport (Friman et al., 2001) and so there is scope for further research due to unfulfilled gaps.

At present public transport is under scrutiny, it is in the media on a continuous basis over the past number of years. Parallel to this, SQ is increasing in importance in every sector, for most, quality is something that is sidelined and can be difficult to achieve especially in a service context. Public services are government owned and in order to regain public trust and refrain from negative publicity SQ is crucial to embrace, thus making this area of study a topical area of marketing. How customers perceive quality is determined by their satisfaction with various attributes such as communication, reliability and responsiveness. SQ in public transport involves employee behaviour, reliability, simplicity and design (Friman and Edvardsson, 2003).

According to Macário (2001), the increase in population in our cities and towns leads to an increase in the number of private cars which in turn leads to a decrease in accessibility due to congestion and therefore the quality of public transport decreases in terms of travel time and frequency.

All this in mind, the public are not going to make use of public transport if the service is not of a high satisfactory standard. The government need to move beyond the mindset of providing basic services to providing exceptional and safe services in order to make public transport more attractive, which people can rely on to get them

to work, school, etc on time, it must be hassle free and reduce complexity for people. Not only is congestion a major problem in today's society, so are environmental issues. Global warming is always in the headlines and there is pressure on all countries worldwide to decrease their carbon footprint, pressure is on the governments to provide a means for ensuring this happens and so services provided by the government need to be altered, such as public transport.

1.6 Methodology Overview

Figure 1 – Methodology Overview

STS ——————— **Questionnaire 1** ——— STS Users ——— At the Bus Stop ——— Personal Interview

Questionnaire 2 ——— STS Users ——— On the Bus ——— Personal Interview

Expressway ——— **Questionnaire** ——— S-E route users ——— On the Bus ——— Self Administered
S-E Route

Ulsterbus ——— **Questionnaire** ——— Ulsterbus Users —— At Enniskillen ——— Personal Interview
Ulsterbus Depot

Bus Drivers ——— **Questionnaire** —— Expressway/STS Drivers—— At Sligo Bus Station ——— Self Administered

Management ——— **In-depth Interview** ——— Marie Mc Govern —— At Sligo Bus Station ——— Personal Interview

STS ——————— **Mystery Ride-A-Long** ——————— By Researcher ——— Duration 50 minutes

Figure 2 – Groups Targeted for Research

Sligo Town Service Users

Expressway Users

Management of BÉ

Drivers of BÉ

Users of Ulsterbus Services
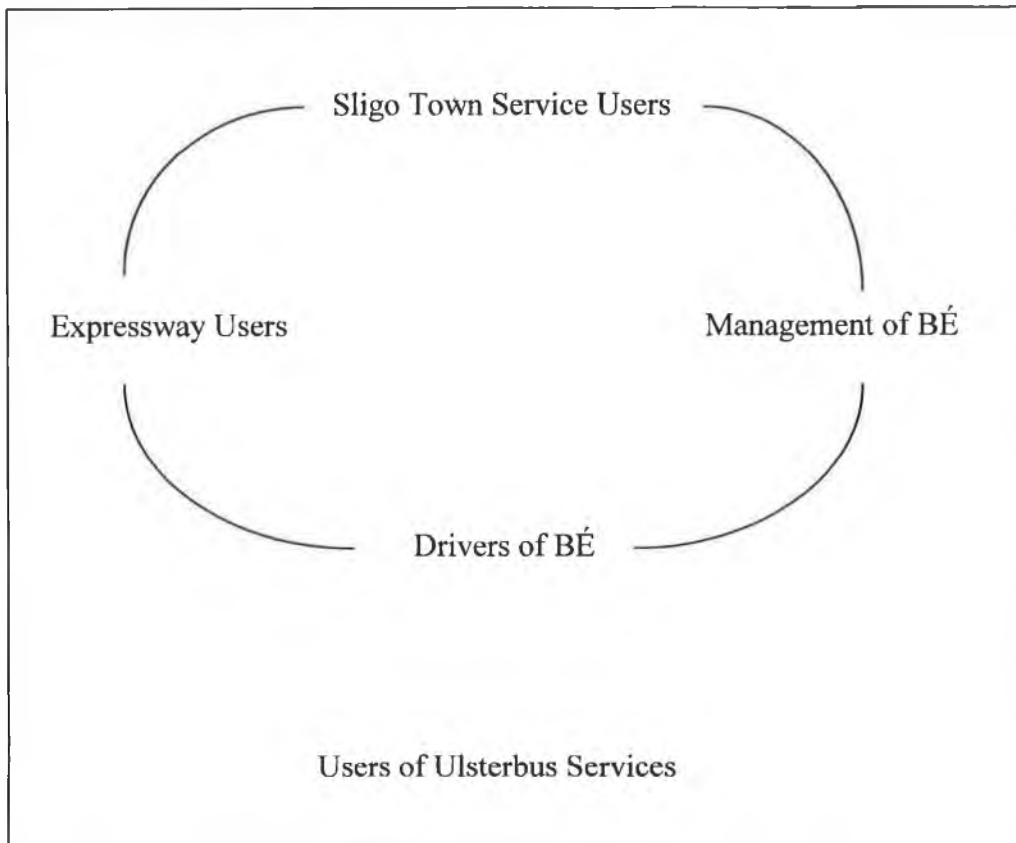
The research began by collecting data from users of the STS, then Expressway S-E route users and BÉ drivers. Once this information was collected an interview with management was necessary. Ulsterbus was targeted to provide a comparison with BÉ users; this part of the research was conducted as the researcher felt that not enough information was gathered from BÉ users.

To solve the problem, quality within the service needed to be measured and so elements of the SERVQUAL scale by Parasuraman et al (1985) were adapted. The research design was descriptive in nature as there has been a lot of other research carried out on SQ and much is already known about public transport so background knowledge is already in existence.

Data was collected using primary and secondary sources, only when secondary sources were exhausted, primary data was conducted. To solve the research problem at hand secondary data would be insufficient and so the following list of collection methods was pursued:

Descriptive Research

- Surveys – The data collection instrument used was in the form of a questionnaire. Five separate questionnaires were drawn up.

    1. One for those respondents at the various bus stops waiting for their bus to arrive. There were three sections to this: Frequency of use, service quality and demographics.

    2. The second questionnaire was slightly more detailed and was used when the author travelled on the bus and talked to people, this is lengthier as there is more time when on the bus. The sections were the same as above but another section was added called "complaints".

    3. A questionnaire was distributed to those customers using the Expressway service on the Sligo to Enniskillen route; it included four sections – Frequency of use, service quality, complaints and demographics.

4. A questionnaire was distributed to users of Ulsterbus services who were waiting for a bus at the depot in Enniskillen, it contained three sections: frequency of use, service quality and demographics.

5. Lastly a questionnaire was submitted to BÉ for bus drivers to compare the perceptions of the drivers with people using the service, the questions were very similar in scope to the first questionnaire, however it was slightly tailored to suit the respondent. The same sections were included as the second questionnaire.

The findings generated from the first three questionnaires aimed to solve objective two, which is to identify the level of quality as perceived by transport users in both services chosen and objective three which involves identifying the causes of customer satisfaction and dissatisfaction. The fourth questionnaire aimed to solve objective five (To examine the perceptions of Ulsterbus users to identify if levels of SQ are the same, different or equal to Bus Éireann customers), while the questionnaire for bus drivers in conjunction with the in-depth interview helped to answer the fourth objective which is to identify where gaps exist between perceptions of management, bus drivers and the users of the service.

Many of the questions in the questionnaires provided statements for which the respondents chose from a range of five answers, which seeks agreement or disagreement with the statement, this method of measurement is known as Likert scaling.

- In-depth Interviews – were conducted with management of Bus Éireann to identify their views of the service and again to compare the perceptions of management with both the bus drivers and those using the service.

- Mystery 'Ride a Long' – here the researcher experienced the reality of the service. A checklist of different attributes of the service was drawn up so as to compare and contrast different experiences.

By using these data collection methods it filled any gaps in the research and also may add to the body of research.

1.7 Time Scale

The research commenced in April 2008 and ended in September 2008. During the month of April an intense literature review was undertaken over a period of 4 weeks. On the 30th of April the first draft of the literature review (chapter 2) was submitted to the supervisor for the first correction. The next stage was the methodology, preparing the data collection methods, drawing up the questionnaires, etc, which took 2 to 3 weeks. This brought the research process into the second week of June.

The first two questionnaires were submitted to BÉ for approval on the 13th of June. The next step was to pre-test both questionnaires with sample members of the public, this took place on the 20th of June at 3 bus stops in Sligo. From then the data was

collected commencing on the 23rd of June through to the end of the month. The first two questionnaires were distributed to the general public at 3 bus stops in Sligo Town, at this stage the author also travelled on the bus to talk to people and to distribute the second questionnaire.

A Mystery Ride-A-Long took place on the 3rd of July where the researcher went on the bus. The questionnaire for the Enniskillen route was then drafted and submitted to BÉ for approval on the 10th of July.

The journey to Enniskillen occurred on the 15th of July where the author travelled to and from Enniskillen on the bus distributing a questionnaire to the people and also speaking informally to people. At the Ulsterbus depot in Enniskillen the author distributed a questionnaire to users of the Ulsterbus service.

Once this was done the next questionnaire was the one for the bus drivers, 20 questionnaires were given to BÉ in order to obtain the required information.

Only when all information on BÉ users was gathered and sufficient knowledge of the service was generated did the author proceed with an in-depth interview with management of BÉ, which was held at Sligo bus station on the 15th of August. The end of July and first week in August involved analysing the findings namely questionnaires and the mystery ride-a-long. The interview with management was the last method to be analysed.

The last week and a half of August involved writing up the conclusions and recommendations.

1.8 Chapter Overview

Chapter one serves as an introduction to the project, which brings the reader through an overview of the entire project, it also gives the reasons for the research topic and a brief over view of the methodology utilised.

Chapter two is an extensive review of the available literature on Service Quality and Public Transport. It identifies the public sector with emphasis on public transport. It examines measurements of service quality, which are applicable to public transport, it also identifies research that was conducted in public transport and illustrates areas of customer satisfaction and dissatisfaction.

Chapter three outlines the methodology used in the research. The research approach was descriptive using surveys, an in-depth interview and a mystery 'Ride-A-Long. The research was mainly quantitative research however it also contained elements of qualitative research.

Chapter four outlines the major findings of the project pertaining to each of the objectives of the research.

Chapter five examines the conclusions drawn from the findings and the
recommendations developed by the researcher.

1.9 Conclusion

Public transport in Ireland has a number of unfulfilled gaps. Developed from this the
researcher decided that it is an area that deserves further research. Outlined in this
chapter were six research objectives the researcher must provide answers to in order
to solve the research question. It is hoped that this project will add to the body of
knowledge on service quality and customer satisfaction pertaining to public transport
in Ireland and other parts of Europe.

Chapter Two – Literature Review

2.1 Introduction

Public sector services are crucial in most economies around the globe (Pérez et al, 2007). Within Europe it is clear just how important the public sector is, as it is nearly as big as the private sector (Bigné et al, 2003) and so quality is becoming very important (Perrott, 1996; Lagrosen and Lagrosen, 2003). The public sector varies both in size and nature from one country to another, typically it incorporates, education, public transportation, waste management, electricity and gas, water services, welfare and children, housing, police services, social security and fire services (Fryer et al, 2007). In Ireland, 363.9 thousand people of a total 2,194,100 (CSO.ie) were employed in the public sector in the third quarter of 2007 (CSO.ie). The public sector is of great economic importance in many countries (Fryer et al, 2007).

The words quality and improvement have become familiar buzz words in the public sector (Collins and Butler, 1995; Buckley, 2003; Fryer et al, 2007), however for over 25 years now public sector organisations have been striving to improve quality and yet there has been a limited number of success stories (Fryer et al, 2007). In today's business world, organisations both public and private will struggle to survive if the customer is not the focal point of the business (Dimitriades, 2006; Wisniewski, 2001). Organisations must produce high quality services that customers need and want, which will lead to high levels of customer satisfaction (Fecikova, 2004).

Service quality and improvement is in demand and also a popular trend in the public sector (Perrott, 1996; Lagrosen and Lagrosen, 2003). Since the public sector is faced with intense competition from various sources, it has also been identified that service quality can be a way of achieving competitive advantage (Clow and Vorhies, 1993; Gowan et al, 2001; Hensher et al, 2003; Parasuraman et al, 1988).

It is important to note that within the public sector, services are provided by the government because it is not feasible for private firms to do so and many of these services are provided by statute, not by choice (Brysland and Curry, 2001). Governments get involved in these services such as for example public transportation as they perceive mobility to be one of the social rights of citizens (Macário, 2001).

2.2 Public Sector

The public sector has many areas which differentiates it from the private sector (Fryer et al, 2007), which are as follows:

- Not for Profit – these services are provided as basic needs of citizens, there are targets and financial controls however, unlike the private sector the objective is not to profit.
- Three areas are quite distinct – the policy, the managerial and the professional (Talbot, 2003). People regularly switch between these roles and also multiple reporting structures are in place, which sometimes cause uncertainty.

- There is a lack of clarity with regard who the customer is.

- Not only do public sector organisations serve the diverse needs of customers they must also consider the needs of stakeholders as they are also customers.

- As these organisations are government owned, reorganisation and restructuring may occur on occasions, which results in time needed to resettle.

The public sector over the past decade or two has changed, according to a KPMG (1997) report four factors were the drivers of this change which are as follows: technology, customer expectations, the economy and lastly organisational pressures (Brysland and Curry, 2001). In 2007 Pérez et al, identified the following areas that have changed; management, roles, staffing and the way in which the services are delivered (2007).

According to Peter Drucker in 1980, barriers such as lack of visible performance targets, the deficient attitude towards experimentation, shortcomings of evaluation that in turn leave no room to learn from experience and lastly the reluctance of public sector organisations to dismiss programmes, need to be overcome in order to improve service quality and adapt quality initiatives.

However in 1991, a total 11 years after Drucker discovered areas of improvement, Hood identified areas which need to be addressed in order to achieve the required change and to enhance quality in the public sector, the following seven elements need to be carefully addressed:

1. Competition – public sector organisations must become more competitive. The public sector have little or no competition and so are not bound by the laws of marketplace competition, they are not primarily concerned with meeting let alone succeeding the needs of customers, this is mainly due to the fact that resources of public sector organisations are not connected to performance (Brysland and Curry, 2001; Peréz et al, 2007), the public sector provides a standard service at a low price and do not provide alternatives (Peréz et al, 2007).

2. Increased emphasis on private-sector styles of management and amalgamate a reward scheme for performance. According to Fryer et al (2007), many public sector organisations have in the past adopted management tools from the private sector and implemented them resulting in some levels of success.

3. Hands-on and professional management is required and is imperative that this becomes visible throughout the organisation. Managers in the public sector have no incentives to improve (Brysland and Curry, 2001). Also they have no freedom to express or follow through with improvement ideas they may have, they have no control over their managerial activities; managers are not rewarded for their performance. This may have a lot to do with the inefficiency of public sector services, managers are unmotivated and there is no room for personal growth (Peréz et al, 2007).

4. Public sector resources need to be adequately and efficiently utilised.

5. Performance measurement tools must be put in place and enforced in order to identify if at all any improvements are occurring. According to Edvardsson (1998) customer centricity is crucial to create value for passengers using public transportation.

6. Results should be stressed rather than procedures.

7. A shift towards greater disaggregation.

Although the government provide these services it does not mean they always get it right, much of the time the services are very incompetent (Peréz et al, 2007). The service provided is basic and when the customer is dissatisfied or unhappy there is nobody there to listen. There is a perception that public sector services do not work, for the simple reason that they are publicly owned (Bigné et al, 2003). Managers in the public sector may not see the need to become responsive to the customer, as they are not competing for customers (Gowan et al, 2001). Customers also have no choice of suppliers in the public sector due to the monopolistic nature of the services being provided (Andreassen, 1994). The relationship between government and citizen has been criticised, it is important that this relationship is not displaced by the government and customer (Mintzberg, 1996), a balance between 'customer' and 'citizen' is imperative when reforms occur in the public sector. Public sector providers need to keep in mind that they are responsible for citizens and communities but also service users and customers (Wisniewski, 2001).

2.3 Public Transport

There has not been much published research on service quality, improvement or customer satisfaction in the context of public transport (Friman et al, 2001; Edvardsson, 1998); much of the research has tended to focus on the private sector rather than the public sector (Edvardsen et al, 1994). As previously identified from the literature, public transport has come in contact with a number of issues such as; privatisation (Disney, 1998) and competition (Disney, 1998; Hood, 1991). Improvements are needed and service quality is crucial to create customer satisfaction (Edvardsson, 1998). The public transport industry must become more competitive and customer-oriented in order to achieve superior service quality and more importantly to sustain it (Edvardsson, 1998).

According to Fianna Fáil (2007), in order for Ireland to sustain competitiveness, it is imperative that the country commences investment in infrastructure and also that operators both public and private become customer-centric. Developing a transport network that is of high quality will enhance quality of life and safety. It has been concluded in research undertaken by Wilbert (1992), that customers are willing to pay more for certain quality improvements for example, passengers on a long journey were willing to pay extra to have access to a toilet.

European Governments for many years now have regarded transportation as their role, a role which cannot be adequately fulfilled by private sector operators and so these Governments intervened in Transport Policy in order to ensure services were

being provided but also to ensure areas such as those of rural Ireland were not being ignored (Handley, 2004).

Many troubles have haunted public transportation for years now and it has had a number of ups and downs. Also according to a Fianna Fáil (2007) report, transport infrastructure within Ireland has not been given the sufficient amount of investment that it deserves. For over 40 years the bus industry has been in decline, much of the reason for this decline has been the increase in the number of private cars on the roads (Disney, 1998). The bus industry also has been an easy target for privatisation especially in the UK with London being the only city in which the bus service has not been privatised (Whatis, 2007, website) and receives tough competition from other modes of transport especially the private car (Disney, 1998). Cities are expanding, the journey people make to work has increased, the number of private cars on the roads has also increased, unfortunately for public transportation this has led to a decrease in accessibility to towns and cities thus reducing the quality and reliability of taking the bus. This major problem facing public transport has all been caused by congestion (Macário, 2001).

The challenge is to make public transport more attractive and encourage people to use the service in order to reduce congestion, to achieve this it is crucial that public transport becomes more reliable in order to enhance the quality of the service (Disney, 1998). The Irish Government have developed a number of objectives in order to enhance public transport with emphasis on infrastructure, roads throughout the country are to be upgraded with much of this work currently under way. With regard to the service providers under these objectives Bus Éireann and Dublin Bus

will receive additional buses. The rail services have been upgraded and further developments are to be made to the Luas and the Dart (Fianna Fáil, 2007).

The environment is also a key concern and has been for a number of years; in 1992 the idea of protecting the environment emerged as a crucial area in European Transport Policy. This policy has also been criticised for encouraging modes of transport that are harmful to the environment such as air and road transport (Handley, 2004). During the process of identifying a common transport policy for the European Union it became crucial to include the environment in the future plan, and so a 'White Paper', was developed in 1992 to outline environmental action to be taken. During this time it was evident that international pressures concerning the environment and climate change were mounting and also that transport was a major contributor to this due to the amount of carbon dioxide it generates, which was rising in 1995 the figure was 26 percent by 2010 this figure is set to rise to 40 percent (Handley, 2004). Fortunately there have been changes in this area. In Ireland Bus Éireann and Dublin Bus are to integrate bio-fuels into 5percent of their new fleet, this figure will gradually increase to 30percent (Fianna Fáil, 2007).

The Irish Government has an investment strategy for public transport, which is called 'Transport 21', developed under the National Development Plan (Department of Transport.ie). Under Transport 21 a total of €34.4 billion is to be invested in the infrastructure across Ireland from the period 2006 until 2015, some work is currently underway. Spending under Transport 21 stood at €208bn in 2007, with heavy investment in public transport, the estimated figure for 2008 is €3 million; one third of this will be spent on public transport (Transport21.ie). The country's network

system is to be substantially upgraded to provide a world-class network system (Transport21.ie). The aims of Transport 21 are to enhance safety, accessibility and quality, to increase use and capacity, while at the same time contributing to sustainability (Transport21.ie, Fianna Fáil, 2007).

Within the UK many public services including public transport has been opened up to competition, the consumer now has more choice since they introduced 'Compulsory Competitive Tendering' which has since been replaced by 'Best Value', this consists of a wider range of services, the key focus of Best Value is competition, improvements in service and performance targets (Brysland and Curry, 2001). The UK government have established an Audit Commission to ensure efficiency and effectiveness in public transport, it focuses on four areas which, when integrated enhance service quality (Audit Commission, 1993). The four areas are as follows:

1. Quality of Communication – To ensure customers are listened to and understood by the Council.
2. Quality of Specification – The first area must be transformed to meet the needs of customers.
3. Quality of Delivery – Are standards met? And when the service fails it is imperative that a recovery plan is in place to deal with this failure.
4. Quality of People and Systems – With regard to staff, they must be motivated, trained well and supported by government.

Along with this quality system, the UK enhances this by conducting a 'Citizens Charter' used to guide improvements in the public sector. On top of these local authorities are surveyed on an annual basis to record quality improvements and ideas (Brysland and Curry, 2001).

When measuring service quality in the public sector, it is crucial to measure customer expectations as well as customer perceptions so as to recognise the key areas that need improving (Wisniewski, 2001). Small improvements can lead to large cost savings for public sector organisations; also there are a vast number of employees where ideas may be generated (Fryer et al, 2007). These improvements in service quality will lead to an increased number of customers being satisfied (Fryer et al, 2007).

2.4 Service Quality

The quality of manufacturing in today's economies has improved dramatically over the past decade however the same is not the case for services. Ireland is a service economy, the financial services industry being the main area, therefore most definitely in our economy and also the rest of the world there lies an opportunity to improve the quality of services, while also adding value to the customer. (Harris and Harrington, 2000) Managers in the service sector are under increasing pressure to constantly improve their service and to remain customer-focused.

Quality is the basis for which customers differentiate between one service and another. It is becoming an increasingly important element of service. Quality is hard to assess with services due to the characteristics of services, which are as follows: intangibility (that which cannot be touched, impalpable or grasped mentally (Berry, 1980), inseperability (the production and consumption occurring at the same time, both consumer and employee together at the same time), perishability (the service cannot be inventoried, saved or returned) and heterogeneity (no two services are similar, every time it is experienced the service is different). Therefore the service can only be assessed once it has been consumed, which leads to increased risk on part of the consumer. It is vital to attempt to eliminate the level of risk in the service.

Service quality needs to be measured in order to compare the before and after affects of change. There are many ways to measure service quality improvement, the most popular being the service quality model known as SERVQUAL approach which has five dimensions and is based on the gap model of service quality, five gaps are discussed and ways to close the gaps are also provided, SERVQUAL identifies the gaps between customer expectations and perceptions, this indicates the areas of service in need of improvement (Cronin and Taylor, 1994). It is highly important that these gaps are identified and emphasis is placed on closing them.

2.4.1 Defining Service Quality

Edvardsson (1998) and Lockwood (1994) defined service quality as "it satisfies needs and meets expectations; those of the customer, employees and owners. As this study incorporates public transport it is imperative to mention that Gaster (1995) comments that due to the public sector being more complex, the definition of service quality is different from the private sector. He defines service quality as follows:

'[It] is not simply a matter of meeting expressed needs, but of finding out unexpressed needs, setting priorities, allocating resources and publicly justifying and accounting for what has been done'.

In order to deliver the right quality to customers the employees must be satisfied. Customer satisfaction begins with employee satisfaction (Edvardsson, 1998).

Customers judge service quality on the match between perceived service delivery and their initial expectations. Edvardsson (1998) suggests that the customer should not be the judge of the levels of quality because customer expectations are constantly changing. According to Edvardsson (1998) it is crucial for an organisation to develop a quality language that is recognised and can be interpreted to all groups within the organisation; it also needs to be communicated to customers who need to understand this language. The customer assesses the quality of the service based on what they get and how they actually receive the service (Grönroos, 1983). The image of the company comes into play here and acts as a 'filter', if the company has a positive image the smaller mistakes in the service delivery process may go unnoticed (Edvardsson, 1998).

It is important for the company to listen to the customer, however they do not need
to meet all the needs of the customer because needs are constantly changing and after
all customers do not always know what they want and they are not right all of the
time. Many firms perform badly because they do not know what their customers
expect. Understanding the customer is important in order to constantly change to
satisfy customers and meet the various customer requirements, these requirements
must be met efficiently and effectively. If these efforts are not imposed service
quality will not improve. "Those that manage the customer experience will enjoy the
benefits", (Harris and Harrington, 2000).

2.4.2 Market Research

Marketing Research is a way of generating valuable insights into the perceptions and
expectations customers have regarding services. It has been suggested by Zeithaml
et al (1990b) that a marketing research programme should be used to examine
service quality and should be:

- Varied – qualitative and quantitative techniques need to be used to overcome
  limitations that are subject to every research project.

- Ongoing – customers needs and wants are constantly changing, these changes
  need to be identified quickly and acted upon.

- Undertaken with employees – staff are the main ones that interact with customers, they are the ones that need to be asked about customer problems and improvements that could be made

- Shared with employees – the information generated from the research should be shared with employees as they may perform better more aware of the expectations of customers.

According to Palmer (1998), other studies into the perception and expectations should be undertaken such as, regular customer surveys, customer panels these include common customers of the organisation being brought together to discuss the service quality provided by the firm. Transaction analysis, this requires questioning customers immediately after a transaction by a mail out questionnaire for example. Perception surveys – involves collecting quantitative and qualitative research, qualitative research considers the customers attitudes towards the organisation this being past present and future perceptions and with quantitative customers are asked to judge the service based on a number of attitude statements. Mystery shopping, involves a person close to the company going into an organisation and observing how well the quality of the service specified are being met by staff. Analysis of complaints, employee research – this involves research into employee needs and acting upon these needs can motivate staff to deliver better quality service. Another form of research is similar industry studies – evaluating how the customers perceive the quality they receive in other industries, this can provide the firm with valuable information, in this regard benchmarking would be very useful, the firm should

research industries that are the best in that particular service worldwide and lastly intermediary research, which could be vital for quality improvement.

2.5 Measuring and Improving Service Quality

Chase and Aquilano, (1995) suggests that customer expectations result from service marketing practices but on the other hand customer experiences result from a firm's service delivery systems. Therefore it can be understood that the customer's perception is a function of customer expectations and experiences. The service delivery process is responsible for any shortfall between customer experiences and customer expectations. "No management function is unimportant in service business, but two functions, operations and marketing, drive management strategy in today's marketplace" (Lovelock 1992). It is important for these two functions to amalgamate for service quality to be successful and to accomplish organisational goals, if integration occurs the customers will be the winners (Kuei and Lu, 1997).

"Quality in fact" and "Quality in perception" are identified by Townsend and Gebhart (1986), the first meaning the specific quality targets set out by the service provider have been met and the latter meaning, the level of quality that the customer hoped to receive was met. According to the authors it is not sufficient enough to have quality in fact if quality in perception does not exist, this needs to be achieved.

Juran, in 1992 stated that quality must meet the requirements of the customer. Following on from that Harris and Harrington (2000) suggested that quality is

measured on the basis of how well customer needs are met both effectively and efficiently. Juran (1992) integrates five dimensions of quality: quality of design, quality of conformance, availability, safety and field use. In contrast to this Kettinger and Lee (1994) noted that there are no direct guidelines when to comes to measuring quality.

2.5.1 SERVQUAL

The initial SERVQUAL approach consisted of ten components; these were then broken down to five in 1988. The five dimensions identified by the researchers (Parasuraman, Berry and Zeithaml, 1986) are as follows:

- Tangibles (appearance of physical elements). These are the physical elements that represent the service.

- Reliability (dependability, accurate performance). This is about keeping promises concerning delivery, pricing, etc (Bloemer et al, 1999).

- Responsiveness (promptness and helpfulness). Employees must listen and respond to customers and deliver prompt service (Bloemer et al, 1999)

- Assurance (competence, courtesy, credibility and security). This is focused on the ability to inspire trust and confidence (Bloemer et al, 1999).

- Empathy (easy access, good communication and customer understanding). Also empathy can improve the perception of service quality (Auty and Long, 1999).

A SERVQUAL questionnaire contains 2 sections. The first measures customer expectations and the second evaluates customers perceived service quality (Kuei and Lu, 1997). The results of the questionnaire provides the firm with information concerning the elements of service the firm is good at and what they are bad at. Quality of service, performance and customer satisfaction can be monitored using SERVQUAL. This approach would be more effective if used in conjunction with other forms of service quality improvement. It is vital to note that SERVQUAL is a good "starting point, not the final answer", (Parasuraman et al, 1991).

SERVQUAL has its critics; it is argued that the approach should focus on outcome of service quality rather than on service quality. It is believed that customers use standards to judge the service and not expectations. Also the moment of truth, which is the service encounter when the customer meets the firm, it is said that this varies from one moment of truth to the next. The approach fails to consider how dynamic expectations are. Developed from this Grönroos (1993) emphasized that the model needs to be adapted to meet the dynamic nature of expectations.

According to Palmer (1998) not all service encounters would fall under the five dimensions, services differ every time they are encountered therefore it is believed the dimensions should be broader. SERVQUAL has also been criticized for the non-existence of consideration for the disciplines of psychology, social science and economics (Anderson and Sullivan 1993). Chase and Stewart (1994) also recognise

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limitations from using SERVQUAL alone when analyzing advanced projects of quality improvement. They also argue that it is vital to design an error free system. The SERVQUAL has been proven to be reliable in many services such as hospitals (Babakus and Mangold, 1992), discount and department stores (Finn and Lamb, 1991; Teas, 1993) and higher education (Boulding et al, 1993). However for other services the approach needs to be enhanced (Dabholkar et al, 1996).

The SERVQUAL approach identifies five gaps where there may be a major difference between what is hoped from the service delivery and what is actually received from the service delivery (Palmer, 1998).

2.5.2 The Service Quality Gap Model

This approach to enhance service quality has been researched by many authors (Kuei and Lu, 1997; Palmer 1998, Zeithaml, Bitner, and Gremner, 2006; Parasuraman et al, 1985; Long and Auty, 1999). The following are the five gaps explained and ways how to reduce and improve the gaps are mentioned.

Figure 3: The Service Quality Gap Model
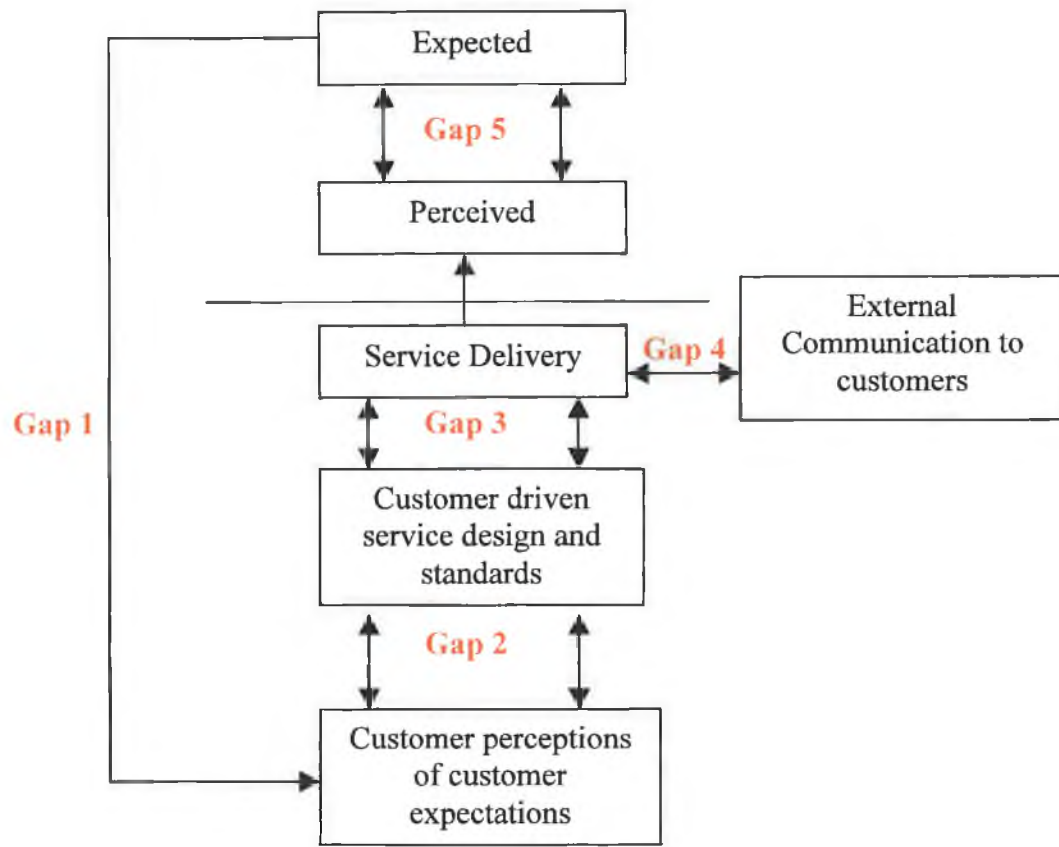
Gap 1 - The difference between what the customer hopes to get and what the company think the customer hope to get from the service (Kuei and Lu, 1997). There are four ways in which gap one can be reduced: 1. Have a marketing research orientation, crucial to focus on quality. 2. Investigate and improve upward communication. 3. Improve the relationship focus of the organization, it is suggested that focus be placed on old customers not just new ones and also to build relationships with the customer. 4. Investigate service recovery, customers who complain to a company and have their complaint dealt with efficiently will repurchase and become loyal to the firm. Solving complaints quickly is extremely

important to quality service therefore make it easy for customers to complain (Eccles and Durand, 1998).

Gap 2 - The difference between what the company think the customer expect and the company's ability to design the service. (Kuei and Lu, 1997). Managers find it difficult to translate customer perceptions into quality therefore this gap is inevitable (Kuei and Lu, 1997). Services must be designed without incompleteness, bias, and over-simplification. Poor service design, absence of customer driven standards and failure to develop tangibles are all factors leading to gap 2.

Gap 3 - The difference between the design of the service and the company's ability to actually deliver the service. The firm must question are the staff capable of doing what is expected of them and are they actually willing to deliver. Factors leading to this gap include deficiencies in HR policies such as inefficient recruitment; there may be lack of empowerment and teamwork. According to Lashley (1995), empowering employees leads to higher customer satisfaction and higher quality. Careful selection and training of employees is vital for service quality (Groth and Dye, 1999).

Gap 4 - The difference between service delivery and the provider's external communications. Firms should not over-promise in advertising, personal selling and physical evidence cues, if they do so the customer's expectations will be high and they may be let down. This gap can be caused by lack of integrated marketing communications (IMC) and ineffective management of customer's expectations,

marketing and operations need to integrate to prevent over promising and to improve quality standards.

Gap 5 - The difference between what the customer hopes to get and what they actually get. If customer's expectations are less than their perceptions they are unhappy and will complain. $E > P$ (expectations greater than perceptions) = happy, $E < P$ (expectations less than perceptions) = unhappy and $E = P$ (expectations equal to perceptions) = satisfaction. Satisfaction in a service is mute. In general dissatisfied customers will inform 8 people about the bad service (Eccles and Durand, 1998).

This quality gap model can be extremely valuable to the service provider as it provides them with information on where bad quality is occurring and more importantly what is causing it. The firm may then begin ways of closing these gaps. Methods of closing these gaps are as follows: To close gap 1, staff need to be empowered, implement service recovery, and make complaining easy. To close gap 2 the service needs to establish the right service quality standards by ensuring that top management is committed to providing quality as defined by the customer, managers need to be trained on how to deliver the best quality service, be receptive to changes in the marketplace and set quality goals that are realistic and aim to meet customer expectations.

In order to close gap 3 the firm needs to ensure that service performance meets standards, to make this happen employees need to understand that they contribute to customer satisfaction, they also need to be trained to perform their jobs effectively,

the firm needs to empower employees to push decision making down the organization which will ease communication. To reduce gap 4 the business should ensure that delivery matches promises. An effective way to do this would be to develop advertising, which features real employees performing their jobs. Sales, marketing and operations need to work together and meet with customers, it is important to manage customer expectations by informing the customer of what is possible and what is not and also reasons why. In order to close gap 5 the service needs to learn what the customer expects and their perceptions of the service, expectations are the core of how the service should be delivered.

According to Lockwood (1994), service incidents should be used to identify quality improvement points and should be a continuous process. The purpose of this method is to record examples of service encounters that are unforgettable to the people involved whether they are positive or negative, the main groups to consult regarding the various encounters are the management employees and customers relating to the service provider. Attention must first be given to the critical areas in which bad service is apparent and then the dissatisfied areas need to be looked at. Using the service incident approach there are four key steps, which could be a continuous circle.

1. Identify ways to measure that the changes made resulted in improvement.

2. Set targets for when the improvement needs to be made.

3. Communicate with all groups involved.

4. Evaluate the action to ensure it had the desired effect.

There are three ways of collecting the incidents, which have been suggested, by Lockwood (1994), self-completion, interview and group interview. The latter being more effective. The purpose of the three is to get people talking about their service encounters that as previously mentioned are memorable to them. These encounters are recorded and provide useful insights to the service provider, which enables them to improve the level of service quality. New incidents can be collected through customer panels, from staff using team meetings and also from management in management meetings to ensure the process is constant and information is fed in to improve the quality improvement process.

According to Harris and Harrington (2000), there are two aspects of delivering high value service: 1. Understanding constantly what the customer perceives as high value and 2. The designs and support in place to produce and deliver the value. The latter depending on the first, it is vital to understand so that value is a differentiator and cannot be replicated easily. In order to be a leader of service quality, service providers must manage four types of processes, two of which are 'fixed' requirements – production processes (these exist throughout the service) and customer requirements being the same, (for example all customers want electricity to be available all of the time). The next two are 'variable' requirements. Customer requirements that vary, for example customers like their food prepared differently, and services where the customer requirements depend on the situation, for example speed, convenience and information depends on the amount of time that is available to the customer to spend in the service.

The quality map is identified by Edvardsson (1998) and is made up of quality factors. The quality map is a reproduction of what quality means to the customer, and as a result the service provider must ask the customer what quality means to them. Quality will be different to different customers, some items may be more important than others such as for example price may be a determining factor to one whereas durability may be vital to another, the third column on the below map indicates the importance of each variable to the company. The following is an example Edvardsson (1998) quality map with quality factors that could be included for a bus company:

Figure 4: General Quality Map

Quality Factors	Quality Variables	Importance
Service Quality	Customer Service	8.5
Trust/Dependability	Reliability of Service	7.25
Driver attitude	Friendliness of Driver	5.88
	Driver Knowledge	8.25
	Helpful Drivers	2.54
Factor 3	Variable A	
Factor 4	Variable A	
Factor 5	Variable A	

Source: Edvardsson, Bo. (1998), "Service Quality Improvement", Managing Service Quality, Vol. 8, No. 2, pp. 142-149

There are a number of factors that enable a customer to form an opinion of the service such as, trust/dependability – a number of authors have recognised this as the

most important (Lewis and Entwistle, 1990; Thomasson, 1993 and Zeithaml et al, 1990b), this would feed into the SERVQUAL dimensions of reliability and assurance. Customer loyalty and trust must be built. Trust can take a long time to build but can be taken away in seconds. Simplicity/ availability (Thomasson, 1993), recovery – the ability of the service provider to recover from service failures (Albrecht and Zembe, 1985, Grönroos, 1990), and employees actions/roles in service production for example how the customer is treated, this is in contrast with SERVQUAL's responsiveness dimensions.

2.5.3 Measuring Service Quality in Public Transport

There has been no agreement on what is the best way to measure service quality in the public sector or the private sector for that matter; however SERVQUAL is the most popular tool to date (Robinson, 1999; Dotchin and Oakland, 1996a; 1996b). SERVQUAL was designed and used for the private sector however, according to Parasuraman et al (1988), the tool is capable of being adapted to any organisation including the public sector (Curry and Herbert, 1998; Curry 1999), once tailored to suit the context. SERVQUAL has not been broadly applied in governments, the bulk of the applications were in the health service in the USA (Wisniewski, 2001), the public sector in the UK have also used SERVQUAL (Brysland and Curry, 2001) and the tool was also used by researchers Bigné et al (2003), to determine perceived service quality in hospitals and universities in Spain.

Measurement is important in order to compare before and after changes in the level of quality (Brysland and Curry, 2001). Developing quality in services starts with analysis and measurement according to Edvardsen (1994). Hensher et al (2002), suggest that measuring service quality is a challenging concept and is critically important to service providers, developed from this the authors state that the key challenge is to discover the areas of service quality that are important pertaining to the customer and to improve from there. In comparison another author suggests that measuring customer satisfaction in public transport and also other services is necessary, by doing so organisations can see how they are performing through the eyes of the customer and helps identify areas to improve, this also allows for comparison with competition (Dimitriades, 2006). One such public transport that did this was Trent who are a bus company in the UK, they identified nine areas that were top requirements for customers and set out to improve these through employee training, etc (Disney, 1998). The nine areas are as follows:

1. Reliability/frequency of services.
2. Friendliness of services.
3. Clean bus interiors.
4. Comfort of vehicles.
5. Value for money.
6. Clean bus exteriors.
7. Easy access.
8. Reasonable fares.
9. Easy to remember and understand timetables.

Of the above nine areas reliability was the most important item. Further research by the company revealed that if any of the top four areas were not present then "value for money" was not being produced. The nine areas are consistent across a range of previous research; however the level of emphasis on price was identified as a local issue (Zeithaml et al, 1990). The above can be compared to a customer charter introduced in 2000 by Irelands national bus company Bus Éireann. Areas covered are as follows:

1. Overall Satisfaction

2. Bus Safety, Cleanliness and Comfort

3. Bus Issues, for example lighting, heating, etc

4. Station Cleanlines, Service Information and Staff

5. Queuing Times

6. Information Availability and Publication of Schedule changes

7. Driver and Bus Cleanliness

8. Telephone Response and Website

9. Operation of Services and Punctuality

10. Additional Buses and Signage

In this Audit people were asked to rate the company's performance against a range of commitments given in the customer charter. The charter is a range of promises made by BÉ, it aims to reassure customers that the company will do everything possible to achieve the highest levels of customer care; the promises include reliability of buses, complaint procedures, cleanliness and safety (buseireann.ie). The customer charter aims to highlight the company's continuous efforts at

improving the services they provide. The company also promise in the charter to
provide a 'customer-focused, efficient and value for money service'. BÉ have made
a number of service quality improvements in the past while such as upgrading a
number of bus stations around the country, including the depot in Sligo, the objective
of these improvements were to enhance the customers travelling experience, also
according to the BÉ website the company have invested millions of Euros in
upgrading their fleet, services have been extended and the company now offer
transport users more routes more frequently (buseireann.ie).

2.5.4 Satisfaction and Dissatisfaction in Public Transport

According to Bigné et al (2003), customer satisfaction is a result of service quality.
It has been proposed by Bitner (1990); Oliver (1980,1981); Parasuraman et al (1988)
that when a customer has an experience, however satisfied they become with this
experience will cause them to have an opinion of service quality. Satisfaction
contains a social component and is an attitude which has a spillover effect in that the
level of satisfaction may influence other family members overall satisfaction with a
service (Bigné et al, 2003).

Dissatisfaction is not the opposite of satisfaction (Friman and Edvardsson, 2003).
Frederick Herzberg (1987) in his article "One more time: how do you motivate
employees", made a distinction between satisfaction and dissatisfaction in his
motivation-hygiene theory. Many attributes of service quality cause satisfaction
while other attributes are capable of causing both satisfaction and dissatisfaction

(Friman and Edvardsson, 2003). Developed from this other authors identified that service quality attributes could be separated in two, one set of attributes causing dissatisfaction and the other satisfaction (Maddox, 1981; Cadotte and Turgeon (1988). Customers place importance on various attributes; if present these will cause satisfaction, however other attributes not that important to satisfaction may instead lead to dissatisfaction (Swan and Combs, 1976).

Three types of satisfaction categories were identified by Oliver (1997):

- Bivalent Satisfiers – these are attributes that may cause both satisfaction and dissatisfaction, for example with public transport punctuality is likely to cause both.

- Monovalent Satisfiers – these are the 'extras', which hardly ever add to dissatisfaction. A polite greeting from the driver on public transport may be regarded as an 'extra', this would never cause the customer to be dissatisfied.

- Monovalent Dissatisfiers – are the basic attributes which barely ever cause satisfaction but cause dissatisfaction when unfulfilled, for example if the engine of the bus in which the customer is travelling breaks down, the customer becomes dissatisfied, however on a normal day when this does not occur would not lead the customer to be satisfied.

According to Friman and Edvardsson (2003), there will occur a point in which attributes begin to loose satisfying and dissatisfying abilities, this point is referred to as the 'zone of indifference', above this zone of indifference customers are satisfied

and will compliment the service, however in contrast below the zone of indifference customers are dissatisfied and will complain. Research has shown that only when quality has been bad on several occasions and when the customer is extremely dissatisfied they will complain, therefore since the customer has gone to the trouble to complain, it is crucial that it is not ignored and remedial action should be taken to prevent another occurrence (Edvardsson, 1998). Complaints and compliments are used in the critical incident method to discover shortcomings in service quality by identifying causes of customer satisfaction and dissatisfaction (Edvardsson, 1998; Friman and Edvardsson, 2003).

2.5.4.1 Causes

There are various causes of satisfaction and dissatisfaction, many of which are evident in the studies undertaken by various researchers. Research conducted by Edvardsson (1998), identified treatment/conduct to be the most crucial form of customer dissatisfaction, customers do not like being treated unpleasantly by drivers, next to this was punctuality and then information. In comparison to Edvardsson (1998) and also Trent, although perhaps in different levels of importance Friman and Edvardsson (2003), identified reliability of the service as the main area causing customers to be dissatisfied for example, the bus departing too early or too late, frequency of the service or cancelled trips (Friman and Edvardsson, 2003).

According to research undertaken by Hensher, Stopher and Bullock (2002), time travel and fare are the greatest sources of customer dissatisfaction while service

frequency and getting a seat on the bus are found to be the greatest sources of customer satisfaction. The second most important category is the way customers are treated by staff, here interaction surfaced as a key problem. Uncomfortable and unsafe driving was identified as another problem (Friman and Edvardsson, 2003). According to research undertaken by Andreassen (1995), transport users in Norway are very dissatisfied with the bus shelters, in many areas bus shelters are non-existent, basically the bus stops at a sign which is placed at various locations.

Service quality is not a random event. The level of customer satisfaction is important and is reflected by customer's perceptions and expectations. It is concluded that service recovery is a vital stage of the service process. There are two areas of this, which are considered by Eccles and Durand (1998) as fundamental, empowerment and training. Employees need to be trained in customer service; they need the ability to handle dissatisfied customers and express empathy.

Empowerment is imperative, there are many benefits including; employees will feel better about themselves and their jobs, which will have a knock-on effect on how they treat customers, they will interact with the customer with more warmth and enthusiasm. When customers complain for example to a member of staff, that staff member should be empowered to deal with the discrepancy rather than having the customer passed from pillar to post and being left waiting for a supervisor, the employee should remain with the customer through the entire stage of the recovery process.

2.6 Conclusion

Reciprocity is a psychological principal used to explain why customers produce positive word of mouth when a problem they encountered has been resolved to their satisfaction. People are happy when a company does something nice for them and so return the favour by saying nice things regarding that company (Eccles and Durand, 1998). It is noted that measuring service quality is the responsibility of marketing due to the fact that the SERVQUAL model was introduced from a marketing perspective. However Madu and Kuei (1995) challenge this commenting that the overall quality of a service is the responsibility of operations management. For that reason it is concluded that these two functions work together to achieve common goals of the company, they must amalgamate to prevent service failures.

Following from this Kuei and Lu (1997) notes that this integration of marketing and operations tools and concepts will guarantee quality improvement. It is also concluded that information is an important way to unearth sources of service improvement, employees need to listen to customers and reproduce the information to the service provider, this has to be a continuous circle once the management has interpreted the information they must feed it back to employees enabling them to perform their jobs more adequately to meet the various needs (Bowen, 1997), hence responsive communication is a key component of service quality and improvement. There are many elements to service quality and it is not easy to implement, it must be done over time and it needs to be a continuous process.

Chapter Three – Research Methodology

3.1 Introduction

The various research methods utilised in order to solve the research problem at hand are discussed. Both secondary and primary data is gathered, secondary data involves an extensive review of available literature and knowledge available on the Internet. As discussed in Chapter One there are six research objectives, in order to solve these, the author selected three collection methods that are best suited to solve the research problem. These methods employ a mix of both a quantitative and a qualitative approach, which include questionnaires, an in-depth interview and a mystery ride-a-long.

The research was mainly descriptive in nature as it involved an investigation into customer's perceptions of SQ within BÉ and to compare those perceptions with those of management and bus drivers. Descriptive research is undertaken when much is already known about the market and consumers; it assumes that prior knowledge is in existence (Domegan and Fleming, 2003), it is also used when one is seeking to describe elements of the problem at hand.

3.2 Choice of Research Approach

Data can be obtained from two approaches known as Qualitative and Quantitative research. These methods are two distinct approaches however most research

designs will embrace elements of both as they support each other and one complements the other. Qualitative research has been known to answer the what, why and how (process) questions while quantitative addresses the who, when, where and how (quantity) (Baker, 2001).

Qualitative research is popular in studies pertaining to service industries and is particularly useful in SQ and customer satisfaction studies (Domegan and Fleming, 2003). This type of research is useful after quantitative research has been conducted in order to add depth to various issues at hand (Domegan and Fleming, 2003). Qualitative research gathers data from a small number of respondents for which it has many times been criticised (McDaniel and Gates, 1996, p174), it is not representative of the population and it does not involve analysis with statistical techniques (McDaniel and Gates, 1996). Sarantakos (1997) described qualitative data as searching for patterns of behaviour and once these patterns have been deciphered meanings must be interpreted from the data. According to Sarantakos (1997), qualitative data is also collected once a quantitative analysis is conducted, as the outcome of such an analysis is quite a large amount of data, which is qualitative data. Other authors have defined qualitative research as a:

'critical appraisal of reality'

(Sarantakos, 1997, p315).

Qualitative data can be differentiated from quantitative data in any of the following ways (Sarantakos, 1997):

- It appears in words and extended text.

- It is gathered through interviews, observation, etc.

- Prior to usage it must be processed.

Qualitative research has its advantages and disadvantages, which have been summarised by Chadwick et al (1984), advantages include:

- It presents a more realistic view of the world

- It is flexible

- It researches people in natural settings

- Gains deeper insights into the respondents world

- Emphasises meanings and interpretations

Disadvantages include:
- It takes a lot of time

- Ethical issues

- Useless and meaningless information may be obtained

- Problems of objectivity and detachment (here the researcher is close to the respondent)

- Problems of generalising findings

Quantitative research is mathematically based and it involves statistical analysis, therefore this type of research often tends to be favoured as it is statistically reliable and involves a large number of respondents (McDaniel and Gates, 1996). It is also the most common method of collection within the field of marketing (Domegan and Fleming, 2003). Chisnall (2001 p.197) states that:

'quantitative research brings rigour and disciplined enquiry to the overall research activities'.

An advantage of quantitative research is that the researcher is distant from the respondent which is in contrast to qualitative research, also the sample is representative of the entire population in that, it can be assumed that what has been gathered regarding respondents opinions can be applied to the total population, meaning if asked, others would have responded in the same manner.

For the purposes of the research question at hand, it was necessary to pursue a blend of qualitative and quantitative research. The research conducted for this project is largely made up of quantitative research methods with qualitative methods utilised in order to further explore the research area. According to McDaniel and Gates (1996) by conducting qualitative research it can improve the quantitative research methods that have been exercised. Quantitative research is the most appropriate method for this particular research question as it is possible to gear quantitative research at finding out how many people hold particular views (Easterby-Smith, Thorpe and Lowe; 2002) and the aim of the study was to investigate service users perceptions of various service elements such as reliability, cleanliness, empathy, etc. However

qualitative research is necessary to further delve into these perceptions and identity the true feelings of those service users.

According to the author Baker back in 1991, any research project that embraces both qualitative and quantitative research is capable of answering all questions thus filling any gaps in the research. In 2002 Easterby-Smith, Thorpe and Lowe suggested that mixing both approaches is necessary as all research methods each have limitations therefore by amalgamating both methods the research itself would be strengthened by eliminating some of the limitations.

Chapter Two of the dissertation involved an intense review of all the available literature, many journals are used, specifically "Managing Service Quality" as articles published in these journals were of great value to the research. There was a wide array of information available on Service Quality in the above journal. Many other journals were used in order to cross-fertilise the opinions of various authors. Secondary research on Public Transport involved utilising the World Wide Web, as there was not much published research or journals pertaining to public transport, although some journals were of great academic importance. Previous studies were useful in the formulation of questions utilised in the questionnaires. Websites such as the Central Statistics Office, Transport 21 and The Department of Transport proved vital sources of information.

The bulk of the data was compiled in the form of survey research, which is the most common form of data collection method in the social sciences and in marketing research (Domegan and Fleming, 2003). Survey research utilised involved

questionnaires, two methods including an in-depth interview and a mystery ride were used to broaden the scope of methods employed. Due to the nature of the research in that it involved a public sector company; questionnaires were deemed the most appropriate data collection method for dealing with the general public.

3.3 Research Process

Data was essential to collect from users of the STS, management and bus drivers of Bus Éireann in the Sligo Town region via three collection methods. In order to enhance the research a survey was conducted with users of Ulsterbus.

Questionnaires were conducted with service users and bus drivers of BÉ. The John Disney (1998) article came into play in the formulation of the questionnaires as it addressed a number of key areas that were important to examine within BÉ such as reliability, value for money, cleanliness of buses, friendliness of bus drivers, etc. Each of these also feed into the five elements of SERVQUAL. The first data collection method was questionnaires.

3.4 Research Instrument - Questionnaires

Questionnaires were the first chosen method of data collection as they allow for simplicity and comparability; they are also a useful instrument for a descriptive study. As the research was descriptive in nature the questionnaires were highly

structured. The advantage of choosing structured questionnaires is that they dispose of differences in interpretation by the respondent (Hester, 1996).

It was necessary to add unstructured - open-ended questions to allow for further investigation and to probe the respondent to elaborate from their viewpoint. This is one of the advantages of amalgamating such questions in the questionnaire, others include: open-ended questions allow for more information to be obtained, they may bring to the surface areas the researcher may not have foreseen and they allow conclusions to be drawn from the respondents' logic (Sarantakos, 1997). Open-ended questions also have limitations such as: they are time consuming as a large amount of information is gathered and it is difficult to draw conclusions from the responses, irrelevant information may be obtained from these responses (Sarantakos, 1997).

The number of open-ended questions were limited in each questionnaire as the researcher was confident that the structured questions would provide a sufficient amount of knowledge. This type of questioning was more suited to the research as time was an issue for people who were waiting for the bus and also those who were on the bus with their destination usually only a short distance away. Structured questions make answering such questions easier as they only allow for responses that fit into the categories developed in advance, analysis and tabulation is made easier, they are less time consuming and comparisons can be directly made from one respondent to the other (Kumar, Aaker and Day, 1999).

Questionnaires were chosen as they produce results quickly, they promise wider

coverage, they offer assurance, less bias and they are a less expensive collection tool.

They also have weaknesses: due to the nature of the questions being structured they

do not allow for probing and so respondents are limited to what they can answer,

therefore they limit the extent of information that is gathered (Sarantakos, 1997).

Figure 5: The Questionnaire's "Position" in the Research Process.
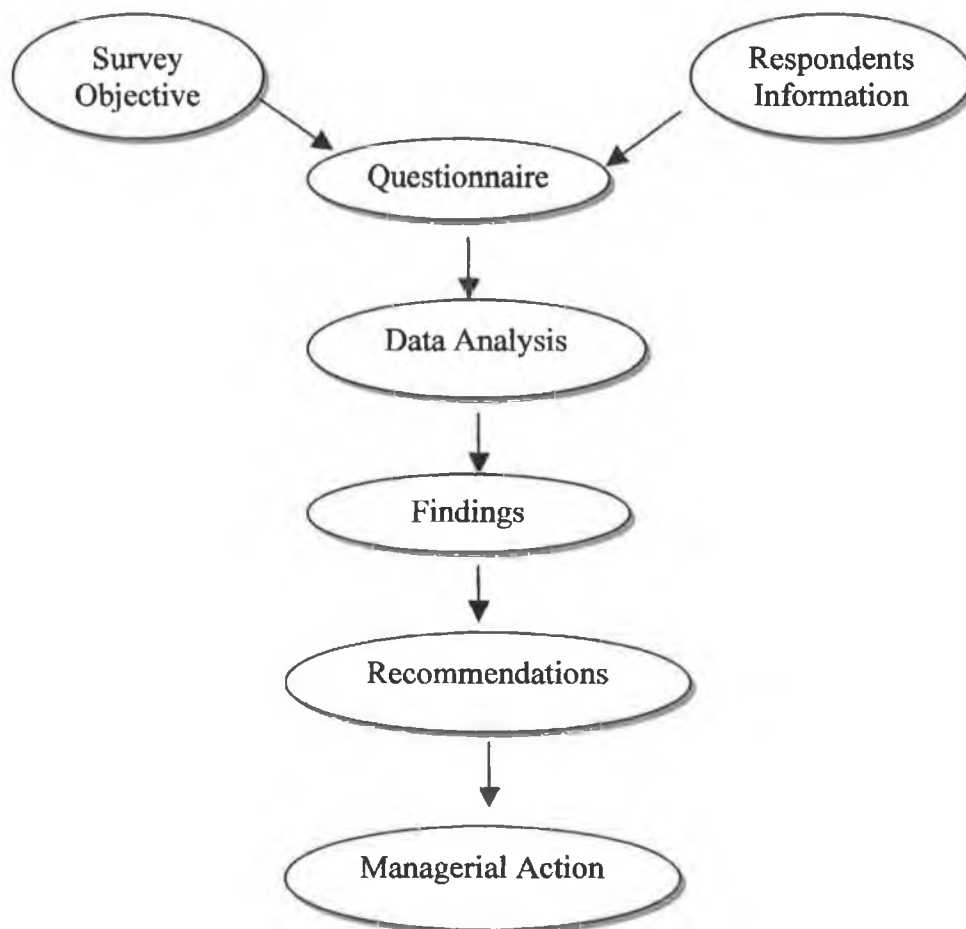
Source: McDaniel, C. and Gates, R. (1996), Contemporary Market Research, 3rd edn,
West publishing Company, p401.

The questionnaires designed for the users of the STS, Expressway Service and the Ulsterbus Service were administered by the researcher, Brace (2004) identifies three key benefits of this:

- Any confusion pertaining to question meaning can be easily solved by the presence of the researcher

- Any misunderstanding of questions can be quickly rectified

- Through encouragement respondents may offer deeper responses to open questions.

To solve objective two and three of the research objectives, two separate questionnaires were developed to collect the required data. The first of those questionnaires were administered to service users waiting for the bus. The second questionnaire was administered to those already on the bus.

Questionnaire Number 1 – At the Bus Stop **(Appendix B – 1.0)**

To gather the required information for the first questionnaire users of BÉs Imp service were targeted. The questionnaire was distributed over a five-day period in June among people using the STS, who were standing awaiting the bus at three of the busiest stops in the town. The three bus stops were: John Street, Sligo, Abbey Street, Sligo and Hyde Bridge Sligo, appendix A shows a map of the bus route. The

main reason for deciding on these three stops was because the researcher was informed by BÉ that they are the most frequented of all the bus stops in Sligo.

The questionnaire was made up of three sections: Frequency of Use, Service Quality and Demographics. The various sections allowed the researcher to cross tabulate the findings while also allowing the respondent to identify the purpose of the question being asked. This questionnaire was made up of 18 questions. The bulk of the questionnaire was highly structured and consisted of multichotomous questions, where the respondent was provided with a list of possible answers. The respondent had to choose from one of five alternatives that best suited his/her opinion; by utilising these alternatives no overlap occurred while all possible responses were exhausted. Included in this questionnaire were two open – ended questions towards the end of the questionnaire, these were integrated to allow the respondent to freely give their opinions or stories regarding previous experiences with BÉ. The questions were as follows:

Are there any areas of the service that in your opinion require improvement?

Do you wish to make any further comments?

Section 1: Frequency of Use
The first section of the questionnaire was important to investigate how often the service was used; those who use the service more regularly for example on an everyday basis may give a more informative view of the service.

Section 2: Service Quality

Each question in this section was necessary to identify users' perceptions of the different elements of the service and to identify the quality of the service with regard to the bus itself, the bus driver, the bus stop facilities and how people feel about the service. From the Disney (1998) article many SQ attributes emerged as areas causing dissatisfaction, therefore many of these areas were utilised in the formulation of the questionnaires for this research.

Section 3: Demographics

The third section was necessary to differentiate males from females, paying customers from non-paying customers and the age of customers, the author was capable of cross tabulating these findings with various service quality attributes to discover whether or not similarities or differences existed between males/females, paying customers/non-payers and age. Under this section a statement was added which was as follows:

The bus is good value for money?

This was included as it emerged in the literature from previous research into the Trent transport company, that value for money was an issue especially if other service quality attributes were not of a high standard, they also found that value for money was a local issue, therefore the statement was included to identify whether or not value for money was an issue for BÉ users.

Questionnaire Number 2 – Travelling on the Bus **(Appendix B 1.1)**

To further investigate the Imp users' perceptions of SQ and to identify the primary causes of satisfaction and dissatisfaction, a second more detailed questionnaire was developed. The questionnaire was administered to respondents in the same time frame as the first questionnaire and to people already on the bus. This questionnaire was similar to the first questionnaire as it involved the same type and range of questions. The only differentiating factor was the inclusion of an extra section entitled "complaints". The purpose of this section (section 3 of second questionnaire) was to uncover whether or not people actually complain to BÉ, why they complain, who they complain to and lastly if they do complain how they feel about how the complaint was managed. Also if people do not complain then it would be beneficial to understand why not. This section was not included on the first questionnaire as time was an issue for those waiting at the bus stop, as the bus would only take a few minutes to come.

Questionnaire Number 3 – Expressway Users **(Appendix B – 1.2)**

It was necessary to distribute a questionnaire to Expressway users on the S-E route, this route was chosen to accommodate the researcher in administering the Ulsterbus questionnaires, the questionnaire was circulated on the bus to and from Enniskillen on the 15th July, the journey took approx 1 hour and 30 minutes, a total of 46 questionnaires were filled. These questionnaires were self-administered. The questionnaire used the same format as the second questionnaire above, the intention

being that the same SQ determinants were being investigated. However another statement was included which was as follows:

The facilities on board the bus are adequate?

The motive for incorporating this question was that when travelling a long distance in a bus people might prefer to have for example an on-board toilet, etc. In the first section of the questionnaire labelled Frequency of Use, the choice 'Monthly' is included as many people may only travel via Expressway on a monthly basis. Expressway journeys are much longer than the journey entailed in the STS, therefore those journeys would not be made by many on an everyday basis.

Questionnaire Number 4 – Ulsterbus Users **(Appendix B – 1.3)**

The sole purpose of this questionnaire was to allow for a comparison to occur between the services of Ulsterbus and those of BÉ. The questionnaire was a personal interview and was randomly given to people standing at the Ulsterbus bus station in Enniskillen on the 15th of July who were awaiting or exiting any Ulsterbus service. Enniskillen was chosen, as it is only a short distance away, it is across the border and an Expressway service operated there on a daily basis. The questionnaire for Ulsterbus users followed the same format as the first questionnaire that was administered to users of the Imp service awaiting a bus at various bus stops. The reason for this standardisation was to compare Ulsterbus services to both BÉ

services, some questions were tailored to suit the respondent, for example in the first questionnaire the following statement was included:

Bus Éireann's logo is fast, friendly and reliable. This service is fast, friendly and reliable?

To be selected for inclusion in the Ulsterbus questionnaire the question was adjusted and so the following was incorporated:

Ulsterbus is fast, friendly and reliable?

The previous question pertains to BÉs logo and had to be slightly adjusted to be applicable to the questionnaire.

A total of 30 questionnaires were collected during the day spent in Enniskillen.

Questionnaire Number 5 – Drivers **(Appendix B – 1.4)**

The final of the questionnaires was developed for the drivers of BÉ; the justification for this was to be capable of cross tabulating the perceptions of bus drivers with service users. Within the Sligo BÉ station there are a total of 30 full and part time drivers. Questionnaires were left into Vincent Dunbar who is a bus inspector in Sligo who agreed to administer the questionnaires himself to the drivers. A total of 15 questionnaires were handed into BÉ as the researcher was made aware of in

advance that 15 was the maximum number of drivers that could be obtained in that period as many drivers were on holidays and others are sub-contracted. These were submitted to BÉ on the 23rd of July and collected two weeks later. It included four sections:

Section 1 – Frequency

This was included in order to identify how often drivers work on each service and to identify if certain drivers are allocated to particular services. The researcher was advised in advance that only one driver is permanent on the STS.

Section 2 – Service Quality

This section was included to investigate what the bus drivers' perceptions of service quality were and to allow the researcher to compare these perceptions with service users.

Section 3 – Complaints

This was included to uncover if complaints are made to bus drivers, what the complaints are in relation to and what the driver does to handle these complaints.

Section 4 – Demographics

This section asked the driver for demographic details, mainly gender and the number of years they are working for the company, drivers who are longer in the service may give a more informative view of the service.

Descriptive research is undertaken to discover that one determinant may affect another; by dividing the questionnaire into three parts the aforementioned may be achieved. Questions included in the questionnaire quickly became apparent from service quality determinants that were concluded from the extensive literature review that was conducted by the researcher in chapter 2 which in turn strengthened the reliability and validity of the questionnaire.

3.5 Likert Scales

For each questionnaire the Likert Scale developed by Rensis Likert in 1932 was adopted (Sarantakos, 1997), as the research question involved measuring customer's perceptions. The Likert scale is one of the most common and popular form of structured questions that allow more than a yes/no response (Easterby-Smith, Thorpe and Lowe, 2002).

The Likert scale involves two parts, the item part that consists of items of equal value; this is the statement part of the questionnaire. The second part of the questionnaire is the evaluative part, which are the response categories ranging from 'strongly disagree' to 'strongly agree (Kumar, Aaker and Day, 1999). A five-point scale is used, each response generating a numerical score ranging from 1 to 5; these numbers are for the researchers purposes only. The author used 'neutral' as the mid-point to the scales to give balance and for respondents to utilise if they both agree and disagree with the statement as in public transport users can one day be satisfied but the next be dissatisfied for various reasons.

The construction of a Likert type scale involves the collection of a number of items related to a specific issue, the next stage involves assigning a five point response to each of these items which are as follows: strongly disagree, disagree, neutral, agree and strongly agree. The statements are then administered to all respondents (Sarantakos, 1997; Chisnall, 2001). Each response would then be summed to achieve one score for each individual. The following is an example of a statement used in the questionnaire for the STS users:

The bus is modern:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

One of the main reasons for the popularity of the scales is that they have shown to be very reliable, also the scale is quite simple to develop and they generate good information pertaining to the degree of respondents' feelings (Chisnall, 2001). Baker (1991) states that in developing the scale, it is imperative to provide statements for which the respondent will have a clear opinion. The researcher should avoid neutral statements and vary the questionnaire between positive and negative statements to avoid the respondent automatically ticking the same box (Baker, 1991), also referred to as pattern answering (Brace, 2004). The inclusion of both positive and negative statements reduces this as it requires the respondent to either listen or carefully read each statement (Brace, 2004).

The researcher must also be aware of 'acquiescence', which is where the respondent tends to always agree rather than disagree (Kalton and Schuman, 1982). Central tendency is another area that the researcher must take care to avoid; here respondents avoid the very negative or very positive responses (Brace, 2004).

The raison d'être for the creation of the scale by Likert was to enable researchers to look at a summed score and quickly be able to identify whether a person has a positive or negative attitude towards a specific issue (McDaniel and Gates, 1996). It is important to note that not many researchers utilise the Likert scale as was developed by Likert, many researchers are only interested in the individual components of the scale rather than on the overall attitude of the respondent and so the score is rarely calculated (Albaum, 1997). Therefore data collected using the scale is possible of being presented as a single summed score or as a profile analysis. According to Baker (1991), by analysing the results individually it adds richness and detail to the findings.

According to Worcester the popularity of the Likert scale has led to the scale being misused in many research contexts due to the scale being so easy to develop (Chisnall, 2001). Wording was also an issue for Worcester in the development of a Likert scale, claiming that the use of simple words could lead to differences in interpretation and so he stressed the importance of carefully selecting words such as 'moderate', 'some' and 'considerable'. Other researchers identified drawbacks with the scale including: total scores pertaining to a large and diverse range of items gather little knowledge about a persons' true perceptions (Kimmon, 1990).

3.6 Pilot Study

The main objective of piloting questionnaires is to ensure that the questionnaire meets the researchers' expectations with regard the information that is gathered (Kumar, Aaker and Day, 1999). The author Chisnall (2001) stressed the importance of a pilot test in order to guarantee that the end questionnaire contains questions that are easy to understand, specific, capable of being answered by the respondent and free from bias. Conducting a pilot test may reveal if any of the aforementioned is visible in the questionnaire. Ten purposes of a pilot study were outlined by Converse and Presser in 1986; the first four of these are the most common (Kumar, Aaker and Day, 1999) they are as follows:

1. Variation

2. Meaning

3. Task difficulty

4. Respondent interest and attention

5. 'Flow' and naturalness of the sections

6. The order of the questions

7. Skip patterns

8. Timing

9. Respondent interest and attention overall

10. Respondent well-being

In the pilot stage of a questionnaire the researcher must be open to criticism and be willing to correct any problems found during the pilot study (Kumar, Aaker and Day, 1999).

The pilot study for the questionnaires used for the STS took place on the 20th of June at Hyde Bridge, John Street and Abbey Street. When piloting a questionnaire it is necessary to conduct it on a sample of the respondents for which the questionnaire is intended (Kumar, Aaker and Day, 1999). This went considerably well with only one change having to be made to the questionnaire in the age section as the researcher had included the age '35' in two age brackets.

For the Expressway users the pilot took place on the 14th of July at the Sligo bus station with Expressway users waiting or getting off the bus. No changes had to be made to this questionnaire as the same format was used as the previous questionnaire. A pilot study of the Ulsterbus users was not feasible as this questionnaire had only one day to be conducted, however due to the questionnaire following the same format as previous questionnaires the researcher was confident that the questionnaire would be satisfactory.

After conducting a pilot study with the bus drivers on the 22nd of July changes were required. The first section labelled 'frequency' needed amending due to drivers being swopped throughout the day on services, for example a driver may work on the Sligo Town Service in the morning then in the afternoon may be transferred to an Expressway service.

3.7 Mystery Ride-A-Long

The above name is only used for the purposes of the research at hand; the more popular name is Mystery Shopping. Mystery shopping has since the 1980's grown to be a very popular and widely used technique in marketing research (Chisnall, 2001). Developed from this Domegan and Fleming (2003) stated that this type of research is:

'particularly appropriate to people processing services'

With a mystery shop the researcher attends the establishment or in this case takes a ride on the bus, pretending to be a customer, the researcher is unknown to staff i.e. the bus driver. The objective is to walk through the service as the customer sees it thus experiencing the reality of the service. It is important that the researcher develops a criterion of items in order to compare experiences. In reality mystery shopping should occur on a quarterly basis (Domegan and Fleming, 2003; Chismall, 2001).

There are many advantages of mystery shopping, for one it is a valuable way of monitoring performance; it also keeps staff motivated as the results of the mystery shop are published on notice boards within companies. The method also has its disadvantages such as invasion of privacy therefore when a company decides to conduct mystery shopping, staff should be made aware that it will be happening on a recurring basis (Chisnall, 2001). Another disadvantage is that little is known regarding the reliability or validity of mystery shopping. With this technique

researchers are required to rely on their memories in order to produce results (Chisnall, 2001).

The mystery Ride-A-Long took place on the STS on the 1st of July at approximately 11.00am. The researcher boarded the bus at Abbey Street, Sligo. A checklist was developed in advance using the same service quality determinants used in the formulation of the questionnaires. (**Appendix C**) The researcher stayed on the bus for 50 minutes and got off the bus at Doorley Park, Sligo. Appendix D contains the transcript from this.

3.8 In-depth Interview

In-depth interviews are a way of collecting qualitative data; they are performed on a one-to-one basis. The interview involves probing in order to ensure the interviewee reveals their motivations and feelings on a particular issue (Domegan and Fleming, 2003). Interaction is a major part of the interview process; it is vital that the interviewer develops a relationship with the interviewee to guarantee good communication thus, resulting in a successful interview (Chisnall, 2001). Madge (1953), identified three types of people who will be interviewed, firstly those who he referred to as 'potentate' – who are people in authority, secondly 'expert' – who are people who have in-depth knowledge of the topic at hand and thirdly 'people' are those whose interests and opinions are at the heart of the decision making process (Baker, 1991).

The advantages of in-depth interviews are that they allow for more complete answers to be obtained, as the interview is conducted on a one-to-one basis the respondent may feel more comfortable to give responses (Domegan and Fleming, 2003). This technique has disadvantages such as, sample sizes are small, they are expensive, gathering statistical data is a problem, they are time consuming and also coding, editing and analysis is a problem (Domegan and Fleming, 2003).

The rationale for the in-depth interview was to discover management's perceptions of SQ and to identify if gaps exist between these perceptions and those of service users and bus drivers. The interview consisted of open-ended questions, the purpose of which was to allow the interviewee to elaborate. Much of the questions included were those that were key areas of interest, which emerged from the findings of the questionnaires. **(Appendix E)** The interview was conducted on the 11th of August at 11:30pm in the Bus Éireann bus station with Marie McGovern, Marketing and Sales Executive in the North West Region.

3.9 Sample Selection

The term refers to a relatively small number of units that are in place of the target population, which allows the researcher to study in detail and to gather data that is representative of the population (Sarantakos, 1997). Sarantakos (1997) therefore defines a sample as:

'the process of choosing the units of the target population which are to be included in the study'.

The sampling method utilised was non – probability sampling in the form of convenience sampling. Respondents were chosen as they were standing at bus stops or already on the bus, thus being convenient for the researcher. These people were representative of the target population as the research aimed to target BÉ users.

The population chosen for the research at hand was defined as users of the STS, users of Expressway S-E route, bus drivers within BÉ, users of Ulsterbus services and a member of the management team at BÉ.

It was necessary to speak with service users, bus drivers and management in order to discover each group's perceptions of SQ and to identify where gaps may exist between each groups perceptions of the service. It was also necessary to speak with Ulsterbus users to compare users perceptions with BÉ.

The initial number of responses hoped for by the researcher was 150 on the STS, however this was not possible therefore the researcher decided to conduct a survey with Ulsterbus users. On the Expressway route 50 responses would have been sufficient however 46 were gathered. As the Ulsterbus users was only being collected over a one-day period the researcher found 30 responses sufficient.

3.10 Analysis of Primary Data

Analysis of the data involved the use of the computer package Statistical Program for Social Sciences (SPSS). SPSS has become the most widely used package for analysing quantitative data and because of this it has been re-branded as Statistical Products and Service Solutions (Easterby-Smith, Thorpe and Lowe, 2002). To be capable of using SPSS codebooks were developed for each questionnaire to allow the data to be entered to the package, all codebooks are in Appendix F. Other analysis involved reading open-ended questions, the information obtained from the in-depth interview and the mystery ride-a-long then interpreting this information for the use in the findings chapter of this project.

To make the results from the questionnaires more interesting it was decided by the researcher to split the respondents into everyday and weekly users but also the results were looked at from a gender, age and payment type perspective. Through this it was possible to identify the level of quality from different users' perspectives.

The questionnaires used for the STS was analysed simultaneously. The aim of the questionnaires was mainly to identify levels of SQ on each service. The responses from Ulsterbus users were used to compare to the STS and the Expressway S-E. The Ulsterbus users were not differentiated into town service users and Expressway users; therefore the overall responses were compared to BÉ. The drivers' responses and the in-depth interview with Marie Mc Govern, Sales and Marketing Executive of BÉ were used to compare to perceptions of BÉs transport users. The purpose was to identify where gaps exist between the three groups of people. The mystery ride

allowed the researcher to experience the STS from the customers' point of view; through this similarities and differences were identified in conjunction with the STS questionnaires.

3.11 Ethical Issues

'Ethics refer to moral principles or values that generally govern the conduct of an individual or group'.

(Kumar, Aaker and Day, 1999)

It is important that market researchers remain ethical in all research that they conduct. Researchers have a responsibility to their respondents and the profession of marketing to commit to ethical standards.

Before commencing research on the chosen company – Bus Éireann, the researcher contacted a member of management within the company to be given permission to pursue the research question at hand. A research proposal was submitted to BÉ for them to read in order to establish the direction and purpose of the study. No research began until BÉ had given the go ahead.

Each questionnaire developed for the purposes of the research was submitted to BÉ for approval, again no questionnaires were given to the sample population until BÉ had read and finalised them.

BÉ were made aware when each questionnaire was to be administered to the service users and the bus drivers. Management were also informed when the Mystery Ride-A-Long occurred.

3.12 Limitations of Methodology

The first limitation incurred was in relation to the STS. The number of questionnaires retrieved was quite small due to the nature of the service in that a large number of people use the service everyday of the week; therefore the researcher was running into the same people at the bus stops each day.

Many people over the age of 66 had no interest in participating in the questionnaire; many of who were asked said no, those people could have added to the research as they are the people who use the service on a regular basis.

Another reason for the relatively small number of responses was that at the time the research was conducted the bus and bus stops were quiet, throughout the day many of the stops were empty as no one was waiting for the bus, often the bus passed with absolutely no one on board, other times only one or two people were waiting.

Time was a limitation, after a five day period only 70 questionnaires were filled out for the reasons mentioned above; quite a few questionnaires the researcher was unable to use as the bus came along in the middle of them being filled out.

Of a total 30 bus drivers within BÉ only 15 questionnaires were generated as many of the drivers were on holidays.

When it came to conducting the in-depth interview it was not possible to have the interview recorded as it is against company policy, also little elaboration was made by the interviewee as there is only so much that they are permitted to say.

3.13 Conclusion

For the purposes of the research question at hand it was necessary to use both qualitative and quantitative research methods. The researcher decided upon questionnaires for the users of the STS, the Expressway S-E users, Ulsterbus users and the drivers of BÉ. An in-depth interview was conducted with a member of management and lastly a mystery ride-a-long was conducted by the researcher in order to see the customer touch points and walk through the customer corridor. The in-depth interview was the last research method to occur as all other information had to be collected and analysed before management could be contacted, the reason for this was to be able to compare the different attitudes of the three groups. The bulk of the data was analysed using SPSS, others involved reading and interpreting information for use in the following chapter. Ethical dilemmas are faced by market researchers on a continuous basis and it is vital that the researcher remain ethical at all times. The research had a number of limitations such as sample size, sample character and time.

Chapter Four – Findings and Analysis

4.1 Introduction

The findings outlined in this chapter are explained under each objective of a total of six to which they belong. Findings from the questionnaires were generated using the computer package – SPSS, all data was entered into this package, this then enabled the researcher to cross tabulate the findings and discover what perceptions had arisen from this data collection method. All qualitative data obtained from the questionnaires were recorded using Microsoft Word.   **(Appendix G 1.0-1.1)** Findings from the mystery ride-a-long and the in-depth interview were manually recorded using Microsoft Word.

4.2 Profile of Respondents

BÉ was the chosen public transport company to partake in the research. Therefore it was necessary to conduct research with users of BÉs services mainly those of the STS and those on the S-E Expressway route. The study sought to target 150 users of BÉ however, between both services 116 surveys were collected, all 30 bus drivers in Sligo, however this was not possible and lastly one member of management. The following table highlights the participants in the research.

Table 1: Respondent Groups

Respondent Groups	No. of Respondents
Users of Imp/ Sligo Town Service	70
Users of Expressway Service	46
Bus Drivers	15
Management	1
Ulsterbus Users	30

4.3 Objective One – To discover what is written about Service Quality and Public Transport in the literature.

To achieve the above objective an extensive literature review was conducted. This involved reading a large amount of literature pertaining to service quality and public transport. From the literature it emerged that public transport is not an area that has received much attention, therefore making the topic of study more worthwhile. Service quality is growing in importance especially in the context of public transport where SQ is a priority to increase passenger numbers.

With regard to bus transport it was found that there has been a decline in usage due to the increase of owners of private cars. Therefore the bus industry has suffered; much of the reason for this has been due to the lack of SQ (Disney, 1998). Due to environmental issues it is now important to make public transport more attractive

and reliable. The Irish Government have launched a new development plan to enhance infrastructure and transport in Ireland called Transport 21.

Nine key areas that customers identified as requirements for bus travel were discovered in the literature, reliability being the most significant area. Other authors found reliability also to be a key dissatisfier and that service frequency and getting a seat on the bus were areas leading to customer satisfaction. Also outlined was the importance of identifying SQ determinants that are most important to the customer and to commence improvements from there.

Measuring SQ is vital to establish the affects of change upon the service. Through the academic journals utilised it became apparent that SERVQUAL was the most popular tool for measuring service quality.

4.4 Objective Two – Identify the level of quality as perceived by transport users in both services chosen.

In order to achieve this objective, questionnaires were developed and dispensed to the sample population. Users of the STS and the Expressway S-E route were targeted. Respondents were asked various statements pertaining to quality determinants on those services.

Sligo Town Service

It is obvious from the findings that some level of SQ exists within the company as the bulk of respondents were only experiencing problems with some parts of the service. From the findings it emerged that there are significant areas of the service that have low levels of SQ such as reliability, the facilities at the bus stop. The findings outlined in this chapter will be beneficial to BÉ and possibly other transport companies. The below graph highlights how often the service is used.

Graph 1: Frequency of Use on STS

Frequency of Use

	Everyday Users		Weekly Users	
■ Once	8.6%		7.1%	
■ Twice	34.3%		18.6%	
■ 3 times	4.3%		8.6%	
■ 4 times	5.7%		11.4%	
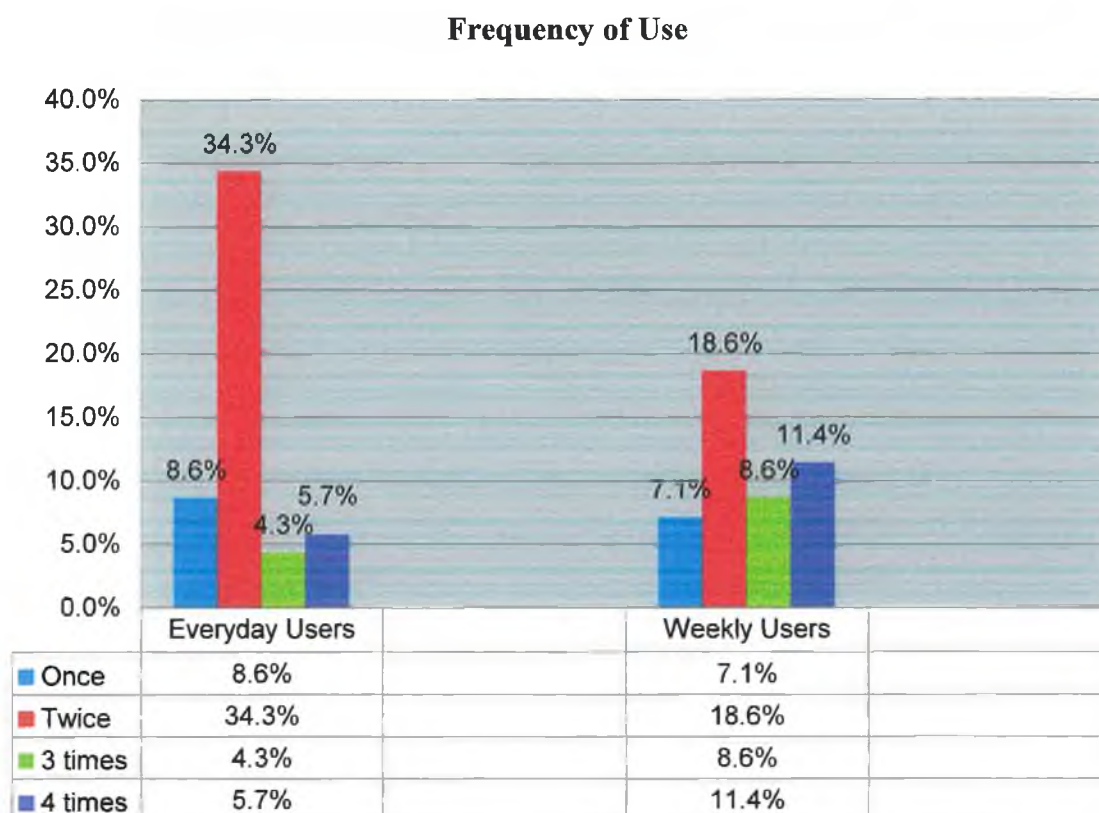
From the above graph it is clear that the bulk of respondents use the STS twice everyday, information gathered from these people would be beneficial to BÉ

Section 2 – Service Quality

From the findings it emerged that everyday users perceive the service as unreliable, totalling 70.2%. **(Appendix H 1.1)** 29 out of 70 people surveyed further commented on reliability, adding that not all buses are late, one respondent commented that *"the only bus that is early is the first one in the morning"*. After analysing the weekly users the results were not as extreme although there was not much difference with over 50% perceiving reliability as an issue, thus it is an area that requires improvement.

Cleanliness of the buses was found not to be meeting customers' expectations, many agreed that not every bus is dirty, one commented that *"the older buses are not clean at all but the newer ones are"*, while another said *"the buses have chewing gum stains and graffiti all over them"*. This was also evident from the mystery ride-a-long, when the researcher travelled on the bus there was chewing gum stains embedded on the floor of the bus and on the seats. From the mystery ride the researcher identified that the bus had no bins on-board therefore no-where for transport users to dispose of rubbish. The results showed that 59.4% of weekly users regard the buses as clean with only 31.3% showing dissatisfaction.

Over 50% of everyday users had issues with the age of the buses, indicating that many are quite old. 46.8% of weekly users perceive the buses as old. When the researcher conducted the Mystery Ride-A-Long the bus was six years old and from the outside looked very old and scruffy.

Comfort of buses was not an issue for over 40% of the everyday and weekly respondents, some respondents further commented on this statement,

"Buses are very uncomfortable, very noisy, the bigger buses are worse"

Seat availability received very promising results for both types of user, 91.8% of everyday and 90.6% of weekly respondents indicated that this met their expectations, from the findings it emerged that the only time getting a seat was difficult is when the students are around, however this could become an issue during the academic year.

In the questionnaires three questions were asked in relation to the driver, the findings from this were positive for both everyday and weekly users. In all three questions over 50% of the respondents agreed that the drivers were friendly, helpful and courteous. There were a number of people who disagreed indicating that driver attitude was not always adequate. The results can be obtained in **Appendix H (1.6-1.8 and 2.6-2.8).** According to respondents, not all drivers are friendly, courteous or helpful. The following are comments made by respondents:

"The drivers are not very nice they could be friendlier"

"Once I asked a driver for help with a pram and he said no because his back was sore".

"Once when I was on the bus, I noticed an old woman getting on too, she had forgotten her bus pass, when she told the driver she had forgotten it, he yelled at her and said "well you'll have to pay so", he made her pay for the bus even though she was old and he knew she would have had a pass, he took off from the bus stop very fast and he always drives very fast, I do be afraid on the bus with that driver".

The timetable was an issue for a small percentage of respondents (37.8%), with 56.7% indicating that the timetable was to their specifications. When compared with weekly users 71.9% were satisfied with the timetable. From the mystery ride conducted the researcher identified that the timetable for the STS was located on polls placed at the bus stops, the timetable was easy to understand, however it was just in black and white with no colour.

From the findings it emerged that BÉ were lacking SQ with regard to the bus stop facilities. 59.5% of respondents strongly disagreed that the bus stop facilities were adequate while another 27% disagreed. In comparison, the findings illustrated that weekly users had similar perceptions. A group of respondents further commented: **(Appendix G)**

"Bus shelters are badly needed, ones strong enough that cannot be damaged"

"Sometimes I do not leave the house if the weather is bad because I would get very wet waiting for the bus because there is no-where to stand in out of the rain"

When asked about BÉ's logo, numerous everyday and weekly users did not agree that the STS lives up to the logo of being fast, friendly and reliable. A number of respondents agreed with elements of the logo for example, respondents indicated that the service was friendly however not fast or reliable.

It was obvious from the findings that respondents felt safe on the bus. However those who did not feel safe outlined that the service does not have seatbelts.

However, not only were seatbelts an issue for those who did not feel safe but also the drivers driving too fast. One respondent commented:

"Some of the bus drivers drive too fast, a few times I had to ask them to slow down because I have my child on the bus, when they drive too fast I do not feel safe"

More weekly than everyday users enjoy travelling on the bus. It emerged that 50% of everyday respondents were satisfied with the service leaving 37.8% dissatisfied. Quite a large percentage of weekly users indicated that they were neither satisfied nor dissatisfied; this is an issue for the company as satisfying service users is vital.

Demographic Details of STS users

Table 2: Gender % of Respondents on STS

Everyday Users	% of Males	% of Females	Total
	40.5%	59.5%	100%
Weekly Users	% of Males	% of Females	
	28.1%	71.9%	100%

From the findings it was apparent that more females than males use the STS, when the findings were looked at from a gender perspective, it emerged that males were more dissatisfied with the bus stop facilities that their female counter parts. Also over half of the males were not satisfied with the service, thus on the STS females are more satisfied with the service, which is interesting as those who use the service more are those who are more satisfied with the service.

Graph 2: Age of Respondents on STS

Age of Respondents

	Everyday Users		Weekly Users	
■ 66+	8.1%		0.0%	
■ 56-65	21.6%		15.6%	
■ 36-55	21.6%		40.6%	
■ 22-35	37.8%		21.9%	
■ Less than 21	10.8%		21.9%	
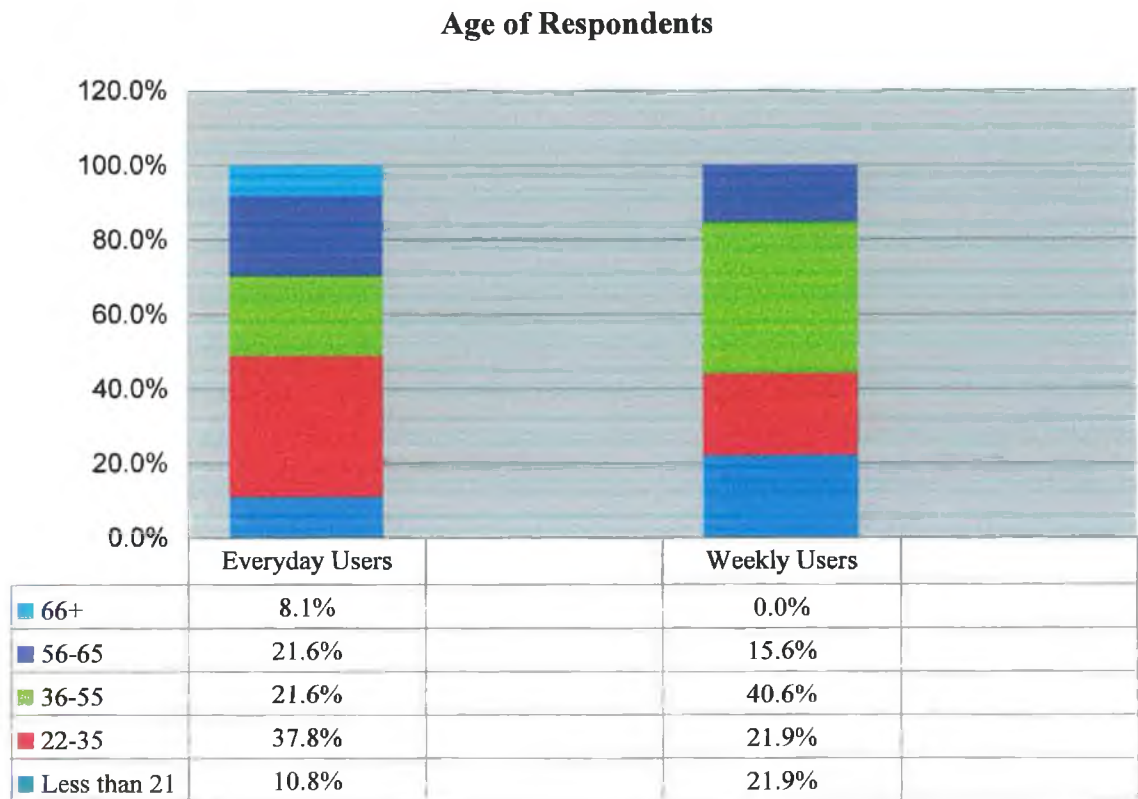
The graph shows that everyday users surveyed were aged between 22 and 35 while weekly users of the service were aged between 36 and 55. Of the 66+ transport users surveyed, they all use the service on a daily basis. From an age point of view only minor differences were apparent, firstly of the 66+ age group surveyed, they found the timetable an issue and all regarded the bus stop facilities as inadequate. It was identified that all the less than 21's indicated that they felt safe on the bus. Of the 5 age groups the 22-35 and the 66+ age groups were not as satisfied with the service as other age groups.

Cash was the predominant payment type with everyday and weekly users. Only those who pay with cash or buy a ticket were asked if they perceived the bus as good value for money, which costs €1.40 each time it is used. BE was not good value for money according to 51.8% of everyday users and only 31% of weekly users. The reason for this difference may be that many people use the service more than once every day therefore some may pay up to €5.60 in one day, whereas weekly users may only pay this amount in a week.

28 out of a total 52 cash payers do not regard the buses on the STS as modern. With regard to the bus stop facilities, those who had a bus pass were more dissatisfied when compared to those who pay for the service. Over half of the cash payers do not believe that BÉ live up to their logo in contrast, over half of non payers believe the company do. Quite alot of cash payers were dissatisfied with the service (22/52), while the non-payers are more satisfied with the service.

*All findings are located in Appendix H with demographic details in Appendix J

In gathering the data, the perceptions of 2 tourists were discovered; this is good for the research as it shows how people entering Ireland feel about the service. For both of these people the bus was late which meant the service received negative criticism immediately. They both indicated that they were not satisfied with the service.

Expressway

To gain perceptions of the level of service quality it was necessary to distribute a questionnaire to the users of the Expressway – S-E route.

Graph 3: Frequency of Use on Expressway S-E Route

Frequency of Use

	Everyday Users	Weekly Users	Monthly Users	
■ Once	0%	2.2%	6.5%	
■ Twice	10.9%	23.9%	15.2%	
■ 3 times	0%	6.5%	13.0%	
■ 4 times	0%	4.3%	6.5%	
■ More	0%	0%	4.3%	
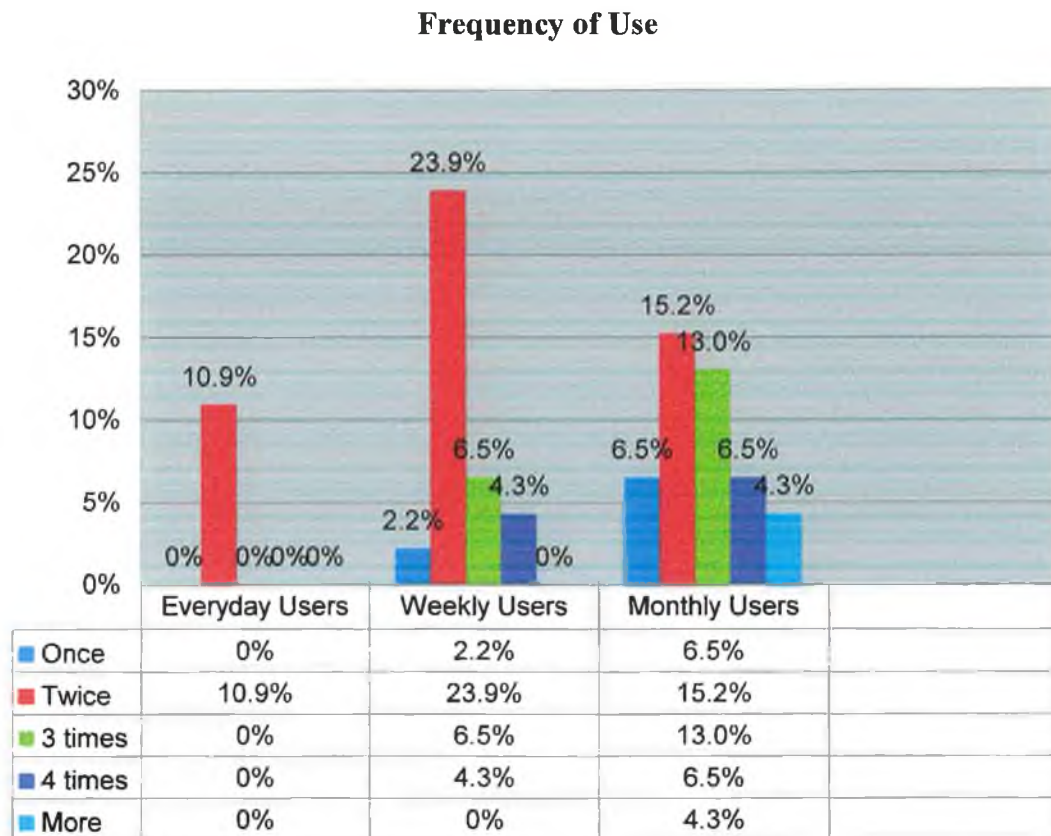
Only a small percentage of people use the S-E route on a daily basis, which is obvious from the graph. A large proportion of those surveyed utilise the service on a weekly basis, with twice per week being the most frequented. Evident from the graph, monthly users make use of the service twice or more per month.

Section 2 – Service Quality

The number of everyday users surveyed was quite small, however their perceptions of the service was quite negative. From the findings it emerged that they do not find the service reliable or clean, they believe the buses are old, they are not satisfied with the facilities on board the bus, the timetable, the bus stop facilities, they disagree that the service lives up to the logo, 40% do not feel safe on the bus. They do not enjoy travelling on the bus and they are not satisfied with the service. These users also believe that value for money is not being produced. The following are comments that two respondents made regarding areas that require improvements:

"There is loads of room for improvement, for example punctuality, on-board entertainment, toilets, space, easy to read timetable, it is a disaster".

"It could be cheaper, more punctual and a toilet on-board would be good"

On a more positive note they do regard the bus as comfortable, they always get a seat on the bus and the drivers are not an issue. These findings were very informative. From the results the level of SQ was poor as described by everyday users.

(Appendix I 1.0 – 1.17)

Reliability was a SQ determinant that caused concern with weekly users. Over half of these respondents perceive the buses as not modern or clean, 76.4% regard the quality of on-board facilities to be poor. In comparison to the everyday users, comfort of buses received positive responses. SQ pertaining to seat availability was sufficient. Much of the time in service contexts it is the service provider who causes

dissatisfaction however all groups of respondents were happy with the drivers. The weekly users regard the timetable as poor; therefore the tangibles of the service cause quality to diminish. The quality of bus stops were not adequate, two people suggested that:

"more shelters for elderly people on rainy days are needed".

The service was not living up to the logo according to over half of respondents. These people felt safe on the bus and 70% did not enjoy travelling on the bus. In contrast to the everyday users more weekly users were satisfied with the service. From the findings it was clear that half of weekly users perceived the service as good value for money, while the other half did not. Many regard the bus as too expensive, one respondent said:

"The bus does not even have a radio, it is not good value for money".

The researcher identified on the day that no radio was turned on in the bus, therefore people had nothing to listen to on the journey.

(Appendix I 2.0 - 2.17)

From a monthly users perspective some findings were quite different from the everyday and weekly users' perceptions. Firstly reliability was not as much a priority. **(Appendix I 3.1)** Bus cleanliness and comfort was not lacking SQ, also seat availability received 100% positive response rate. Questions regarding drivers were encouraging over 70% agreed with the statements posed. The quality of the

timetable was good, according to these users the service lives up to the logo, they feel safe on the bus and they are satisfied with the service. One respondent added:

"I am not that satisfied but I'm not dissatisfied, as the bus gets me to where I want to go"

These people regard the service as good value for money. Areas lacking SQ included – modern buses, in comparison to the weekly and everyday users they too perceive SQ to be insufficient pertaining to the on-board facilities and the bus stop facilities. Over half of these people did not enjoy travelling on the bus.

<div align="right">

(Appendix I 3.2 – 3.17)

</div>

Demographic Details of Expressway Users

This section outlines the gender and age of respondents who use the service. All demographic details are included in Appendix J.

Table 3: Gender % of respondents on Expressway

	% of Males	%of Females	Total
Everyday Users	40%	60%	100%
Weekly Users	29.4%	70.6%	100%
Monthly Users	61.9%	38.1%	100%

Of the 46 people surveyed on Expressway, a balance between males and females occurred – 23 males and 23 females. From the findings it emerged that females were more satisfied with the service than their male counterparts, however it was also

evident that female perceptions of various service attributes are more negative than males. Although males indicated satisfaction with the service, of those surveyed 32.6% did not enjoy travelling on the bus.

Graph 4: Age of Respondents on Expressway

Age of Respondents

	Everyday Users	Weekly Users	Monthly Users	
■ 66+	20.0%	5.9%	0%	
▦ 36-55	60.0%	35.3%	33.3%	
■ 22-35	20.0%	17.6%	38.1%	
■ < 21	0%	29.4%	19.0%	
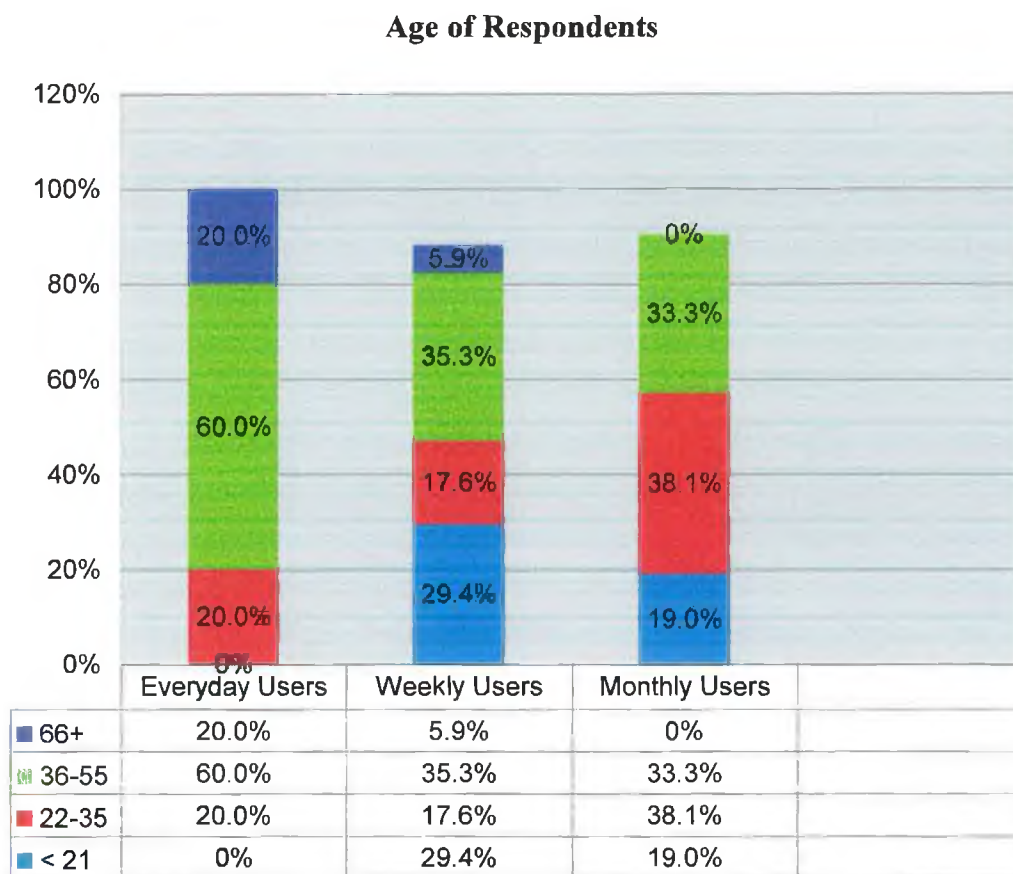
Everyday users and weekly users of the S-E route were mostly aged between 36 and 55, while monthly users were between 22 and 35, also many were of the 36-55 age bracket. Across all ages the results were similar for Expressway, with all ages

indicating satisfaction with the service. SQ attributes causing quality to decrease were the same for all ages.

It emerged from the findings that cash was the main payment type with 80% of everyday users using this method, 76.5% of weekly users and 95.2% of monthly users pay with cash. Cash payers indicated higher levels of dissatisfaction with different SQ determinants, however overall satisfaction with the service was positive, in contrast non-payers had more positive perceptions of the service.

When analysing the questionnaires, it emerged that for 3 people it was their first time to use the service, one of those being in Ireland on holidays. They all perceived the service to be reliable and they all agreed that they felt safe on the bus.
*All demographic details are located in Appendix J.

4.5 Objective Three – Identify the primary causes of satisfaction and dissatisfaction.

To achieve this objective it was necessary to extract from the questionnaires the key SQ determinants that were causing service users to be satisfied and dissatisfied. Satisfaction or dissatisfaction indicates the passenger's current perceptions of service quality (Hensher et al, 2002).

After measuring the level of SQ as perceived by transport users the researcher was capable of identifying those areas that lead people to be satisfied and dissatisfied with the STS.

The following table highlights those areas in order of importance:

Table 4: Causes of Satisfaction and Dissatisfaction on the STS

	Satisfiers	**Dissatisfiers**
Number One	Seat Availability	Bus Stop Facilities
Number Two	Feeling safe on the bus	Reliability
Number Three	Friendliness of Service	Lack of Modern Buses

On the Expressway service the findings regarding causes of dissatisfaction differ from the STS one reason being the inclusion of an extra question, the findings are recorded in the below table in order of importance:

Table 5: Causes of Satisfaction and Dissatisfaction on the Expressway Service

	Satisfiers	**Dissatisfiers**
Number One	Seat Availability	On-board Facilities
Number Two	Feeling Safe on the Bus	Lack of Modern Buses
Number Three	Friendliness of Service	Timetable

Seat availability was the greatest source of satisfaction on both services. Second to this was safety; the findings were the same for both services. Attitude of drivers emerged as a satisfier from the research conducted on both services.

On the STS bus stop facilities were the greatest source of dissatisfaction which was also found in the literature. According to the findings the bus cannot be relied on and time management needs to improve.

Developed from this many service users stated that service frequency needed to improve and more bus stops were required in Sligo, out of 70 people 17 offered further comments on bus frequency, transport users require more routes, more stops and also for the bus to operate longer in the evening. A number of respondents believed the bus should operate on a Sunday: **(Appendix G)**

" *If there was service on Sundays".*

"They should stay on longer in the evening past 6.30 and they should operate on a Sunday".

The age of the buses surfaced as an area causing dissatisfaction as not all buses were modern.

On the Expressway service the greatest source of dissatisfaction were the facilities on-board the bus. In comparison to the STS, lack of modern buses caused users to be dissatisfied. The third dissatisfier was the timetable.   **(Appendix K)**

A section regarding complaints was added to the more detailed questionnaire on the Imp and Expressway in order to establish, if service users are dissatisfied do they complain? From which it became apparent that quite alot of service users do not complain. The graph below identifies how users felt after lodging a complaint with BÉ.

Graph 5: How STS users felt about complaints they made

How STS users felt about complaints they made

	Dealt with efficiently	Complaint was ignored	Not happy	Complaint was listened to	Happy
■ Strongly Agree	1.4%	0.0%	0.0%	0.0%	0.0%
■ Agree	1.4%	0.0%	0.0%	2.9%	0.0%
■ Neutral	0.0%	0.0%	0.0%	0.0%	0.0%
■ Disagree	0.0%	1.4%	2.9%	1.4%	1.4%
■ Strongly Disagree	0.0%	0.0%	0.0%	0.0%	0.0%
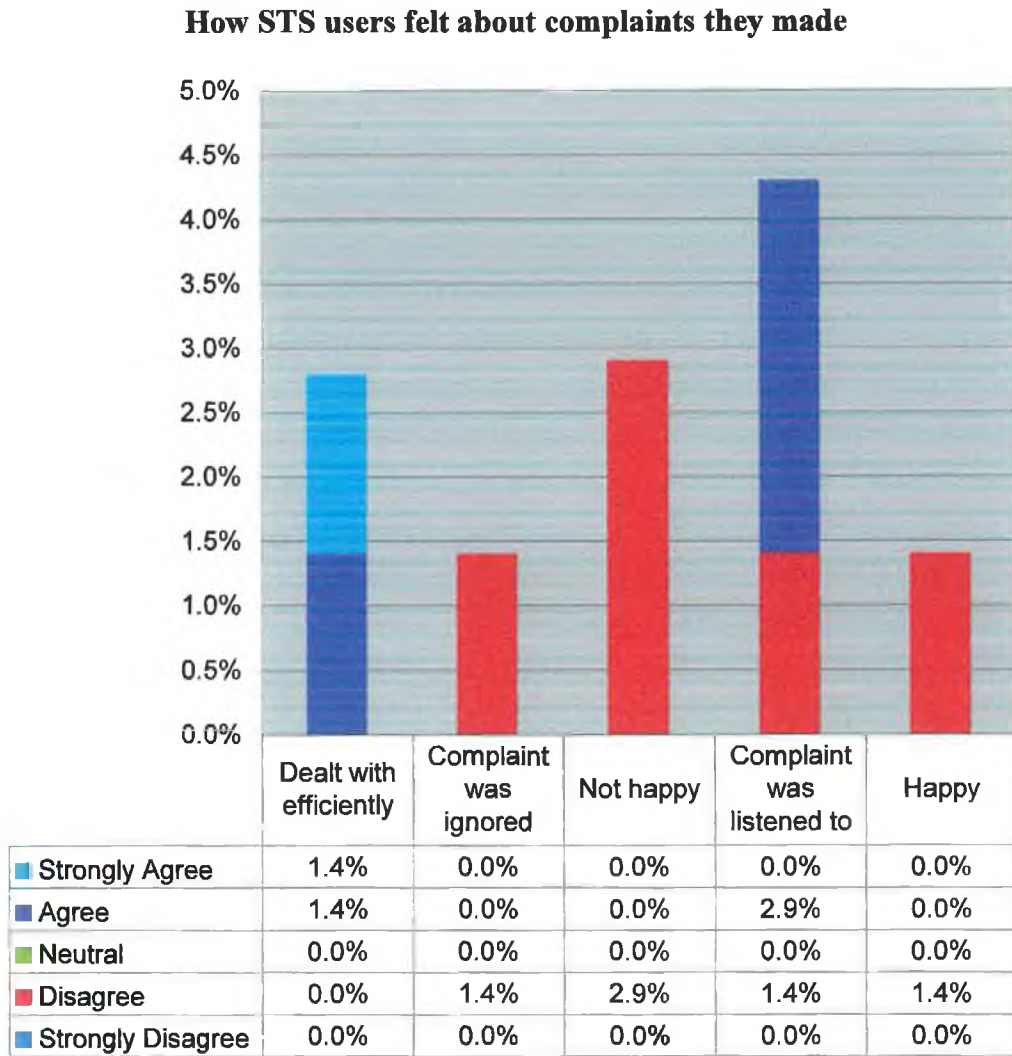
Of those who complained to BÉ they were not that satisfied with how their complaint was dealt with. Complaints were in relation to the driver driving too fast and the driver him/herself. Many respondents indicated that they had no reason to complain (55.5%), the remainder indicated that it would be too much hassle to complain and that making a complaint would not make a difference.

(Appendix H 1.15, 2.15).

How Expressway (S-E) route users felt about complaints they made

	Dealt with efficiently	Complaint was ignored	Not happy	Complaint was listened to	Happy
■ Strongly Agree	6.5%	2.2%	2.2%	6.5%	0.0%
■ Agree2	4.3%	0.0%	2.2%	0.0%	4.3%
■ Neutral	0.0%	2.2%	0.0%	2.2%	0.0%
■ Agree	2.2%	4.3%	2.2%	4.3%	4.3%
■ Strongly Disagree	0.0%	0.0%	6.5%	0.0%	0.0%
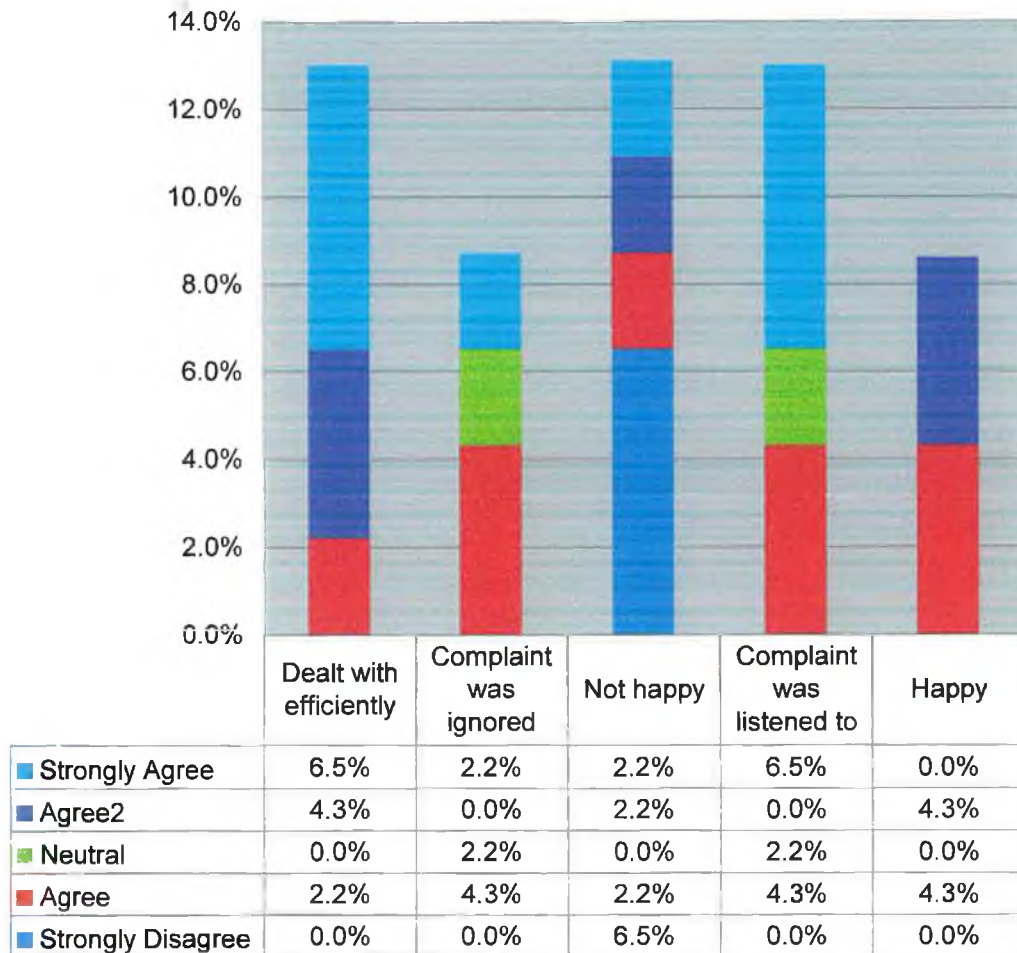
From the findings generated it emerged that only a small percentage of people (17.4%) complained to BÉ **(Appendix I 1.16, 2.16, 3.16).** Their complaints were in relation to punctuality, the bus not arriving, lack of adequate stops, bad stops and the driver driving too fast. Of the 82.6% of transport users who have not complained, 50% agreed that they have no reason to complain, while the remainder believed that

it would be too much hassle to complain and if they did complain it would not make any difference.

4.6 Objective Four – Identify where gaps exist between perceptions of management, bus drivers and the users of the service.

In order to achieve the above objective questionnaires were administered to the bus drivers and an in-depth interview was conducted with a member of management at BÉ. A number of gaps were identified from the findings between the three groups of people.

Management of the company regarded SQ as vital and that it was something that was currently practiced within BÉ, however no market research is conducted in Sligo all research occurs at head office in Dublin. When asked what drives service quality, the researcher was informed that customers were one of the main drivers of it.

To discuss reliability of service, as it is an area causing service users to be dissatisfied, in comparison many drivers stated that the bus is not always on time (40%), however managements' perceptions were quite different, they do not see reliability as a problem, they insist that it is only something that must be kept in mind and that the bus needs to stick to the timetable, which according to service users does not occur. When the researcher conducted the Mystery Ride-A-Long, the bus was not on time, it was running approximately 6 minutes late.

Drivers did not arise as an area that caused people to be dissatisfied, it must be remembered that on both services there was a percentage of people who had issues with the driver, it was suggested to the researcher that some drivers could be friendlier and that customer service training would be beneficial to the drivers.

When the drivers were asked about their attitudes, 100% of those surveyed agreed that they are friendly, courteous and helpful. Following on from this management added that drivers do receive some degree of customer service training 'every couple of years'.

Gap 4 from the quality gap model was evident from the findings where BÉ was actually over promising in their advertisements, in these they promise customers they will provide a fast, friendly and reliable service. From the findings many respondents disagreed that the company actually lived up to these promises. When such promises are made customers' expectations are high and when they experience the service they are often let down which results in the customer having negative perceptions of SQ. Management do not believe it is difficult to live up to this logo therefore an obvious gap is in existence.

A gap exists with another SQ attribute – safety. From the findings it emerged as a top satisfier, however quite a few respondents informed the researcher that they would feel safer if the buses on the STS had seatbelts. BÉ have no plans to equip these buses with seatbelts, as it is not a legal requirement.

Both drivers and the service users are dissatisfied with the bus stop facilities, when management were asked about this they commented that the STS is under review at the moment and that the facilities may be upgraded.

Gap 5 from the Quality Gap Model was also visible; gap 5 is the difference between customers' perceptions and their expectations. Expectations are not being met in all of the SQ determinants, indicating that the company are not delivering the service as required by the service users.

Complaints are an important area to discuss in any project regard quality of services. From the findings it emerged that not many people complain to BÉ. It is vital to make it easy for customers to complain; however within BÉ it is not so easy. There are three ways to complain, firstly the driver could be informed from there nothing may be done or he/she may inform management. The second way is to phone the bus station whereby the person making the complaint would be asked to put the complaint in writing and send it into BÉ. Once the complaint is received a staff member has two weeks to investigate the complaint and respond to the person. The third way is to go into the station and fill in a Customer Comment Form **(Appendix L).**

Information from the interview with Marie McGovern (Sales and Marketing Executive in BÉ) is recorded in Appendix M.

According to the drivers, 93.3% claim that they receive complaints. The below pie chart highlights the top four areas that were most complained about:

Graph 7: Top four areas transport users complain about
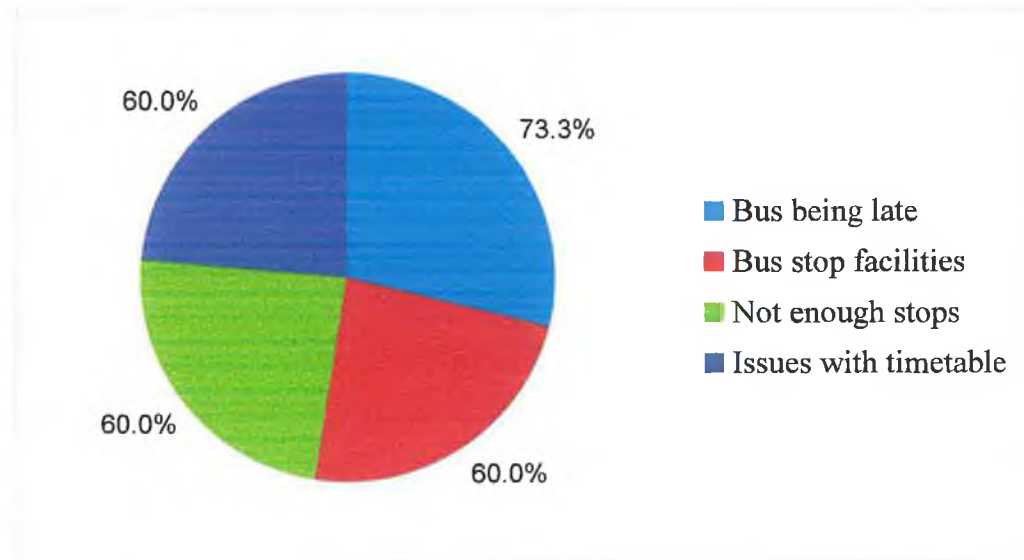
The above pie chart indicates the top four areas that drivers of BÉ received the most

complaints about. These can be compared with the top areas found by the researcher

to cause dissatisfaction among transport users such as: reliability, from the

information gathered from drivers 73.3% of drivers received complaints pertaining

to 'the bus being late', the bus stop facilities was a key area causing dissatisfaction

and so 60% of drivers listened to complaints regarding the facilities. Drivers have

had complaints about the timetable, which is in comparison to the findings from the

questionnaires as Expressway users on the S-E route were dissatisfied with the

timetable.

Other areas that received complaints are contained in the below table

Table 6: Nature of Complaints to Drivers

% of Respondents	Nature of Complaints
33.3%	Bus Facilities
33.3%	No bus arriving
26.7%	Bus being uncomfortable
13.3%	Bus being dirty
6.7%	The bus being early

4.7 Objective Five - To examine the perceptions of Ulsterbus users in order to identify if levels of satisfaction are the same, different or equal to Bus Éireann customers.

To accomplish the above objective a questionnaire was developed using the same SQ attributes as those used in the BÉ questionnaires to allow for comparison. Generally speaking, the level of SQ from the perception of Ulsterbus users in the Enniskillen area was very poor. To get more from the results these users were divided into everyday and weekly users, while also identifying if similarities or differences occurred within demographic details.

From the everyday users it became apparent that reliability was a significant problem with 90% of respondents being dissatisfied. This can be compared to BÉ, as reliability was also a dissatisfier. Ulsterbus users both everyday and weekly regard the buses as clean, modern and in comparison to BÉ seat availability was a top

satisfier. When age of buses was compared to BÉ, Ulsterbus were better at SQ as this was a key issue for BÉ users.

The findings highlighted that 70% of Ulsterbus users do not perceive drivers as friendly, courteous or helpful; this was in contrast to BÉ as driver attitude was not causing dissatisfaction. The timetable and the bus stop facilities received poor responses with 60% of everyday users and 70%+ of weekly users revealing negative perceptions. According to the findings the service was not fast, friendly or reliable, users do not enjoy travelling on the bus, 70% of everyday users and 45.5% of weekly users were not satisfied with the service. Respondents did reveal that they felt safe on the bus, as did the BÉ users. The respondents did not believe they were receiving value for money as over 70% disagreed, again this is in contrast to BÉ as quite a large percentage of people believed the service was good value. Further comments from the Ulsterbus users include:

"The timetable needs improving, they never stick to the advertised time and drivers should be nicer"

"The service is dreadful"

"Some drivers are very ignorant, the bus is never on time"

*At the time of conducting the questionnaires the price on the Ulsterbus services had increased.

The respondents were 63.6% male and 36.4% female. From the findings it was evident that both genders were dissatisfied with various SQ attributes, with males

being more dissatisfied than females. Comfort was more of an issue for males; also more females enjoy travelling on the bus than males, while more females believed the bus was not good value for money.

The age bracket was: less than 21 to 66+. All age groups were dissatisfied with the driver and the bus stop facilities; they agreed the bus was not fast, friendly or reliable. The 56-65 age group were the only users that enjoy travelling on the bus, also 50% or more transport users were not satisfied with the service.

The predominant payment type was cash; second to this was a bus pass then a weekly ticket. When the results were looked at from a payer/non-payer perspective, the results were similar to results from other demographic details; the same quality determinants were causing dissatisfaction such as reliability, treatment by diver, etc. However, those who had a bus pass all indicated that they do not feel safe on the bus, which is in contrast to cash payers. Service dissatisfaction is also evident from this perspective.

4.8 Conclusion

To solve the research problem it was necessary to answer six research questions that have been emphasised in the research. These research objectives emerged from the literature review and the research question at hand. The findings were generated using various research collection methods as discussed in chapter three, from this the findings were discussed and analysed under each research objective.

It was highlighted that service users' perceptions of quality regarding the STS and the Expressway S-E route was low pertaining to some SQ determinants. On the Expressway service the everyday users indicated significantly lower levels of SQ in comparison to weekly and monthly users.

The key areas that cause service users to be satisfied and dissatisfied with public transport were established, areas causing satisfaction were seat availability, feeling safe on the bus and what the researcher has labelled 'friendliness of service'. Service quality determinants causing dissatisfaction included bus stop facilities, reliability and lack of modern buses, for the Expressway the top one was on-board facilities.

It became apparent that there exist a number of gaps between service users' perceptions of SQ and those of drivers and management. It is necessary to conduct market research and measure SQ on a continuous basis in order to identify the level of SQ and be capable of making improvements; this is not done in BÉ and so it is inevitable that gaps occur.

A survey was conducted with users of Ulsterbus to obtain a brief insight into Ulsterbus users' opinions of SQ, from which it was evident that Ulsterbus users perceive quality to be low on those services, therefore from the research BÉ delivered a better quality service than Ulsterbus. BÉ lacked SQ in two areas (cleanliness of buses and modern buses) that Ulsterbus delivered good quality.

It was demonstrated that higher levels of SQ lead to more service users being satisfied, delivering the service in a way that people expect, i.e meeting users expectations, leaves customers feeling happy, i.e satisfied.

Chapter Five – Conclusions and Recommendations

5.1 Introduction

The basis for this study was to investigate the level of service quality within BÉ as perceived by users of two of BÉ services, namely the STS referred to as the Imp and the Expressway S-E route while also to compare the perceptions of the service users to those of management and staff of the company.

For the above to be achievable it was necessary to carry out secondary research in the form of a literature review on SQ, public transport and where possible journals on quality within public transport. Research was conducted using both quantitative and qualitative measures incorporating questionnaires, an in-depth interview and a mystery ride-a-long. From the findings the researcher was capable of making conclusions and recommendations for BÉ.

Derived from the literature many service quality determinants such as reliability of buses, friendliness of service, comfort, etc were areas lacking quality. Results from the research were similar to those of Disney's research in 1998, universal satisfiers/dissatisfiers were evident.

5.2 Objective Six – Make recommendations on how Service Quality can be improved.

In order to fulfil this objective it was necessary to conduct and analyse all of the research and findings. This objective was proven by authors highlighted in the literature review; therefore it was necessary for the researcher to prove the same to be true from a public transport point of view. From the findings it emerged that BÉ is lacking SQ in a number of areas such as reliability, bus stop facilities, lack of modern buses, on-board facilities and the timetable, thus leaving customers dissatisfied. If these were meeting or exceeding users' expectations then customers would be satisfied. The questionnaires were designed in such a way that the researcher was capable of obtaining service users perceptions of the service; by doing this it allowed the researcher to identify not only the customers' perceptions but also their expectations.

SQ was more visible in BÉs services as compared to Ulsterbus. The STS received quite promising results, as responses were not that dissatisfactory, with only some areas of the service causing users to be dissatisfied, the same was true for the Expressway S-E route. In contrast only two areas of the Ulsterbus service caused satisfaction with many other SQ attributes decreasing quality as perceived by service users.

The following table highlights recommendations made by the researcher for BÉ.

Table 7: Recommendations for BÉ.

Number:	Recommendations
Recommendation 1	Commence Research on SQ
Recommendation 2	Upgrade Bus Stop Facilities
Recommendation 3	Upgrade On-board Facilities
Recommendation 4	Upgrade Buses
Recommendation 5	Become more reliable
Recommendation 6	Make timetable more user friendly

5.3 Research

It has been recommended by the researcher that public transport be given more attention from an academic point of view; it is an area that affects a large proportion of the population and perhaps with a little more focus on the sector improvements may be initiated. Research is required in the area of service quality with emphasis on public transport, from an Irish perspective utilising companies such as CIÉ, BÉ, Dublin Bus and Iarnrod Éireann. It is important to benchmark on an international scale with other bus companies, benchmarking against the better companies is essential. Researchers should identify other SQ measurement tools rather than the SERVQUAL approach so as to widen the scope of tools exercised in relation to public transport, by doing so it would add to the body of research while also providing students and other researchers with various methods for which to conduct future research.

Currently within BÉ no market research or measurement of SQ occurs in the Sligo office. The researcher recommends that in order to improve SQ within the company it is vital that research and measurement commences as soon as possible. The literature review outlined that through measurement the company sees how they are performing through the eyes of the customer (Dimitriades, 2006).

5.4 Bus Stop Facilities

On the STS it was concluded that the facilities at the bus stops were not adequate; users require bus shelters and somewhere to sit, by erecting bus shelters it will increase these users satisfaction with the service. The author Andreassen (1995) found bus shelters to be an area causing dissatisfaction also. By increasing the number of bus shelters passengers will be more satisfied with the service. The findings identified respondents who would not use the service when it was raining, as they would get wet waiting for the bus. Therefore by having shelters it would encourage not only current users to make more use of the bus but also new users as they would be able to sit in out of the rain and wait for their bus.

This was also an area causing Expressway S-E route users to be unhappy with the service, they also require shelters, on this route some stops are quite dangerous as the stop is located on the side of the road, where people have basically to stand in a ditch to wait for the bus. The company should revise this route and identify areas to place stops that are less dangerous for transport users to wait.

Transport users on the STS require extra bus stops located around Sligo and on the outskirts of the town, areas such as Pearse Road (further up than where the current bus stop is), Markievicz Road – located near the doctor's surgery and Garavogue Villas. A group of respondents revealed that they have to walk a distance to get the bus for example, as there is no bus stop in Garavogue Villas, people have to walk to Doorly Park to get the bus, this causes dissatisfaction, (see appendix A for map).

5.5 On-board Facilities

On the Expressway service it was found that facilities on-board the bus lacked service quality as perceived by users of the S-E route. The researcher concluded that users require a toilet; next to this a television and DVD player was required. According to the author Wilbert (1992), transport users are willing to pay more for a toilet on-board. Only a small percentage of transport users perceived the service as too expensive or agreed that it was not good value for money however, if BÉ equipped Expressway buses with a toilet or a radio their perceptions may change. The day the research was gathered no radio was turned on in the bus, therefore leaving people with nothing to listen to, perhaps if it was turned on it would give people something to occupy their time, a knock on effect from this maybe that they would not find the journey long – thus leaving people more satisfied.

5.6 Lack of Modern Buses

On both the Expressway S-E route and the STS the age of buses was a key area causing all groups of transport users to be dissatisfied. Many indicated that they did not feel safe on older buses, while others perceived the older buses as dirty and uncomfortable. From the literature it was revealed that BÉ have over the past number of years invested millions in upgrading their fleet while also through Transport 21 the company are to be allocated funding for new buses. With all this in mind, transport users on the STS and the Expressway S-E route have indicated high levels of dissatisfaction with this element of the service. It also emerged in the findings that this was causing Ulsterbus users to be satisfied.

Transport users need to feel safe while travelling on buses, therefore by upgrading the buses used by BÉ more people would feel safer on the bus while also increasing passenger numbers. BÉ must combat this issue by upgrading buses throughout the country and throughout their services.

5.7 Reliability

Reliability caused dissatisfaction among users of the STS and the Expressway S-E service; this was also found in the literature by numerous authors such as Edvardsson (1998), Disney (1998), Friman and Edvardsson (2003) and Hensher et al (2002). The everyday users on both services showed higher levels of dissatisfaction with this SQ determinant than weekly users and others. It has been identified that

management and most drivers do not see reliability as a problem, albeit transport users gave the opposite responses. Therefore it is imperative that BÉ turn their attention to this in order to increase passenger numbers. People must be able to rely on the service to transport them from A to B in the time specified; if they cannot rely on the service then they will refrain from using it.

5.8 Timetable

The tangibles of the service, i.e. the timetable, caused SQ to lessen according to users of the Expressway S-E route. From the findings it became apparent that the everyday and weekly users perceived this element of the service to be poor. Edvardsson (1998) also found timetable/information to cause dissatisfaction. BÉ need to assess the visible aspects of the service namely the timetable to improve quality. Introducing some colour, increasing font sizes and highlighting departures and arrivals may make the timetable clearer. It is vitally important that transport users are capable of reading the timetable without difficulty. If transport users struggle to read a blurred timetable and because of this get times or something else wrong it will cause users to be dissatisfied with the service.

Evidence from the findings suggests that many SQ determinants within BÉ was inefficient for both services, according to perceptions of transport users. It was concluded for both services that more everyday users showed negative perceptions

of quality than weekly users. Everyday users give a more informative opinion of the service as they use the bus once or more times a day.

It is also recommended that BÉ begin by initiating improvements on the areas causing customers perceptions of quality to be low, which have been outlined above. These areas are those transport users identified as important to them and so according to Hensher et al (2002) it is from here improvements should begin. The company will then be capable of continuing the research on a regular basis by continuously applying the collection methods utilised in this research, the questionnaire used will be applicable to future studies.

As identified from the literature, bus transport has been seen as a 'despair purchase', for this mind-set to change BÉ need to improve SQ by making the service reliable, clean, modern, comfortable and by giving passengers somewhere to sit and be sheltered while they wait for the bus will lead to an increase in passenger numbers.

 From time to time benchmarking against other bus companies and other town and inter town services would be exceptionally beneficial to identify how the company is performing against other companies. BÉ should benchmark not only against Ulsterbus or those in the public sector but even bus companies that have been privatised such as Trent that was discussed in the literature review.

5.9 Limitations

This study would have been strengthened by the inclusion of more than one public transport company. The use of more BÉ Expressway services would have been very useful to the research in order to discuss what was found on different routes other than the S-E route. Also by separating Ulsterbus users into town service users and long journey users would have allowed for a comparison of both services with BÉs.

5.10 Future Study

There are many avenues which can be pursued in the area of SQ and public transport; the following are areas that indicate directions for further research.

- An investigation could take place utilising other public transport companies such as Ulsterbus, Dublin Bus, Iarnrod Éireann, to identify the level of SQ in those companies.

- A study could be dedicated to a cross border analysis with Ulsterbus and BÉ to gain deeper insights into the level of SQ and customer satisfaction in Ulsterbus.

- Future study should be carried out on other BÉ services such as Expressway services incorporating other routes. School transport is a huge service provided by BÉ, which incorporates the use of sub-contractors; this would be an interesting area to research as the company transports 10,000 students to

and from school each day. Other services would include the Night Rider which is relatively new to BÉ and the service which operates in county Sligo to establish if SQ is visible on each of these services.

- An investigation should be conducted into what causes transport users to be satisfied and dissatisfied, what improvements could be made to make them more satisfied and at what stage do they complain, also to investigate more in-depth as to why they may not complain.

- As public transport is now the focus of the Irish government to make more attractive and efficient, it would be interesting to initiate a study on non-users of public transport to establish why these people do not use public transport.

5.11 Conclusion

From the findings documented in chapter four the researcher was capable of drawing conclusions and developing recommendations. The purpose of the study was to investigate transport users perceptions of SQ within BÉ.

The literature review discovered that SQ improvements are being made to many areas of the service such as new modern coaches being rolled out in 2006, also bus stations being up-graded which included the Sligo station, etc. Much of the improvements were not visible within the Sligo region and also research is only conducted in the Dublin area, which is not representative of the rest of the country.

BÉ do not know their customers and relationship building is not evident between the service provider and the service user, between the three groups there were many differences in perceptions, therefore it can be concluded that the whole mind set of just 'providing a basic service' is evident within BÉ. This mind-set needs to change for SQ to thrive within the company.

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Quality*, Vol. 8, No. 2, pp. 142-149

XXX

APPENDICES

Appendix A

SLIGO CITY SERVICE BUS ROUTES

○ BUS STOPS

Central City Service
Western City Service
Strandhill Service

RATHBRAUGHAN

St. Josephs

SLIGO I.T.

MULBERRY PK.

Cartron

Village Inn

CARTRON

St. Johns Hospital

FORTHILL

FIRST SEA ROAD

Finisklin

CONNAUGHTON ROAD

Regional Stores

General Hospital

STRANDHILL ROAD

Bus & Train Station

GPO

Stephen St.

The Mall

RIVERSIDE

Wine St.

Gilmartins

The Showgrounds

TESCO

O'Connell St.

Conways Shop

Abbey St.

DUNNES STORES

OAKFIELD CROSS

John St.

Grattan St.

Castle St.

Doorly Park

Canowmore Rarsboro

St. Mary's GAA

MERVILLE

Government Buildings

Sligo City Centre
Enlarged View

The Friary

PEARSE RD. JUNCTION

Cranmore

Cleveragh Rd.

SUMMERHILL

PSO

CROZON

Circular Rd.

KNOCKNAGANNY

Crozon Downs

Cemetery Rd.

CALTRAGH HEIGHTS

Pearse Rd.

Markievicz Park GAA Pitch

Bus Éireann

SLIGO CITY SERVICE

CALTRAGH CRESCENT

Cairns Rd.

GREENFORT
WOODTOWN LODGE
MARKIEVICZ PARK
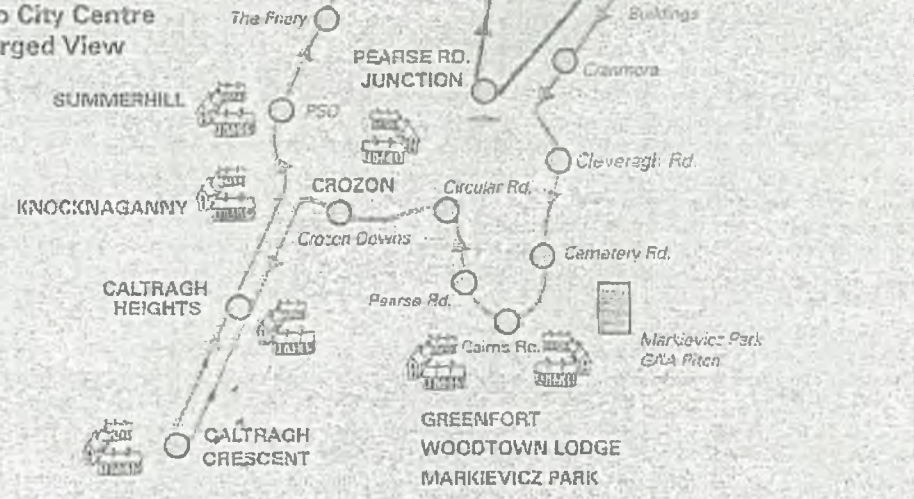
ITSligo
An Institiúid Teicneolaíochta, Sligeach

Appendix B

<u>Bus Éireann: The Sligo Town Service (At Bus Stop)</u>

My name is Eileen Conlon; I am a student at Sligo Institute of Technology and as part of my Masters I am writing a dissertation regarding the quality of services provided by Bus Éireann. The following is a questionnaire pertaining to the Sligo Town service provided by Bus Éireann called 'The Imp'. The questionnaire contains three sections: Frequency of use, Service Quality and Demographics. Each question requires you to tick the box that is most relevant to you.

Frequency of Use

1. **How often would you use The 'Imp' service provided by Bus Éireann?**

   Everyday ☐ **If you ticked everyday, how often per day?**

   Once ☐ Twice ☐ 3 times ☐ 4 times ☐ More ☐

   Weekly ☐ **If you ticked weekly, how often per week**

   Once ☐ Twice ☐ 3 times ☐ 4 times ☐ More ☐

Service Quality

2. **The bus is always on time:**

   Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

3. **The bus is clean:**

   Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

4. **The bus is modern:**

   Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

5. **The bus is comfortable:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

6. **I always get a seat on the bus:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

7. **The bus driver is friendly:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

8. **The bus driver is courteous:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

9. **The bus driver is helpful:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

10. **The timetable is easy to understand:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

11. **The bus stop facilities are adequate:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

12. **Bus Éireann's logo is fast, friendly and reliable. The 'Imp' service is fast friendly and reliable:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

13. **I feel safe when travelling on the bus:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

14. **I enjoy travelling on the 'Imp' service:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

15. **I am satisfied with the service:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

Demographics

Gender: Male [ ]   Female [ ]

Age: Less than 21 [ ]   22-35 [ ]   36-55 [ ]   65+ [ ]

Payment Type: Bus Pass [ ]   Monthly Ticket [ ]   Weekly Ticket [ ]   Cash [ ]

If you are a paying customer please answer the below statement

16.   The bus is good value for money:

Strongly Disagree [ ]   Disagree [ ]   Neutral [ ]   Agree [ ]   Strongly Agree [ ]

17. Are there any areas of the service that in your opinion require improvement?

_____

_____

_____

18. Do you wish to make any further comments?

_____

_____

_____

Thank You for your Co-operation

Bus Éireann: The Sligo Town Service (On the Bus)

My name is Eileen Conlon, I am a student at Sligo Institute of Technology and as part of my Masters I am writing a dissertation regarding the quality of services provided by Bus Éireann. The following is a questionnaire pertaining to the Sligo Town service provided by Bus Éireann called 'The Imp'. The questionnaire contains three sections: Frequency of use, Service Quality and Demographics. Each question requires you to tick the box that is most relevant to you.

Frequency of Use

1. **How often would you use The 'Imp' service provided by Bus Éireann?**

   Everyday ☐ **If you ticked every day, how often per day?**

   Once ☐ Twice ☐ 3 times ☐ 4 times ☐ More ☐

   Weekly ☐ **If you ticked weekly, how often per week**

   Once ☐ Twice ☐ 3 times ☐ 4 times ☐ More ☐

Service Quality

2. **The bus is always on time:**

   Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

3. **The bus is clean:**

   Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

4. **The bus is modern:**

   Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

5. The bus is comfortable:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

6. I always get a seat on the bus:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

7. The bus driver is friendly:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

8. The bus driver is courteous:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

9. The bus driver is helpful:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

10. The timetable is easy to understand:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

11. The bus stop facilities are adequate:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

12. Bus Éireann's logo is fast, friendly and reliable. The 'Imp' service is fast friendly and reliable:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

13. I feel safe when travelling on the bus:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

14. I enjoy travelling on the 'Imp' service:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

15. I am satisfied with the service:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

Complaints

16. Have you ever had to complain to Bus Éireann about an issue? Yes ☐ No ☐

17. Who did you complain to? Bus Driver ☐ Management ☐

18. What was the nature of your complaint? _____

_____

_____

If you answered YES to Question 16 please choose from the following statements:

My complaint was dealt with efficiently:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

I am happy with the way my complaint was dealt with:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

My complaint was ignored:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

I am not happy with how my complaint was dealt with:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

I felt my complaint was listened to:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

If you answered NO to Question 16 please choose from the following statements:

I have never had any reason to complain:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

It would be too much hassle to complain:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

I feel making a complaint would not make a difference:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

__Demographics__

Gender: Male ☐   Female ☐

Age: Less than 21 ☐   22-35 ☐   36-55 ☐   65+ ☐

Payment Type: Bus Pass ☐ Monthly Ticket ☐ Weekly Ticket ☐ Cash ☐

If you are a paying customer please answer the below statement

The bus is good value for money:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

19. **Are there any areas of the service that in your opinion require improvement?**

_____

_____

_____

20. **Do you wish to make any further comments?**

_____

_____

_____

__Thank You for your Co-operation__

Bus Éireann: Expressway Services

My name is Eileen Conlon, I am a student at Sligo Institute of Technology and as part of my Masters I am writing a dissertation regarding the quality of services provided by Bus Éireann. The following is a questionnaire pertaining to the Expressway services provided by Bus Eireann. The questionnaire contains three sections: Frequency of use, Service Quality and Demographics. Each question requires you to tick the box that is most relevant to you.

Frequency of Use

1. **How often would you use the service provided by Bus Éireann?**

   Everyday ☐   **If you ticked every day, how often per day?**

   Once ☐   Twice ☐

   Weekly ☐   **If you ticked weekly, how often per week?**

   Once ☐   Twice ☐   3 times ☐   4 times ☐   More ☐

   Monthly ☐   **If you ticked monthly, how often per month?**

   Once ☐   Twice ☐   3 times ☐   4 times ☐   More ☐

Service Quality

2. **The bus is always on time:**

   Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

3. **The bus is clean:**

   Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

4. **The bus is modern:**

   Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

5. **The facilities on board the bus are adequate:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

6. **The bus is comfortable:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

7. **I always get a seat on the bus:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

8. **The bus driver is friendly:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

9. **The bus driver is courteous:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

10. **The bus driver is helpful:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

11. **The timetable is easy to understand:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

12. **The bus stop facilities are adequate:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

13. **Bus Éireann's logo is fast, friendly and reliable. This service is fast, friendly and reliable:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

14. **I feel safe when travelling on the bus:**

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

15. I enjoy travelling on the bus:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

16. I am satisfied with the service:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

Complaints

17. Have you ever had to complain to Bus Éireann about an issue? Yes ☐ No ☐

18. If yes, who did you complain to?   Bus Driver ☐   Management ☐

19. What was the nature of your complaint? _____

_____

_____

If you answered YES to Question 17 please choose from the following statements:

My complaint was dealt with efficiently:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

I am happy with the way my complaint was dealt with:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

My complaint was ignored:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

I am not happy with how my complaint was dealt with:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

I felt my complaint was listened to:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

If you answered NO to Question 17 please choose from the following statements:

I have never had any reason to complain:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

It would be too much hassle to complain:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

I feel making a complaint would not make a difference:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

<u>Demographics</u>

Gender: Male ☐   Female ☐

Age: Less than 21 ☐   22-35 ☐   36-55 ☐   65+ ☐

Payment Type: Bus Pass ☐ Monthly Ticket ☐ Weekly Ticket ☐ Cash ☐

<u>**If you are a paying customer please answer the below statement**</u>

The bus is good value for money:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

20. **Are there any areas of the service that in your opinion require improvement?**

_____

_____

_____

21. **Do you wish to make any further comments?**

_____

_____

<u>Thank You for your Co-operation</u>

Ulsterbus

My name is Eileen Conlon, I am a student at Sligo Institute of Technology and as part of my Masters I am writing a dissertation regarding the quality of services provided by Bus Éireann. The following is a questionnaire pertaining to the services provided by Ulsterbus, which will allow for comparison with Bus Éireann's services. The questionnaire contains three sections: Frequency of use, Service Quality and Demographics. Each question requires you to tick the box that is most relevant to you.

Frequency of Use

1. **How often would you use the services provided by Ulsterbus?**

   Everyday ☐   **If you ticked every day, how often per day?**

   Once ☐   Twice ☐   3 times ☐   4 times ☐   More ☐

   Weekly ☐   **If you ticked weekly, how often per week**

   Once ☐   Twice ☐   3 times ☐   4 times ☐   More ☐

Service Quality

2. **The bus is always on time:**

   Strongly Disagree ☐   Disagree ☐   Neutral ☐   Agree ☐   Strongly Agree ☐

3. **The bus is clean:**

   Strongly Disagree ☐   Disagree ☐   Neutral ☐   Agree ☐   Strongly Agree ☐

4. **The bus is modern:**

   Strongly Disagree ☐   Disagree ☐   Neutral ☐   Agree ☐   Strongly Agree ☐

5. **The bus is comfortable:**

   Strongly Disagree ☐   Disagree ☐   Neutral ☐   Agree ☐   Strongly Agree ☐

6. I always get a seat on the bus:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

7. The bus driver is friendly:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

8. The bus driver is courteous:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

9. The bus driver is helpful:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

10. The timetable is easy to understand:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

11. The bus stop facilities are adequate:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

12. Ulsterbus is fast, friendly and reliable:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

13. I feel safe when travelling on the bus:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

14. I enjoy travelling on the bus:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

15. I am satisfied with the service:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

Demographics

Gender: Male [ ]   Female   [ ]

Age: Less than 21 [ ]   22-35 [ ]   36-55 [ ]   56-65+ [ ] 66+ [ ]

Payment Type: Bus Pass [ ] Monthly Ticket [ ] Weekly Ticket [ ] Cash [ ]

If you are a paying customer please answer the below statement

The bus is good value for money:

Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

22.   **Are there any areas of the service that in your opinion require improvement?**

_____

_____

_____

23.   **Do you wish to make any further comments?**

_____

_____

_____

Thank You for your Co-operation

Bus Éireann: Drivers

My name is Eileen Conlon; I am a student at Sligo Institute of Technology and as part of my Masters I am writing a dissertation regarding the quality of services provided by Bus Éireann. The following is a questionnaire pertaining to the Sligo Town service and Expressway services provided by Bus Éireann. The questionnaire contains three sections: Frequency of use, Service Quality and Demographics. Each question requires you to tick the box that is most relevant to you.

Frequency of Use

1. **How often do you work on the 'Imp' service provided by Bus Éireann?**

   Everyday ☐ If you ticked everyday, how often per day?

   Full Day (9am-6pm) ☐ Morning ☐ Lunch ☐ Evening ☐

   Weekly ☐ **If you ticked weekly, how often per week**

   Once ☐ Twice ☐ 3 times ☐ 4 times ☐ More ☐

2. **How often do you work on Expressway services provided by Bus Eireann?**

   Everyday ☐   Once per week ☐   Twice per week ☐

   3 times per week ☐   4 times per week ☐   More ☐

Service Quality

3. **The bus is always on time:**

   Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

4. The bus is clean:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

5. The bus is modern:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

6. The bus is comfortable:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

7. I am friendly:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

8. I am courteous:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

9. I am helpful:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

10. The timetable is easy to understand:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

11. The bus stop facilities are adequate

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

12. I feel safe when driving the bus:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

13. I enjoy driving the bus:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

14. I am satisfied with the service:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

15. Have customers ever complained to you about various issues? Yes ☐ No ☐

IF YOU ANSWERED NO SKIP TO QUESTION 18

16. What was the complaint in relation to? (Please tick the most relevant boxes)

The driver ☐   The bus being late ☐   The bus being early ☐

The bus not turning up ☐   The bus being uncomfortable ☐

The bus stop facilities ☐   The bus being dirty ☐   Driving past bus stops ☐

Not enough bus stops ☐   Issues with the timetable ☐

Customer feeling unsafe ☐   Driving too fast ☐   Bus Facilities ☐

Other (please specify) _____

_____

_____

17. If you answered YES to Question 15 please choose from the following
    statements:

I listened to the customer's complaint:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

I dealt with the complaint efficiently:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

The customer was happy with the way I dealt with the complaint:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

I immediately notified management about the complaint:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

18. If you answered NO to Question 15 please choose from the following statements:

Customers do not have any reason to complain to me:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

I do not listen to complaints:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

__Demographics__

Gender: Male ☐   Female ☐

Age: 22-35 ☐   36-55 ☐   56-65+ ☐

Number of years in Service: Less than 10 ☐   11-20 ☐   21-30 ☐ 30+ ☐

19. Are there any areas of the service that in your opinion require improvement?

_____

_____

_____

20. Do you wish to make any further comments?

_____

_____

_____

__Thank You for your Co-operation__

Appendix C

Mystery Ride-A-Long

Service Quality

1. Punctuality of the bus:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

2. The bus is clean:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

3. The bus is modern:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

4. The bus is comfortable:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

5. I always get a seat on the bus:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

6. The bus driver is friendly:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

7. The bus driver is courteous:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

8. The bus driver is helpful:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

9. The timetable is easy to understand:

☐ ☐ ☐ ☐ ☐
Strongly Disagree Disagree Neutral Agree Strongly Agree

10. The bus stop facilities are adequate:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐
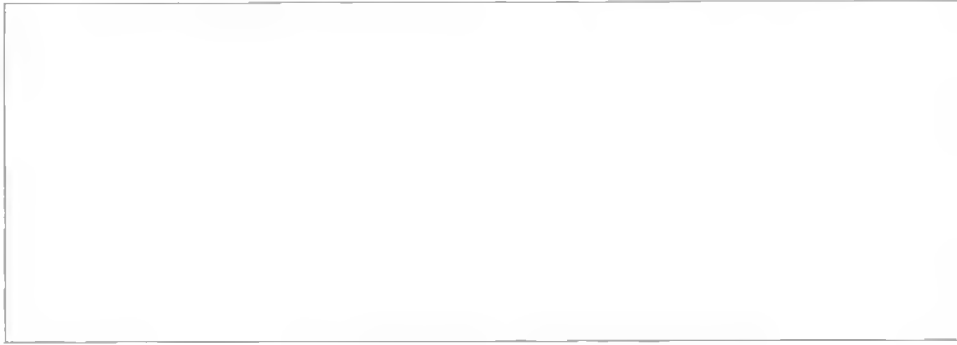
11. Bus Éireann's logo is fast, friendly and reliable. The 'Imp' service is fast friendly and reliable:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐
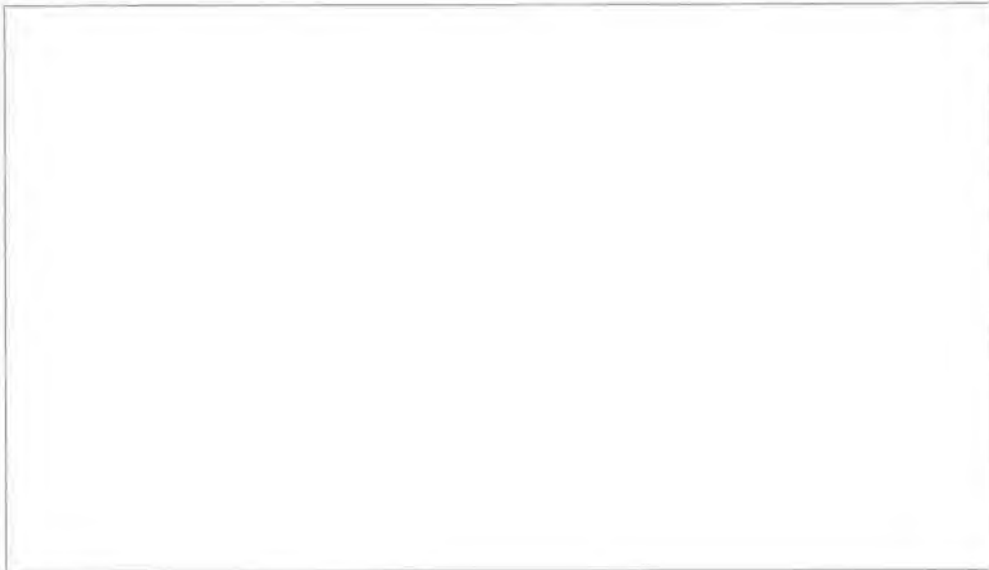
12. I feel safe when travelling on the bus:

Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐

13.   **Value for money, ease of transaction.**

Any further comments?

Appendix D

Mystery Ride-A-Long Transcript

The mystery ride-a-long was conducted on Bus Éireanns Sligo Town Service on the 3rd of July at 11:20am.

The researcher waited at Abbey Street for the bus. According to the timetable the bus was due at 11:26 however did not arrive until 11:32. Therefore being six minutes late. On entering the bus the steps were clean. The driver greeted the researcher by saying 'hello', then took payment for the bus, which cost €1.40. At all of the stops the bus was running a few minutes late, people getting on did not make any comments or complain to the driver. At bus stops where no one was waiting for the bus the driver did not stop he drove by all those stops, including the stops in town where some-one may have been running late for the bus.

The bus was not very clean; there was alot of sweet papers on the floor. There was chewing gum embedded on the floor and there was gum stuck to some of the seats. There were no bins on board therefore leaving no-where to dispose of rubbish. The bus did not smell very nice.

The bus was only six years old, therefore modern enough, it was relatively new only being 2002 however from the outside it looked very old and scruffy. It did not look very respectable from the outside; it looked like a bus in need of maintenance with regard the body of the bus.

The bus was extremely uncomfortable, the seats are very hard, the bus was also very noisy you would not hear yourself think. It was very bumpy and hard.

Obtaining a seat on the bus was no trouble at all, there were many vacant seats to avail of and at no point on the journey was the buss at full capacity.

On this occasion the driver was friendly, however it did seem he was just doing what he had to do, he was not making any other effort with people other than saying hello and goodbye, also he did not make any eye contact which is very important. He was very courteous he greeted the researcher and all other people getting on, said thank you when was paid and said goodbye when getting off. On this occasion the driver did not have to help with anyone, one lady got on with a pushchair, however the bus was low and had only one step therefore it was very easy to access this bus with a pushchair.

The timetable is on a poll at the various stops around Sligo. It is easy to understand, however it is just in black and white by adding some colour it may be more beneficial to people.

The bus stop facilities are not adequate they are very poor, there were no shelters for people. The researcher noticed only three shelters at stops, which were on Pearse Road, Summerhill and Ballinode (outside the college). At all other stops there is just a red poll with a timetable posted on it. There was no-where for people to sit or stand in out of the rain.

The bus was not reliable, it did not arrive when it was supposed to, it was late, it was to an extent fast, but for some maybe too fast as it did not stop at all bus stops which really it should. The service was friendly.

With regard to safety, the researcher did feel safe however the bus had no seatbelts, when the driver turned corners it was necessary to hold on as one pay fall of the seat if you did not hold on.

There was no loudspeakers on the bus, when someone wanted to get off they had to press a button which was located at on every second row of seats, this was quite inconvenient as when getting off many transport users had to ask someone else to press it for them rather than having to stand up to press the button before the bus even stopped. There was no knowledge of stops people had to keep watching for their stop. A really quiet sound occurs when the button is pressed again which is inconvenient as many people when they press it do not hear it ringing and press it again in case the driver was not aware that they pressed it and did not stop at their destination.

The bus was good value for money, it was €1.40 but it was not a very nice experience, the researcher was glad to get off the bus as it was so uncomfortable, paying for the bus was easy, the driver had the necessary change required as the researcher paid with €10 and once paid the ticket printed which the researcher had to tear off from the machine. It must be noted that Bus Éireann have no daily ticket which transport users can buy for a day, this means that every time a person uses the bus throughout the day they must pay.

The researcher stayed on the bus for approximately 50 minutes and got off the bus at Doorly Park Sligo.

The researcher used the Likert Scale summation in order to arrive at a score for this mystery ride-a-long, the Sligo Town Service scored 39 out of 65.

Appendix E

Questions for In-depth Interview

<u>Section 1 – Service Quality</u>

1. Is service quality important within Bus Éireann?

2. Is service quality something that is practiced within Bus Éireann?

3. What are the factors driving service quality?

4. Is bus reliability an issue for Bus Éireann? What is done to make the buses more reliable?

5. Many people using the Sligo Town Service seem to be dissatisfied with the bus stop facilities, what is done to better these facilities?

6. Are Bus Éireann buses equipped with loudspeakers to let people know where the next stop is?

7. Bus Éireann aim's to be fast, friendly and reliable, do you believe it is difficult to live up to this?

8. Are drivers trained or are there any special instructions when dealing with customers, for example are all customers greeted when boarding?

9. The buses used for the Imp service are not equipped with seatbelts, are there any plans to fit these buses with seatbelts?

10. Do you believe that enough areas are being covered on the Imp service?

11. Are there any plans to put more bus stops in place around Sligo or to make the service more frequent?

12. Are any buses and coaches equipped with toilets, dvd players, tv's etc for longer journeys.

Section 2 - Complaints

13. How does Bus Éireann respond to customer complaints?

14. How easy is it for customers to complain?

15. How does Bus Éireann deal with service failure?

16. How often is market research conducted within Bus Éireann?

Appendix F

Questionnaire 1

Code Book for Sligo Town Service

Full Variable Name Instructions	SPSS Variable Name	Coding
Identification Number	ID	Number assigned to each survey

SECTION 1 – FREQUENCY OF USE

Once off Users	Tourist	1= Once
Everyday Users	Everyday	1= Once, 2= Twice, 3= 3 times, 4= 4 times, 5= More
Weekly Users	Weekly	1= Once, 2= Twice, 3= 3 times, 4= 4 times, 5= More

*99 = NON APPLICABLE

SECTION 2 – SERVICE QUALITY

Reliability	Reliability	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Cleanliness	Clean	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Modern	Modern	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Comfort of Bus	Comfort	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Seat Availability	Seat	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree

Friendly Drivers	Drfrdly	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Courteous Drivers	Drcourt	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Helpful Drivers	Drhelp	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Easy to understand timetable	Timetable	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Bus stop Facilities	Bstopfac	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Logo	Logo	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Safety when travelling	Safety	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Enjoy travelling on bus	Enjoy	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Satisfaction with Service	Satserv	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree

SECTION 3 – DEMOGRAPHICS

Gender	Gender	1= male, 2= female
Age	Age	1= less than 21, 2= 22-35, 3= 36-55, 4= 56-65, 5= 66+
Payment Type	Payment	1= Bus Pass, 2= Monthly Ticket, 3= Weekly Ticket, 4= Cash

Value for Money	Valmoney	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
		*99 = non-applicable

Questionnaire 2

Code Book for Sligo Town Service

Full Variable Name	SPSS Variable Name	Coding Instructions
Identification Number	ID	Number assigned to each survey

SECTION 1 – FREQUENCY OF USE

Everyday Users	Everyday	1= Once, 2= Twice, 3= 3 times, 4= 4 times, 5= more
Weekly Users	Weekly	1= Once, 2= Twice, 3= 3 times, 4= 4 times, 5= more

*99= NON-APPLICABLE

SECTION 2 – SERVICE QUALITY

Reliability	Reliability	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Cleanliness	Clean	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Modern	Modern	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Comfort of Bus	Comfort	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Seat Availability	Seat	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Friendly Drivers	Drfrdly	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree

Courteous Drivers	Drcourt	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Helpful Drivers	Drhelp	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Easy to understand timetable	Timetable	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Bus Stop Facilities	Bstopfac	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Logo	Logo	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Safety when travelling	Safety	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Enjoy travelling	Enjoy	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Satisfaction with service	Satserv	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree

SECTION 3 – COMPLAINTS

Did you ever complain?	Complain	1= yes, 2= no
Who did you complain to?	Compto	1= bus driver, 2= management
Complaint was dealt with efficiently agree,	Dlteff	1= strongly disagree, 2= disagree, 3= neutral, 4= 5= strongly agree
Happy with how complaint was dealt with agree,	Happy	1= strongly disagree, 2= disagree, 3= neutral, 4= 5= strongly agree

Complaint was ignored	Compignord	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Not happy with how complaint was dealt with	Nothappy	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Complaint was listened to complaint was dealt with	Complistnd	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Never had any reason to complain	Noreason	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Too much hassle to complain	Hassle	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Complaining would not make a difference	Nodiff	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree

*99= non-applicable

SECTION 4 – DEMOGRAPHICS

Gender	Gender	1= male, 2= female
Age	Age	1= less than 21, 2= 22-35, 3= 36-55, 4= 56-65, 5= 66+
Payment Type	Payment	1= Bus Pass, 2= Monthly Ticket, 3= Weekly Ticket, 4= Cash
Value for Money	Valmoney	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree

*99 non-applicable

Questionnaire 3

Code Book for Expressway Analysis

Full Variable Name	SPSS Variable Name	Coding Instructions
Identification Number	ID	Number assigned to each survey

SECTION 1 FREQUENCY OF USE

Once off Users	Once	1= Once
Everyday Users	Everyday	1= Once, 2= Twice
Weekly users	Weekly	1= Once, 2= Twice, 3= 3 times, 4= 4 times, 5= More
Monthly Users	Monthly	1= Once, 2= Twice, 3= 3 times, 4= 4 times, 5= More
		*99= non applicable

SECTION 2 SERVICE QUALITY

Reliability	Reliability	1= strongly disagree, 2 = disagree, 3= neutral, 4= agree, 5= strongly agree
Cleanliness of bus	Clean	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Modern buses	Modern	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
On-board bus Facilities	Busfac	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree

Comfort of Bus	Comfort	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Seat Availability	Seat	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Friendly Drivers	Drfrdly	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Courteous Drivers	Drcourt	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Helpful Drivers	Drhelp	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Easy to understand timetable	Timetable	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Bus stop Facilities	Busstop	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Logo	Logo	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Safety when travelling	Safety	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Enjoy Travelling on bus	Enjoy	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Satisfaction with service	Satserv	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree

SECTION 3 COMPLAINTS

Did you ever complain?	Complain	1= yes, 2= no

Who did you complain to?	Compto	1= bus driver, 2= management
Complaint was dealt with efficiently	Dlteff	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Happy with how complaint was dealt with	Happy	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Complaint was ignored	Compignord	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Not happy with how complaint was dealt with	Nothappy	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Complaint was listened to complaint was dealt with	Complistnd	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Never had any reason to complain	Noreason	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Too much hassle to complain	Hassle	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Complaining would not make a difference	Nodiff	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree

*99= non-applicable

SECTION 4 DEMOGRAPHICS

Gender	Gender	1= male, 2= female
Age	Age	1= less than 21, 2= 22-35, 3= 36-55, 4= 56-65, 5= 66+
Payment Type	Payment	1= Bus Pass, 2= Monthly Ticket, 3= Weekly Ticket, 4= Cash

Value for Money	Valmoney	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
		*99 non-applicable

Questionnaire 4

Code Book for Ulsterbus

Full Variable Name Instructions	SPSS Variable Name	Coding
Identification Number	ID	Number assigned to each survey

SECTION 1 – FREQUENCY OF USE

Everyday Users	Everyday	1= Once, 2= Twice, 3= 3 times, 4= 4 times, 5= More
Weekly Users	Weekly	1= Once, 2= Twice, 3= 3 times, 4= 4 times, 5= More

*99 = NON-APPLICABLE

SECTION 2 – SERVICE QUALITY

Reliability	Reliability	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Cleanliness	Clean	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Modern	Modern	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Comfort of Bus	Comfort	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Seat Availability	Seat	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree

Friendly Drivers	Drfrdly	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Courteous Drivers	Drcourt	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Helpful Drivers	Drhelp	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Easy to understand timetable	Timetable	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Bus stop Facilities	Bstopfac	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Fast, friendly, reliable	Fsfrrel	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Safety when travelling	Safety	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Enjoy travelling on bus	Enjoy	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Satisfaction with Service	Satserv	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree

SECTION 3 – DEMOGRAPHICS

Gender	Gender	1= male, 2= female
Age	Age	1= less than 21, 2= 22-35, 3= 36-55, 4= 56-65, 5= 66+
Payment Type	Payment	1= Bus Pass, 2= Monthly Ticket, 3= Weekly Ticket, 4= Cash

| Value for Money | Valmoney | 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree |

Questionnaire 5

Code Book for Drivers

Full Variable Name	SPSS Variable Name	Coding Instructions
Identification Number	ID	Number assigned to each survey

SECTION 1 – FREQUENCY

Everyday Imp Drivers 3=	Edayimp	1= full day, 2= morning, lunch, 4= evening
Weekly Imp Drivers	Wklyimp	1= once, 2= twice, 3= 3 times, 4=4 times, 5= more
Expressway Drivers	Expdriv	1= everyday, 2= once per week, 3= twice per week, 4= 3 times per per week, 5= 4 times per week, 6= more

*99 NON-APPLICABLE

SECTION 2 – SERVICE QUALITY

Reliability	Reliability	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Cleanliness	Clean	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Modern	Modern	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Comfort of Bus	Comfort	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree

Friendly	Friendly	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Courteous	Court	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Helpful	Helpful	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Easy to understand timetable	Timetable	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Bus Stop Facilities	Bstopfac	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Logo	Logo	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Safety when driving	Safety	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Enjoy driving	Enjoy	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Satisfaction with service	Satserv	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree

SECTION 3 – COMPLAINTS

Did anyone ever complain?	Complain	1= yes, 2= no

The complaint was in relation to:

Driver	Driver	1= yes, 2= no
Bus being late	Buslate	1= yes, 2= no
Bus being early	Busearly	1= yes, 2= no

Bus not turning up	Nobus	1= yes, 2= no
Bus uncomfortable	Busuncomf	1= yes, 2= no
Bus stop Facilities	Bustopfac	1= yes, 2= no
Bus being dirty	Busdirty	1= yes, 2= no
Driving past bus stop	Drivpast	1= yes, 2= no
Not enough bus stops	Notenufstop	1= yes, 2= no
Issues with timetable	Isstimetable	1= yes, 2= no
Customer feeling unsafe	Unsafe	1= yes, 2= no
Driving too fast	Drtoofast	1= yes, 2= no
Bus Facilities	Busfac	1= yes, 2= no
Listened to Complaint	Listdcomp	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Dealt with efficiently	Dlteff	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Customer was happy	Custhppy	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Notified management	Notmgt	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Customers have no reason to complain	Noreason	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Do not listen to complaints	Nolisten	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree
Customers to inform management	Infmgt	1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree

SECTION 4 – DEMOGRAPHICS

Gender	Gender	1= male, 2= female
Number of years in service	Yrsserv	1= less than 10 years, 2= 11-20, 3= 21-30, 4= 30+

Appendix G

Qualitative Data Obtained From Sligo Town Service Questionnaire

Reliability

Needs to be more punctual.

Could be more reliable, once I waited for one hour in the rain for the bus to come, sometimes they don't even stop at the bus stop.

Could be more reliable.

They are either too early or too late, they do not stick to the time on the timetable.

Time keeping, should be more punctual, I don't want to complain because it is good to have but it could be improved especially with regard time.

The bus is not always on-time but the traffic is bad around this time (5.30pm). It's a good service to have when you get older and can't walk as far. You would get impatient sometimes waiting on the bus to come and there is nowhere to sit at the stop.

They need to be made more reliable.

Probably reliability, the bus was very late.

Bus was very late.

More punctual.

Time management needs improving.

The buses need to be more punctual.

They are never on time, the only bus that is on time is the first on in the morning.

The bus is never on time.

I would be quicker walking and I get very annoyed waiting for the bus. This bus was meant to be here 2.25 and now it is 2.45.

(This lady left the bus stop and started walking she was very annoyed. She asked me to phone BE to find out why the bus was so late)

Time needs to improve.

The bus never comes when it is supposed to, it needs to be more punctual.

They are not that fast, you cannot rely on them.

Need to improve on time, cannot rely on the service.

Needs to be more reliable, sometimes you could be waiting a long time for the bus to come and if you have bags you have no choice but to wait.

Needs to be more punctual.

Need to become more reliable on Saturdays.

The bus was not very punctual, was meant to arrive at 14.36 but didn't come until nearly 3.

It's a good service but needs to be more punctual, the 11.26am bus did not come and I have to wait for the 11.40 bus, you cannot rely on the bus.

It should be more reliable and frequent to get cars off the road.

They are not that fast.

Very bad time management. Sometimes I do not leave the house if the weather is bad because I would get very wet waiting for the bus because there is nowhere to stand in out of the rain.

The only time the bus can be relied on is first thing in the morning. If I was going to work early in the morning I would go on the bus but if I had an appointment during the day I would get a taxi because the bus couldn't be trusted.

The buses are a disaster. The bus at 5.20 did not come so now I'm waiting for the 5.40 bus. Many times I just walk because I cannot rely on the bus. Other times I have no choice but to wait if I have bags. The one way system is also a disgrace around the town and that does not help the bus.

Cleanliness

The buses should be cleaned during the day.

Buses could be cleaner.

The new buses are clean but the old ones are not.

Buses need to be cleaner.

Buses could be cleaner, they need a fresh smell.

Buses need to be cleaned. Many have grafetti all over them.

They could be cleaner, alot have chewing gum stains on them and writing.

There are no bins supplied on the bus.

Modern and Comfort

The new buses are awful uncomfortable older ones are a bit more comfortable they are softer.

The bus was very bumpy and rattly.

Some buses are very rattly.

They should have more buses that are suitable for prams to make it easy board with a pram, only one bus is easy and when you do have a pram the driver does not help.

Buses are very uncomfortable, very noisy, they bigger buses are worse.

Not many of the buses are comfortable.

New buses are needed, should be more comfortable.

Timetable

There should be more of a variety on the timetable.

Saturdays need to improve; the timetable is not reliable then.

They don't stick to the time on the timetable.

The timetable needs improving; I can never see it so if there is someone waiting at the bus stop I need to ask them when the next bus is because I cannot see the timetable.

The timetable is not great.

Timetable, they need to revise it.

Frequency and More Stops

Bus journeys to town especially on a Saturday and Sunday.

I have to walk to get the bus, more services are needed around Maugheraboy and Wolfe Tone Street.

There is no bus stop in Garavogue where I live so it would be good if there was one there.

I have to go longer on the bus to get off, takes a long time, I have to go the whole way to Abbott to get off.

Tracey Avenue/Maugheraboy area needs a better service, it is not every 20 minutes it takes longer.

More bus stops.

It could cover more areas of the town and surrounding areas.

Should be more buses and they should be more frequent.

The buses should be more regular.

The bus should run until 7 in the evening as 6.10 is not enough time to get it.

More bus routes – Pearse Road, Mail Coach Road, Markievicz Health Centre everyday.

More bus stops and bus stops for markievicz health centre everyday.

They should stay on longer in the evening past 6.30 and they should operate on a Sunday.

More bus stops are needed.

More stops further up Pearse Road would be good.

If there was service on Sundays.

More buses and more runs.

Bus Stop Facilities

Bus stops need shelters.

The bus stops need shelters.

Sheltered bus stops.

The stops need shelters because you have to stand in the rain and you get soaked.

Better bus stops.

Shelters are needed.

The bus stops need shelters.

The bus stop facilities are bad, only for the shop I would have had to stand in the rain.

No proper bus stop facilities, no shelter.

Should be a shelter on Cairns Road bus stop.

Yes there is always room for improvement. The bus stop facilities could be better

Sheltered bus stops outside the town.

Bus stop facilities (some are unsheltered which is inconvenient for long waits).

More bus shelters with somewhere to sit.

Bus Shelters and seating.

Bus shelters are badly needed ones strong enough that cannot be damaged.

They stops need shelters.

Need shelters.

Need shelters.

Shelters at Cairns Road.

Bus stop facilities, A more fast, friendly and reliable service for all.

There should be shelters and seats.

It would be good if there was some where to sit and wait for the bus.

Need shelters or somewhere to sit especially for the elderly.

Need shelters.

Need bus shelters.

Sheltered bus stops.

The shelter beside my house in Ballytivnan was taken away the bus stop was aswell now I have to walk the whole way down to Abbott to get the bus.

The Driver

Drivers are not that nice.

The drivers need to be friendlier.

Drivers need to be more sociable, they barely say hello when boarding.

One driver is very ignorant and would need training in customer service, he never greets customers and I told him one day that he needs to be nice and say hello.

The drivers do not always stop at the bus stops if there is no one there and you could be running to catch the bus, you could be just across the road and he would not wait he would just drive off.

The drivers need to slow down they drive too fast and they go by the stops too fast.

The drivers are not very nice they could be friendlier.

Some of the drivers are ignorant.

The driver should stop at the stops if people are running late.

Once a driver drove past me at a bus stop, I was waiting at astop and the driver kept going, drivers may need training in customer care, they should stop every time at each stop regardless of whether people are there or not.

Most drivers are nice but one is ignorant but at the same time the service is good to have.

One driver gave out to a man and I had to complain. Most drivers are friendly but some are not.

Not all drivers are that nice.

Most drivers are friendly, 1 or 2 are not friendly when getting on and off.

The drivers should help when you have a pram.

Once I asked a driver for help with a pram and he said no because his back was sore.

Drivers do not wait at the stops they rush off, so sometimes people don't get a chance.

Safety

Need seatbelts, the bus should have more rear view mirrors so that the drivers can see the passengers and see what is going on.

Buses need seatbelts.

The buses need seatbelts.

Seatbelts, need to slow down.

Where I live the shelter was outside my door but now it has been moved because it got damaged and I have to walk down to Abbott to get on the bus.

Some of the bus drivers drive too fast, a few times I had to ask them to slow down because I have my child on the bus, when they drive too fast I do not feel safe.

I don't always feel safe when they drive too fast.

Up the front sometimes without seatbelts you need to hold on or you could fall off the seat because you can slide forward.

Value for Money

It should be cheaper, all the €1.40's add up at the end of the week.

The bus could be cheaper.

They could also be cheaper.

€1.40 is ok but when you use the bus 2 or 3 times a day it gets expensive, they should allow you to use the bus all day for €1.40.

The bus should be free for everybody.

It's not good value for money its €1.40 every time you use it.

The bus is too expensive.

It's ok but it is not great value for money.

Further comments

The bus is handy to have when you don't have a car but I would prefer not to have to use it. They do not live up to their logo.

Well, it's great to have the service, would be lost without it.

The Imp is a good thing for Sligo.

Disabled people should be able to get a job in Bus Eireann, they don't give people a chance.

It's an Irish service and it is a good service.

I could have complained many times but what would be the point, it's not the drivers fault its BE's fault for not having enough buses on.

Televisions on the buses would be good.

Qualitative Data obtained from Expressway S-E Route Questionnaire

On board Facilities

The bus needs a toilet

Needs toilet facilities

Toilet would be good to have. Also maybe a television and a radio

Should be toilet facilities

Buses should have more entertainment rather than just the radio

Need toilet facilities

Toilet would be good, even a tv for long journeys

The bus should have a tv

A toilet on board would be good.

Toilet.

The bus does not even have a radio; it is not good value for money.

Need tv's on the bus

Have a toilet service.

Reliability

Should be more punctual

More punctual

On time

Cleanliness

Could be cleaner and smell nicer

Could be cleaner

Clean the buses.

Fresh smell

Could be cleaner

Bus Stop Facilities

Should be bus shelters on the roadside at the stops

More shelters for elderly people on rainy days.

Bus stop facilities need to be better

Bus shelters

Value for Money

Too expensive

Too expensive

Too expensive

Could be cheaper

The bus is much too expensive.

It is cheaper than the train, the train costs €40.

Modern Buses and Comfort

Needs newer buses.

Buses are not new and they should be

More comfortable seats

More comfortable seats.

Dont feel all that safe some buses are really old.

Some of the buses are very old

Comfort and safety

Better seats.

Some still seem really old

The Irish could make more of an effort to upgrade the buses, enough people use the services so the money is there for better facilities.

Driver

Drivers are not friendly

The bus drivers should be more friendly or at least smile once in a while

Some of the drivers could be nicer

Not all drivers are not nice, some are nice but others are not

Timetable

Timetable needs to be made clearer

The timetable could be clearer

Further Comments

Im not that satisfied but Im not dissatisfied as the bus gets me to where I want to go.

I only use the bus because I have no car.

Visitor from Belfast, BE people are friendly and helpful.

Its a good service.

Thanks for the good service.

I use the bus alot to go to Dublin and Letterkenny aswell.

Appendix H

Crosstabulation of Results from Sligo Town Service

1.0 Everyday Users

Appendix 1.1

Everyday Users* The bus is always on time Crosstabuiation

			Reliability				
			strongly disagree	disagree	neutral	agree	Total
Everyday	Once	Count	1	2	2	1	6
		% of Total	2.7%	5.4%	5.4%	2.7%	16.2%
	Twice	Count	12	6	3	3	24
		% of Total	32.4%	16.2%	8.1%	8.1%	64.9%
	3 times	Count	1	1	1	0	3
		% of Total	2.7%	2.7%	2.7%	.0%	8.1%
	4 times	Count	3	0	1	0	4
		% of Total	8.1%	.0%	2.7%	.0%	10.8%
Total		Count	17	9	7	4	37
		% of Total	45.9%	24.3%	18.9%	10.8%	100.0%

Appendix 1.2

Everyday Users* The bus is clean Crosstabulation

			Clean				
			strongly disagree	disagree	neutral	agree	Total
Everyday	Once	Count	0	2	0	4	6
		% of Total	.0%	5.4%	.0%	10.8%	16.2%
	Twice	Count	3	5	7	9	24
		% of Total	8.1%	13.5%	18.9%	24.3%	64.9%
	3 times	Count	1	0	1	1	3
		% of Total	2.7%	.0%	2.7%	2.7%	8.1%
	4 times	Count	2	2	0	0	4
		% of Total	5.4%	5.4%	.0%	.0%	10.8%
Total		Count	6	9	8	14	37
		% of Total	16.2%	24.3%	21.6%	37.8%	100.0%

Appendix 1.3

Everyday Users * The bus is modern Crosstabulation

			Modern				
			strongly disagree	disagree	neutral	agree	Total
Everyday	Once	Count	1	0	1	4	6
		% of Total	2.7%	.0%	2.7%	10.8%	16.2%
	Twice	Count	6	11	2	5	24
		% of Total	16.2%	29.7%	5.4%	13.5%	64.9%
	3 times	Count	1	0	0	2	3
		% of Total	2.7%	.0%	.0%	5.4%	8.1%
	4 times	Count	2	1	0	1	4
		% of Total	5.4%	2.7%	.0%	2.7%	10.8%
Total		Count	10	12	3	12	37
		% of Total	27.0%	32.4%	8.1%	32.4%	100.0%

Appendix 1.4

Everyday Users * The bus is comfortable Crosstabulation

			Comfort					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Everyday	Once	Count	0	1	3	2	0	6
		% of Total	.0%	2.7%	8.1%	5.4%	.0%	16.2%
	Twice	Count	3	6	3	11	1	24
		% of Total	8.1%	16.2%	8.1%	29.7%	2.7%	64.9%
	3 times	Count	0	0	1	2	0	3
		% of Total	.0%	.0%	2.7%	5.4%	.0%	8.1%
	4 times	Count	1	0	1	2	0	4
		% of Total	2.7%	.0%	2.7%	5.4%	.0%	10.8%
Total		Count	4	7	8	17	1	37
		% of Total	10.8%	18.9%	21.6%	45.9%	2.7%	100.0%

Appendix 1.5

Everyday Users * I always get a seat on the bus Crosstabulation

			Seat				Total
			disagree	neutral	agree	strongly agree	
Everyday	Once	Count	1	0	3	2	6
		% of Total	2.7%	.0%	8.1%	5.4%	16.2%
	Twice	Count	0	2	9	13	24
		% of Total	.0%	5.4%	24.3%	35.1%	64.9%
	3 times	Count	0	0	1	2	3
		% of Total	.0%	.0%	2.7%	5.4%	8.1%
	4 times	Count	0	0	3	1	4
		% of Total	.0%	.0%	8.1%	2.7%	10.8%
Total		Count	1	2	16	18	37
		% of Total	2.7%	5.4%	43.2%	48.6%	100.0%

Appendix 1.6

Everyday Users* The bus driver is friendly Crosstabulation

			Driver friendly					Total
			strongly disagree	disagree	neutral	agree	strongly agree	
Everyday	Once	Count	0	0	2	3	1	6
		% of Total	.0%	.0%	5.4%	8.1%	2.7%	16.2%
	Twice	Count	2	5	5	9	3	24
		% of Total	5.4%	13.5%	13.5%	24.3%	8.1%	64.9%
	3 times	Count	0	2	0	1	0	3
		% of Total	.0%	5.4%	.0%	2.7%	.0%	8.1%
	4 times	Count	1	0	0	2	1	4
		% of Total	2.7%	.0%	.0%	5.4%	2.7%	10.8%
Total		Count	3	7	7	15	5	37
		% of Total	8.1%	18.9%	18.9%	40.5%	13.5%	100.0%

Appendix 1.7

Everyday Users* The bus driver is courteous Crosstabulation

			Driver courteous					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Everyday	Once	Count	0	0	1	4	1	6
		% of Total	.0%	.0%	2.7%	10.8%	2.7%	16.2%
	Twice	Count	1	5	3	12	3	24
		% of Total	2.7%	13.5%	8.1%	32.4%	8.1%	64.9%
	3 times	Count	0	2	0	1	0	3
		% of Total	.0%	5.4%	.0%	2.7%	.0%	8.1%
	4 times	Count	1	0	0	3	0	4
		% of Total	2.7%	.0%	.0%	8.1%	.0%	10.8%
Total		Count	2	7	4	20	4	37
		% of Total	5.4%	18.9%	10.8%	54.1%	10.8%	100.0%

Appendix 1.8

Everyday Users * The driver is helpful Crosstabulation

			Driver helpful					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Everyday	Once	Count	0	0	2	3	1	6
		% of Total	.0%	.0%	5.4%	8.1%	2.7%	16.2%
	Twice	Count	2	7	1	11	3	24
		% of Total	5.4%	18.9%	2.7%	29.7%	8.1%	64.9%
	3 times	Count	0	2	0	1	0	3
		% of Total	.0%	5.4%	.0%	2.7%	.0%	8.1%
	4 times	Count	1	0	0	3	0	4
		% of Total	2.7%	.0%	.0%	8.1%	.0%	10.8%
Total		Count	3	9	3	18	4	37
		% of Total	8.1%	24.3%	8.1%	48.6%	10.8%	100.0%

Appendix 1.9

Everyday Users * The timetable is easy to understand Crosstabulation

			Timetable					Total
			strongly disagree	disagree	neutral	agree	strongly agree	
Everyday	Once	Count	1	2	0	1	2	6
		% of Total	2.7%	5.4%	.0%	2.7%	5.4%	16.2%
	Twice	Count	3	6	2	8	5	24
		% of Total	8.1%	16.2%	5.4%	21.6%	13.5%	64.9%
	3 times	Count	1	0	0	1	1	3
		% of Total	2.7%	.0%	.0%	2.7%	2.7%	8.1%
	4 times	Count	1	0	0	3	0	4
		% of Total	2.7%	.0%	.0%	8.1%	.0%	10.8%
Total		Count	6	8	2	13	8	37
		% of Total	16.2%	21.6%	5.4%	35.1%	21.6%	100.0%

Appendix 1.10

Everyday Users * The bus stop facilities are adequate Crosstabulation

			Bus stop facilities					Total
			strongly disagree	disagree	neutral	agree	strongly agree	
Everyday	Once	Count	3	3	0	0	0	6
		% of Total	8.1%	8.1%	.0%	.0%	.0%	16.2%
	Twice	Count	14	5	3	1	1	24
		% of Total	37.8%	13.5%	8.1%	2.7%	2.7%	64.9%
	3 times	Count	2	1	0	0	0	3
		% of Total	5.4%	2.7%	.0%	.0%	.0%	8.1%
	4 times	Count	3	1	0	0	0	4
		% of Total	8.1%	2.7%	.0%	.0%	.0%	10.8%
Total		Count	22	10	3	1	1	37
		% of Total	59.5%	27.0%	8.1%	2.7%	2.7%	100.0%

Appendix 1.11

Everyday Users * This service is fast, friendly and reliable Crosstabulation

			Logo					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Everyday	Once	Count	0	2	1	3	0	6
		% of Total	.0%	5.4%	2.7%	8.1%	.0%	16.2%
	Twice	Count	5	6	6	6	1	24
		% of Total	13.5%	16.2%	16.2%	16.2%	2.7%	64.9%
	3 times	Count	0	1	2	0	0	3
		% of Total	.0%	2.7%	5.4%	.0%	.0%	8.1%
	4 times	Count	1	2	1	0	0	4
		% of Total	2.7%	5.4%	2.7%	.0%	.0%	10.8%
Total		Count	6	11	10	9	1	37
		% of Total	16.2%	29.7%	27.0%	24.3%	2.7%	100.0%

Appendix 1.12

Everyday Users* I feel safe while travelling on the bus Crosstabulation

			Safety					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Everyday	Once	Count	0	1	1	4	0	6
		% of Total	.0%	2.7%	2.7%	10.8%	.0%	16.2%
	Twice	Count	1	3	3	13	4	24
		% of Total	2.7%	8.1%	8.1%	35.1%	10.8%	64.9%
	3 times	Count	0	1	0	2	0	3
		% of Total	.0%	2.7%	.0%	5.4%	.0%	8.1%
	4 times	Count	1	0	2	1	0	4
		% of Total	2.7%	.0%	5.4%	2.7%	.0%	10.8%
Total		Count	2	5	6	20	4	37
		% of Total	5.4%	13.5%	16.2%	54.1%	10.8%	100.0%

Appendix 1.13

Everyday Users* I enjoy travelling on the bus Crosstabulation

| | | | Enjoy | | | | | |
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Everyday	Once	Count	0	1	1	4	0	6
		% of Total	.0%	2.7%	2.7%	10.8%	.0%	16.2%
	Twice	Count	2	5	6	6	5	24
		% of Total	5.4%	13.5%	16.2%	16.2%	13.5%	64.9%
	3 times	Count	0	2	1	0	0	3
		% of Total	.0%	5.4%	2.7%	.0%	.0%	8.1%
	4 times	Count	2	1	0	1	0	4
		% of Total	5.4%	2.7%	.0%	2.7%	.0%	10.8%
Total		Count	4	9	8	11	5	37
		% of Total	10.8%	24.3%	21.6%	29.7%	13.5%	100.0%

Appendix 1.14

Everyday Users * I am satisfied with the service Crosstabulation

| | | | Satisfaction with service | | | | | |
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Everyday	Once	Count	0	1	0	4	1	6
		% of Total	.0%	2.7%	.0%	10.8%	2.7%	16.2%
	Twice	Count	3	6	5	7	3	24
		% of Total	8.1%	16.2%	13.5%	18.9%	8.1%	64.9%
	3 times	Count	0	1	1	1	0	3
		% of Total	.0%	2.7%	2.7%	2.7%	.0%	8.1%
	4 times	Count	2	1	1	0	0	4
		% of Total	5.4%	2.7%	2.7%	.0%	.0%	10.8%
Total		Count	5	9	7	12	4	37
		% of Total	13.5%	24.3%	18.9%	32.4%	10.8%	100.0%

Appendix 1.15

Everyday Users * Have you ever had to complain to BE? Crosstabulation

			Complain			Total
			yes	no	99	
Everyday	Once	Count	0	4	2	6
		% of Total	.0%	10.8%	5.4%	16.2%
	Twice	Count	1	8	15	24
		% of Total	2.7%	21.6%	40.5%	64.9%
	3 times	Count	1	1	1	3
		% of Total	2.7%	2.7%	2.7%	8.1%
	4 times	Count	0	1	3	4
		% of Total	.0%	2.7%	8.1%	10.8%
Total		Count	2	14	21	37
		% of Total	5.4%	37.8%	56.8%	100.0%

Appendix 1.16

Everyday Users* The bus is good value for money Crosstabulation

			Valmoney					Total
			strongly disagree	disagree	neutral	agree	strongly agree	
Everyday	Once	Count	0	2	0	2	1	5
		% of Total	.0%	7.4%	.0%	7.4%	3.7%	18.5%
	Twice	Count	4	6	1	3	2	16
		% of Total	14.8%	22.2%	3.7%	11.1%	7.4%	59.3%
	3 times	Count	0	1	0	2	0	3
		% of Total	.0%	3.7%	.0%	7.4%	.0%	11.1%
	4 times	Count	1	0	0	1	1	3
		% of Total	3.7%	.0%	.0%	3.7%	3.7%	11.1%
Total		Count	5	9	1	8	4	27
		% of Total	18.5%	33.3%	3.7%	29.6%	14.8%	100.0%

2.0 Weekly Users

Appendix 2.1

Weekly Users* The bus is always on time Crosstabulation

			Reliability					Total
			strongly disagree	disagree	neutral	agree	strongly agree	
Weekly	Once	Count	0	3	1	1	0	5
		% of Total	.0%	9.4%	3.1%	3.1%	.0%	15.6%
	twice	Count	3	4	2	4	0	13
		% of Total	9.4%	12.5%	6.3%	12.5%	.0%	40.6%
	3 times	Count	1	2	0	3	0	6
		% of Total	3.1%	6.3%	.0%	9.4%	.0%	18.8%
	4 times	Count	2	2	0	3	1	8
		% of Total	6.3%	6.3%	.0%	9.4%	3.1%	25.0%
Total		Count	6	11	3	11	1	32
		% of Total	18.8%	34.4%	9.4%	34.4%	3.1%	100.0%

Appendix 2.2

Weekly Users* The bus is clean Crosstabulation

			Clean					Total
			strongly disagree	disagree	neutral	agree	strongly agree	
Weekly	Once	Count	0	2	0	3	0	5
		% of Total	.0%	6.3%	.0%	9.4%	.0%	15.6%
	twice	Count	2	3	0	8	0	13
		% of Total	6.3%	9.4%	.0%	25.0%	.0%	40.6%
	3 times	Count	0	0	2	2	2	6
		% of Total	.0%	.0%	6.3%	6.3%	6.3%	18.8%
	4 times	Count	1	2	1	2	2	8
		% of Total	3.1%	6.3%	3.1%	6.3%	6.3%	25.0%
Total		Count	3	7	3	15	4	32
		% of Total	9.4%	21.9%	9.4%	46.9%	12.5%	100.0%

Appendix 2.3

Weekly Users* The bus is modern Crosstabulation

			Modern					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Weekly	Once	Count	1	3	0	1	0	5
		% of Total	3.1%	9.4%	.0%	3.1%	.0%	15.6%
	twice	Count	2	3	2	6	0	13
		% of Total	6.3%	9.4%	6.3%	18.8%	.0%	40.6%
	3 times	Count	1	1	0	3	1	6
		% of Total	3.1%	3.1%	.0%	9.4%	3.1%	18.8%
	4 times	Count	1	3	1	3	0	8
		% of Total	3.1%	9.4%	3.1%	9.4%	.0%	25.0%
Total		Count	5	10	3	13	1	32
		% of Total	15.6%	31.3%	9.4%	40.6%	3.1%	100.0%

Appendix 2.4

Weekly Users* The bus is comfortable Crosstabulation

			Comfort					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Weekly	Once	Count	0	2	2	1	0	5
		% of Total	.0%	6.3%	6.3%	3.1%	.0%	15.6%
	twice	Count	2	4	0	7	0	13
		% of Total	6.3%	12.5%	.0%	21.9%	.0%	40.6%
	3 times	Count	0	1	2	1	2	6
		% of Total	.0%	3.1%	6.3%	3.1%	6.3%	18.8%
	4 times	Count	1	3	0	4	0	8
		% of Total	3.1%	9.4%	.0%	12.5%	.0%	25.0%
Total		Count	3	10	4	13	2	32
		% of Total	9.4%	31.3%	12.5%	40.6%	6.3%	100.0%

Appendix 2.5

Weekly Users* I always get a seat on the bus Crosstabulation

| | | | Seat | | | | Total |
			disagree	neutral	agree	strongly agree	
Weekly	Once	Count	1	0	3	1	5
		% of Total	3.1%	.0%	9.4%	3.1%	15.6%
	twice	Count	0	1	8	4	13
		% of Total	.0%	3.1%	25.0%	12.5%	40.6%
	3 times	Count	0	0	1	5	6
		% of Total	.0%	.0%	3.1%	15.6%	18.8%
	4 times	Count	0	1	4	3	8
		% of Total	.0%	3.1%	12.5%	9.4%	25.0%
Total		Count	1	2	16	13	32
		% of Total	3.1%	6.3%	50.0%	40.6%	100.0%

Appendix 2.6

Weekly Users* The bus driver is friendly Crosstabulation

| | | | Driver Friendly | | | | | Total |
			strongly disagree	disagree	neutral	agree	strongly agree	
Weekly	Once	Count	0	1	2	2	0	5
		% of Total	.0%	3.1%	6.3%	6.3%	.0%	15.6%
	twice	Count	0	3	1	8	1	13
		% of Total	.0%	9.4%	3.1%	25.0%	3.1%	40.6%
	3 times	Count	1	1	2	2	0	6
		% of Total	3.1%	3.1%	6.3%	6.3%	.0%	18.8%
	4 times	Count	0	1	1	4	2	8
		% of Total	.0%	3.1%	3.1%	12.5%	6.3%	25.0%
Total		Count	1	6	6	16	3	32
		% of Total	3.1%	18.8%	18.8%	50.0%	9.4%	100.0%

Appendix 2.7

Weekly Users* The bus driver is courteous Crosstabulation

			Driver courteous					Total
			strongly disagree	disagree	neutral	agree	strongly agree	
Weekly	Once	Count	0	1	1	3	0	5
		% of Total	.0%	3.1%	3.1%	9.4%	.0%	15.6%
	twice	Count	0	3	1	7	2	13
		% of Total	.0%	9.4%	3.1%	21.9%	6.3%	40.6%
	3 times	Count	1	0	2	1	2	6
		% of Total	3.1%	.0%	6.3%	3.1%	6.3%	18.8%
	4 times	Count	0	1	1	6	0	8
		% of Total	.0%	3.1%	3.1%	18.8%	.0%	25.0%
Total		Count	1	5	5	17	4	32
		% of Total	3.1%	15.6%	15.6%	53.1%	12.5%	100.0%

Appendix 2.8

Weekly Users * The driver is helpful Crosstabulation

			Driver helpful					Total
			strongly disagree	disagree	neutral	agree	strongly agree	
Weekly	Once	Count	0	0	2	3	0	5
		% of Total	.0%	.0%	6.3%	9.4%	.0%	15.6%
	twice	Count	0	3	2	7	1	13
		% of Total	.0%	9.4%	6.3%	21.9%	3.1%	40.6%
	3 times	Count	1	0	1	2	2	6
		% of Total	3.1%	.0%	3.1%	6.3%	6.3%	18.8%
	4 times	Count	0	1	2	3	2	8
		% of Total	.0%	3.1%	6.3%	9.4%	6.3%	25.0%
Total		Count	1	4	7	15	5	32
		% of Total	3.1%	12.5%	21.9%	46.9%	15.6%	100.0%

Appendix 2.9

Weekly Users * The timetable is easy to understand Crosstabulation

			Timetable					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Weekly	Once	Count	0	2	0	3	0	5
		% of Total	.0%	6.3%	.0%	9.4%	.0%	15.6%
	twice	Count	0	2	0	8	3	13
		% of Total	.0%	6.3%	.0%	25.0%	9.4%	40.6%
	3 times	Count	0	0	1	1	4	6
		% of Total	.0%	.0%	3.1%	3.1%	12.5%	18.8%
	4 times	Count	1	2	1	2	2	8
		% of Total	3.1%	6.3%	3.1%	6.3%	6.3%	25.0%
Total		Count	1	6	2	14	9	32
		% of Total	3.1%	18.8%	6.3%	43.8%	28.1%	100.0%

Appendix 2.10

Weekly Users* The bus stop facilities are adequate Crosstabulation

			Bus stop facilities					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Weekly	Once	Count	2	3	0	0	0	5
		% of Total	6.3%	9.4%	.0%	.0%	.0%	15.6%
	twice	Count	6	3	1	2	1	13
		% of Total	18.8%	9.4%	3.1%	6.3%	3.1%	40.6%
	3 times	Count	1	4	0	0	1	6
		% of Total	3.1%	12.5%	.0%	.0%	3.1%	18.8%
	4 times	Count	4	2	2	0	0	8
		% of Total	12.5%	6.3%	6.3%	.0%	.0%	25.0%
Total		Count	13	12	3	2	2	32
		% of Total	40.6%	37.5%	9.4%	6.3%	6.3%	100.0%

Appendix 2.11

Weekly Users * The service is fast, friendly and reliable Crosstabulation

			Logo					Total
			strongly disagree	disagree	neutral	agree	strongly agree	
Weekly	Once	Count	0	2	2	1	0	5
		% of Total	.0%	6.3%	6.3%	3.1%	.0%	15.6%
	twice	Count	2	4	2	5	0	13
		% of Total	6.3%	12.5%	6.3%	15.6%	.0%	40.6%
	3 times	Count	1	1	1	1	2	6
		% of Total	3.1%	3.1%	3.1%	3.1%	6.3%	18.8%
	4 times	Count	3	2	1	2	0	8
		% of Total	9.4%	6.3%	3.1%	6.3%	.0%	25.0%
Total		Count	6	9	6	9	2	32
		% of Total	18.8%	28.1%	18.8%	28.1%	6.3%	100.0%

Appendix 2.12

Weekly Users * I feel safe on the bus Crosstabulation

			Safety				Total
			disagree	neutral	agree	strongly agree	
Weekly	Once	Count	1	0	4	0	5
		% of Total	3.1%	.0%	12.5%	.0%	15.6%
	twice	Count	0	3	7	3	13
		% of Total	.0%	9.4%	21.9%	9.4%	40.6%
	3 times	Count	1	0	3	2	6
		% of Total	3.1%	.0%	9.4%	6.3%	18.8%
	4 times	Count	1	1	2	4	8
		% of Total	3.1%	3.1%	6.3%	12.5%	25.0%
Total		Count	3	4	16	9	32
		% of Total	9.4%	12.5%	50.0%	28.1%	100.0%

Appendix 2.13

Weekly Users* I enjoy travelling on the bus Crosstabulation

			Eniov					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Weekly	Once	Count	0	2	1	2	0	5
		% of Total	.0%	6.3%	3.1%	6.3%	.0%	15.6%
	twice	Count	2	3	4	2	2	13
		% of Total	6.3%	9.4%	12.5%	6.3%	6.3%	40.6%
	3 times	Count	1	2	0	1	2	6
		% of Total	3.1%	6.3%	.0%	3.1%	6.3%	18.8%
	4 times	Count	0	0	3	3	2	8
		% of Total	.0%	.0%	9.4%	9.4%	6.3%	25.0%
Total		Count	3	7	8	8	6	32
		% of Total	9.4%	21.9%	25.0%	25.0%	18.8%	100.0%

Appendix 2.14

Weekly Users* I am satisfied with the service Crosstabulation

			Satserv					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Weekly	Once	Count	0	1	3	1	0	5
		% of Total	.0%	3.1%	9.4%	3.1%	.0%	15.6%
	twice	Count	1	2	4	4	2	13
		% of Total	3.1%	6.3%	12.5%	12.5%	6.3%	40.6%
	3 times	Count	1	1	1	1	2	6
		% of Total	3.1%	3.1%	3.1%	3.1%	6.3%	18.8%
	4 times	Count	0	4	2	1	1	8
		% of Total	.0%	12.5%	6.3%	3.1%	3.1%	25.0%
Total		Count	2	8	10	7	5	32
		% of Total	6.3%	25.0%	31.3%	21.9%	15.6%	100.0%

Appendix 2.15

Weekly Users* Have you ever had to complain? Crosstabulation

			Complain			
			yes	no	99	Total
Weekly	Once	Count	0	2	3	5
		% of Total	.0%	6.3%	9.4%	15.6%
	twice	Count	1	4	8	13
		% of Total	3.1%	12.5%	25.0%	40.6%
	3 times	Count	0	4	2	6
		% of Total	.0%	12.5%	6.3%	18.8%
	4 times	Count	0	3	5	8
		% of Total	.0%	9.4%	15.6%	25.0%
Total		Count	1	13	18	32
		% of Total	3.1%	40.6%	56.3%	100.0%

Appendix 2.16

Weekly Users* The bus is good value for money Crosstabulation

			Valmoney				
			strongly disagree	disagree	agree	strongly agree	Total
Weekly	Once	Count	1	2	2	0	5
		% of Total	3.4%	6.9%	6.9%	.0%	17.2%
	twice	Count	0	1	9	2	12
		% of Total	.0%	3.4%	31.0%	6.9%	41.4%
	3 times	Count	1	1	1	1	4
		% of Total	3.4%	3.4%	3.4%	3.4%	13.8%
	4 times	Count	1	2	3	2	8
		% of Total	3.4%	6.9%	10.3%	6.9%	27.6%
Total		Count	3	6	15	5	29
		% of Total	10.3%	20.7%	51.7%	17.2%	100.0%

Appendix I

Crosstabulation of Results from Expressway Users

1.0 Everyday Users

Appendix 1.1

Everyday Users * The bus is always on time Crosstabulation

| | | | Reliability | | | |
			Strongly Disagree	Disagree	Agree	Total
Everyday	Twice	Count	2	2	1	5
		% of Total	40.0%	40.0%	20.0%	100.0%
Total		Count	2	2	1	5
		% of Total	40.0%	40.0%	20.0%	100.0%

Appendix 1.2

Everyday Users * The bus is Clean Crosstabulation

| | | | Clean | | | |
			Strongly Disagree	Agree	Strongly Agree	Total
Everyday	Twice	Count	1	3	1	5
		% of Total	20.0%	60.0%	20.0%	100.0%
Total		Count	1	3	1	5
		% of Total	20.0%	60.0%	20.0%	100.0%

Appendix 1.3

Everyday Users * The bus is modern Crosstabulation

| | | | Modern | | | |
			Disagree	Agree	Strongly Agree	Total
Everyday	Twice	Count	2	2	1	5
		% of Total	40.0%	40.0%	20.0%	100.0%
Total		Count	2	2	1	5
		% of Total	40.0%	40.0%	20.0%	100.0%

Appendix 1.4

Everyday Users *The facilities on board the bus are adequate Crosstabulation

			On-board facilities		Total
			Strongly Disagree	Agree	
Everyday	Twice	Count	4	1	5
		% of Total	80.0%	20.0%	100.0%
Total		Count	4	1	5
		% of Total	80.0%	20.0%	100.0%

Appendix 1.5

Everyday Users* The bus is comfortable Crosstabulation

			Comfort			Total
			strongly disagree	disagree	agree	
Everyday	Twice	Count	1	2	2	5
		% of Total	20.0%	40.0%	40.0%	100.0%
Total		Count	1	2	2	5
		% of Total	20.0%	40.0%	40.0%	100.0%

Appendix 1.6

Everyday Users * I always get a seat on the bus Crosstabulation

			Seat		Total
			agree	strongly agree	
Everyday	Twice	Count	1	4	5
		% of Total	20.0%	80.0%	100.0%
Total		Count	1	4	5
		% of Total	20.0%	80.0%	100.0%

Appendix 1.7

Everyday Users * The bus driver is friendly Crosstabulation

			Driver Friendly				
			strongly disagree	disagree	agree	strongly agree	Total
Everyday	Twice	Count	1	1	2	1	5
		% of Total	20.0%	20.0%	40.0%	20.0%	100.0%
Total		Count	1	1	2	1	5
		% of Total	20.0%	20.0%	40.0%	20.0%	100.0%

Appendix 1.8

Everyday Users * The bus driver is courteous Crosstabulation

			Driver Courteous			
			disagree	agree	strongly agree	Total
Everyday	Twice	Count	1	2	2	5
		% of Total	20.0%	40.0%	40.0%	100.0%
Total		Count	1	2	2	5
		% of Total	20.0%	40.0%	40.0%	100.0%

Appendix 1.9

Everyday Users* The bus driver is helpful Crosstabulation

			Driver helpful				
			disagree	neutral	agree	strongly agree	Total
Everyday	Twice	Count	2	1	1	1	5
		% of Total	40.0%	20.0%	20.0%	20.0%	100.0%
Total		Count	2	1	1	1	5
		% of Total	40.0%	20.0%	20.0%	20.0%	100.0%

Appendix 1.10

Everyday Users * The timetable is easy to understand Crosstabulation

			Timetable			
			strongly disagree	disagree	agree	Total
Everyday Twice	Count		1	3	1	5
	% of Total		20.0%	60.0%	20.0%	100.0%
Total	Count		1	3	1	5
	% of Total		20.0%	60.0%	20.0%	100.0%

Appendix 1.11

Everyday Users * The bus stop facilities are adequate Crosstabulation

			Busstop			
			disagree	agree	strongly agree	Total
Everyday Twice	Count		1	3	1	5
	% of Total		20.0%	60.0%	20.0%	100.0%
Total	Count		1	3	1	5
	% of Total		20.0%	60.0%	20.0%	100.0%

Appendix 1.12

Everyday users * Bus Eireanns logo is fast, friendly and reliable. The service is fast, friendly and reliable Crosstabulation

			Logo		
			disagree	agree	Total
Everyday Twice	Count		3	2	5
	% of Total		60.0%	40.0%	100.0%
Total	Count		3	2	5
	% of Total		60.0%	40.0%	100.0%

Appendix 1.13

Everyday Users * I feel safe when travelling on the bus Crosstabulation

			Safety		Total
			strongly disagree	agree	
Everyday	Twice	Count	1	4	5
		% of Total	20.0%	80.0%	100.0%
Total		Count	1	4	5
		% of Total	20.0%	80.0%	100.0%

Appendix 1.14

Everyday Users * I enjoy travelling on the bus Crosstabulation

			Enjoy			Total
			strongly disagree	disagree	neutral	
Everyday	Twice	Count	1	3	1	5
		% of Total	20.0%	60.0%	20.0%	100.0%
Total		Count	1	3	1	5
		% of Total	20.0%	60.0%	20.0%	100.0%

Appendix 1.15

Everyday Users *I am satisfied with the service Crosstabulation

			Satisfaction with service				Total
			strongly disagree	disagree	neutral	agree	
Everyday	Twice	Count	1	1	2	1	5
		% of Total	20.0%	20.0%	40.0%	20.0%	100.0%
Total		Count	1	1	2	1	5
		% of Total	20.0%	20.0%	40.0%	20.0%	100.0%

Appendix 1.16

Everyday Users* Have you ever complained to Bus Eireann about an issue Crosstabulation

| | | | Complain | | Total |
			yes	no	
Everyday	Twice	Count	2	3	5
		% of Total	40.0%	60.0%	100.0%
Total		Count	2	3	5
		% of Total	40.0%	60.0%	100.0%

Appendix 1.17

Everyday Users * Value for money Crosstabulation

| | | | Valmoney | | Total |
			disagree	neutral	
Everyday	Twice	Count	3	1	4
		% of Total	75.0%	25.0%	100.0%
Total		Count	3	1	4
		% of Total	75.0%	25.0%	100.0%

2.0 Weekly Users

Appendix 2.1

Weekly Users * The bus is always on time Crosstabulation

			Reliability				
			Strongly Disagree	Disagree	Neutral	Agree	Total
Weekly	Once	Count	0	1	0	0	1
		% of Total	.0%	5.9%	.0%	.0%	5.9%
	Twice	Count	1	5	3	2	11
		% of Total	5.9%	29.4%	17.6%	11.8%	64.7%
	3 times	Count	0	2	0	1	3
		% of Total	.0%	11.8%	.0%	5.9%	17.6%
	4 times	Count	0	1	1	0	2
		% of Total	.0%	5.9%	5.9%	.0%	11.8%
Total		Count	1	9	4	3	17
		% of Total	5.9%	52.9%	23.5%	17.6%	100.0%

Appendix 2.2

Weekly Users * The bus is clean Crosstabulation

			Clean					
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Weekly	Once	Count	0	1	0	0	0	1
		% of Total	.0%	5.9%	.0%	.0%	.0%	5.9%
	Twice	Count	0	6	3	2	0	11
		% of Total	.0%	35.3%	17.6%	11.8%	.0%	64.7%
	3 times	Count	1	1	0	0	1	3
		% of Total	5.9%	5.9%	.0%	.0%	5.9%	17.6%
	4 times	Count	1	0	0	1	0	2
		% of Total	5.9%	.0%	.0%	5.9%	.0%	11.8%
Total		Count	2	8	3	3	1	17
		% of Total	11.8%	47.1%	17.6%	17.6%	5.9%	100.0%

Appendix 2.3

Weekly Users * The bus is modern Crosstabulation

| | | | Modern | | | | |
			Strongly Disagree	Disagree	Neutral	Agree	Total
Weekly	Once	Count	1	0	0	0	1
		% of Total	5.9%	.0%	.0%	.0%	5.9%
	Twice	Count	0	7	2	2	11
		% of Total	.0%	41.2%	11.8%	11.8%	64.7%
	3 times	Count	1	1	0	1	3
		% of Total	5.9%	5.9%	.0%	5.9%	17.6%
	4 times	Count	1	1	0	0	2
		% of Total	5.9%	5.9%	.0%	.0%	11.8%
Total		Count	3	9	2	3	17
		% of Total	17.6%	52.9%	11.8%	17.6%	100.0%

Appendix 2.4

Weekly Users * The facilities on board the bus are adequateCrosstabulation

| | | | On-board facilities | | | | |
			Strongly Disagree	Disagree	Neutral	Agree	Total
Weekly	Once	Count	1	0	0	0	1
		% of Total	5.9%	.0%	.0%	.0%	5.9%
	Twice	Count	8	2	1	0	11
		% of Total	47.1%	11.8%	5.9%	.0%	64.7%
	3 times	Count	0	0	2	1	3
		% of Total	.0%	.0%	11.8%	5.9%	17.6%
	4 times	Count	1	1	0	0	2
		% of Total	5.9%	5.9%	.0%	.0%	11.8%
Total		Count	10	3	3	1	17
		% of Total	58.8%	17.6%	17.6%	5.9%	100.0%

Appendix 2.5

Weekly Users *The bus is comfortable Crosstabulation

			Comfort					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Weekly	Once	Count	0	0	1	0	0	1
		% of Total	.0%	.0%	5.9%	.0%	.0%	5.9%
	Twice	Count	0	3	2	6	0	11
		% of Total	.0%	17.6%	11.8%	35.3%	.0%	64.7%
	3 times	Count	0	0	1	1	1	3
		% of Total	.0%	.0%	5.9%	5.9%	5.9%	17.6%
	4 times	Count	1	0	0	1	0	2
		% of Total	5.9%	.0%	.0%	5.9%	.0%	11.8%
Total		Count	1	3	4	8	1	17
		% of Total	5.9%	17.6%	23.5%	47.1%	5.9%	100.0%

Appendix 2.6

Weekly * Seat Crosstabulation

			Seat			
			disagree	agree	strongly agree	Total
Weekly	Once	Count	0	0	1	1
		% of Total	.0%	.0%	5.9%	5.9%
	Twice	Count	0	5	6	11
		% of Total	.0%	29.4%	35.3%	64.7%
	3 times	Count	1	1	1	3
		% of Total	5.9%	5.9%	5.9%	17.6%
	4 times	Count	0	2	0	2
		% of Total	.0%	11.8%	.0%	11.8%
Total		Count	1	8	8	17
		% of Total	5.9%	47.1%	47.1%	100.0%

Appendix 2.7

Weekly Users* The bus driver is friendly Crosstabulation

			Driver friendly					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Weekly	Once	Count	0	0	1	0	0	1
		% of Total	.0%	.0%	5.9%	.0%	.0%	5.9%
	Twice	Count	1	2	1	7	0	11
		% of Total	5.9%	11.8%	5.9%	41.2%	.0%	64.7%
	3 times	Count	1	0	0	1	1	3
		% of Total	5.9%	.0%	.0%	5.9%	5.9%	17.6%
	4 times	Count	0	0	0	2	0	2
		% of Total	.0%	.0%	.0%	11.8%	.0%	11.8%
Total		Count	2	2	2	10	1	17
		% of Total	11.8%	11.8%	11.8%	58.8%	5.9%	100.0%

Appendix 2.8

Weekly Users * The bus driver is courteous Crosstabulation

			Driver courteous					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Weekly	Once	Count	0	0	0	1	0	1
		% of Total	.0%	.0%	.0%	5.9%	.0%	5.9%
	Twice	Count	1	2	2	5	1	11
		% of Total	5.9%	11.8%	11.8%	29.4%	5.9%	64.7%
	3 times	Count	1	0	0	1	1	3
		% of Total	5.9%	.0%	.0%	5.9%	5.9%	17.6%
	4 times	Count	0	0	1	1	0	2
		% of Total	.0%	.0%	5.9%	5.9%	.0%	11.8%
Total		Count	2	2	3	8	2	17
		% of Total	11.8%	11.8%	17.6%	47.1%	11.8%	100.0%

Appendix 2.9

Weekly Users* The driver is helpful Crosstabulation

			Driver helpful					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Weekly	Once	Count	0	0	0	1	0	1
		% of Total	.0%	.0%	.0%	5.9%	.0%	5.9%
	Twice	Count	1	3	0	6	1	11
		% of Total	5.9%	17.6%	.0%	35.3%	5.9%	64.7%
	3 times	Count	1	0	0	1	1	3
		% of Total	5.9%	.0%	.0%	5.9%	5.9%	17.6%
	4 times	Count	0	0	1	1	0	2
		% of Total	.0%	.0%	5.9%	5.9%	.0%	11.8%
Total		Count	2	3	1	9	2	17
		% of Total	11.8%	17.6%	5.9%	52.9%	11.8%	100.0%

Appendix 2.10

Weekly Users * The timetable is easy to understand Crosstabulation

			Timetable				
			strongly disagree	disagree	neutral	agree	Total
Weekly	Once	Count	0	1	0	0	1
		% of Total	.0%	5.9%	.0%	.0%	5.9%
	Twice	Count	4	4	0	3	11
		% of Total	23.5%	23.5%	.0%	17.6%	64.7%
	3 times	Count	0	1	1	1	3
		% of Total	.0%	5.9%	5.9%	5.9%	17.6%
	4 times	Count	0	1	0	1	2
		% of Total	.0%	5.9%	.0%	5.9%	11.8%
Total		Count	4	7	1	5	17
		% of Total	23.5%	41.2%	5.9%	29.4%	100.0%

Appendix 2.11

Weekly Users * The bus stop facilities are adequate Crosstabulation

| | | | Bus stop facilities | | | | |
			strongly disagree	disagree	neutral	agree	Total
Weekly	Once	Count	0	1	0	0	1
		% of Total	.0%	5.9%	.0%	.0%	5.9%
	Twice	Count	3	1	0	7	11
		% of Total	17.6%	5.9%	.0%	41.2%	64.7%
	3 times	Count	0	1	2	0	3
		% of Total	.0%	5.9%	11.8%	.0%	17.6%
	4 times	Count	2	0	0	0	2
		% of Total	11.8%	.0%	.0%	.0%	11.8%
Total		Count	5	3	2	7	17
		% of Total	29.4%	17.6%	11.8%	41.2%	100.0%

Appendix 2.12

Weekly Users* Bus Eireanns logo is fast, friendly and reliable. This service is fast, friendly and reliable Crosstabulation

| | | | Logo | | | | |
			strongly disagree	disagree	neutral	agree	Total
Weekly	Once	Count	0	1	0	0	1
		% of Total	.0%	5.9%	.0%	.0%	5.9%
	Twice	Count	1	5	3	2	11
		% of Total	5.9%	29.4%	17.6%	11.8%	64.7%
	3 times	Count	0	1	1	1	3
		% of Total	.0%	5.9%	5.9%	5.9%	17.6%
	4 times	Count	0	2	0	0	2
		% of Total	.0%	11.8%	.0%	.0%	11.8%
Total		Count	1	9	4	3	17
		% of Total	5.9%	52.9%	23.5%	17.6%	100.0%

Appendix 2.13

Weekly Users *I feel safe when travelling on the bus Crosstabulation

			Safety				Total
			disagree	neutral	agree	strongly agree	
Weekly	Once	Count	0	0	1	0	1
		% of Total	.0%	.0%	5.9%	.0%	5.9%
	Twice	Count	3	0	8	0	11
		% of Total	17.6%	.0%	47.1%	.0%	64.7%
	3 times	Count	0	2	0	1	3
		% of Total	.0%	11.8%	.0%	5.9%	17.6%
	4 times	Count	1	0	1	0	2
		% of Total	5.9%	.0%	5.9%	.0%	11.8%
Total		Count	4	2	10	1	17
		% of Total	23.5%	11.8%	58.8%	5.9%	100.0%

Appendix 2.14

Weekly Users * I enjoy travelling on the bus Crosstabulation

			Enjoy				Total
			strongly disagree	disagree	agree	strongly agree	
Weekly	Once	Count	0	0	1	0	1
		% of Total	.0%	.0%	5.9%	.0%	5.9%
	Twice	Count	3	6	2	0	11
		% of Total	17.6%	35.3%	11.8%	.0%	64.7%
	3 times	Count	0	1	0	2	3
		% of Total	.0%	5.9%	.0%	11.8%	17.6%
	4 times	Count	0	2	0	0	2
		% of Total	.0%	11.8%	.0%	.0%	11.8%
Total		Count	3	9	3	2	17
		% of Total	17.6%	52.9%	17.6%	11.8%	100.0%

Appendix 2.15

Weekly Users * I am satisfied with the service Crosstabulation

			Satisfaction with service					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Weekly	Once	Count	0	0	1	0	0	1
		% of Total	.0%	.0%	5.9%	.0%	.0%	5.9%
	Twice	Count	3	1	3	4	0	11
		% of Total	17.6%	5.9%	17.6%	23.5%	.0%	64.7%
	3 times	Count	0	0	1	1	1	3
		% of Total	.0%	.0%	5.9%	5.9%	5.9%	17.6%
	4 times	Count	0	1	1	0	0	2
		% of Total	.0%	5.9%	5.9%	.0%	.0%	11.8%
Total		Count	3	2	6	5	1	17
		% of Total	17.6%	11.8%	35.3%	29.4%	5.9%	100.0%

Appendix 2.16

Weekly Users * Have you ever had to complain to BUs Eireann about an issue Crosstabulation

			Complain		Total
			yes	no	
Weekly	Once	Count	0	1	1
		% of Total	.0%	5.9%	5.9%
	Twice	Count	3	8	11
		% of Total	17.6%	47.1%	64.7%
	3 times	Count	0	3	3
		% of Total	.0%	17.6%	17.6%
	4 times	Count	1	1	2
		% of Total	5.9%	5.9%	11.8%
Total		Count	4	13	17
		% of Total	23.5%	76.5%	100.0%

Appendix 2.17

Weekly Users * Value for money Crosstabulation

			Valmoney			
			strongly disagree	disagree	agree	Total
Weekly	Once	Count	0	0	1	1
		% of Total	.0%	.0%	7.1%	7.1%
	Twice	Count	1	4	5	10
		% of Total	7.1%	28.6%	35.7%	71.4%
	3 times	Count	0	2	0	2
		% of Total	.0%	14.3%	.0%	14.3%
	4 times	Count	0	0	1	1
		% of Total	.0%	.0%	7.1%	7.1%
Total		Count	1	6	7	14
		% of Total	7.1%	42.9%	50.0%	100.0%

3.0 Monthly Users

Appendix 3.1

Monthly Users* The bus is always on time Crosstabulation

			Reliability			Total
			Disagree	Neutral	Agree	
Monthly	Once	Count	1	0	2	3
		% of Total	4.8%	.0%	9.5%	14.3%
	Twice	Count	2	0	5	7
		% of Total	9.5%	.0%	23.8%	33.3%
	3 times	Count	3	0	3	6
		% of Total	14.3%	.0%	14.3%	28.6%
	4 times	Count	3	0	0	3
		% of Total	14.3%	.0%	.0%	14.3%
	More	Count	0	1	1	2
		% of Total	.0%	4.8%	4.8%	9.5%
Total		Count	9	1	11	21
		% of Total	42.9%	4.8%	52.4%	100.0%

Appendix 3.2

Monthly Users* The bus is clean Crosstabulation

			Clean				Total
			Disagree	Neutral	Agree	Strongly Agree	
Monthly	Once	Count	1	0	1	1	3
		% of Total	4.8%	.0%	4.8%	4.8%	14.3%
	Twice	Count	1	1	4	1	7
		% of Total	4.8%	4.8%	19.0%	4.8%	33.3%
	3 times	Count	2	0	3	1	6
		% of Total	9.5%	.0%	14.3%	4.8%	28.6%
	4 times	Count	1	0	1	1	3
		% of Total	4.8%	.0%	4.8%	4.8%	14.3%
	More	Count	1	1	0	0	2
		% of Total	4.8%	4.8%	.0%	.0%	9.5%
Total		Count	6	2	9	4	21
		% of Total	28.6%	9.5%	42.9%	19.0%	100.0%

Appendix 3.3

Monthly Users* The bus is modern Crosstabulation

			Modern			Total
			Disagree	Neutral	Agree	
Monthly	Once	Count	3	0	0	3
		% of Total	14.3%	.0%	.0%	14.3%
	Twice	Count	4	2	1	7
		% of Total	19.0%	9.5%	4.8%	33.3%
	3 times	Count	3	0	3	6
		% of Total	14.3%	.0%	14.3%	28.6%
	4 times	Count	2	0	1	3
		% of Total	9.5%	.0%	4.8%	14.3%
	More	Count	1	0	1	2
		% of Total	4.8%	.0%	4.8%	9.5%
Total		Count	13	2	6	21
		% of Total	61.9%	9.5%	28.6%	100.0%

Appendix 3.4

Monthly Users* The facilities on-board the bus are adequate Crosstabulation

			On-board Facilities				Total
			Strongly Disagree	Disagree	Neutral	Agree	
Monthly	Once	Count	0	1	0	2	3
		% of Total	.0%	4.8%	.0%	9.5%	14.3%
	Twice	Count	1	3	1	2	7
		% of Total	4.8%	14.3%	4.8%	9.5%	33.3%
	3 times	Count	3	0	0	3	6
		% of Total	14.3%	.0%	.0%	14.3%	28.6%
	4 times	Count	1	2	0	0	3
		% of Total	4.8%	9.5%	.0%	.0%	14.3%
	More	Count	1	1	0	0	2
		% of Total	4.8%	4.8%	.0%	.0%	9.5%
Total		Count	6	7	1	7	21
		% of Total	28.6%	33.3%	4.8%	33.3%	100.0%

Appendix 3.5

Monthly Users * The bus is comfortable Crosstabulation

			Comfort				Total
			disagree	neutral	agree	strongly agree	
Monthly	Once	Count	1	2	0	0	3
		% of Total	4.8%	9.5%	.0%	.0%	14.3%
	Twice	Count	3	1	3	0	7
		% of Total	14.3%	4.8%	14.3%	.0%	33.3%
	3 times	Count	0	0	6	0	6
		% of Total	.0%	.0%	28.6%	.0%	28.6%
	4 times	Count	0	0	3	0	3
		% of Total	.0%	.0%	14.3%	.0%	14.3%
	More	Count	0	1	0	1	2
		% of Total	.0%	4.8%	.0%	4.8%	9.5%
Total		Count	4	4	12	1	21
		% of Total	19.0%	19.0%	57.1%	4.8%	100.0%

Appendix 3.6

Monthly Users* I always get a seat on the bus Crosstabulation

			Seat		Total
			agree	strongly agree	
Monthly	Once	Count	3	0	3
		% of Total	14.3%	.0%	14.3%
	Twice	Count	3	4	7
		% of Total	14.3%	19.0%	33.3%
	3 times	Count	1	5	6
		% of Total	4.8%	23.8%	28.6%
	4 times	Count	2	1	3
		% of Total	9.5%	4.8%	14.3%
	More	Count	1	1	2
		% of Total	4.8%	4.8%	9.5%
Total		Count	10	11	21
		% of Total	47.6%	52.4%	100.0%

Appendix 3.7

Monthly Users * The bus driver is friendly Crosstabulation

			Driver Friendly				Total
			disagree	neutral	agree	strongly agree	
Monthly	Once	Count	0	1	1	1	3
		% of Total	.0%	4.8%	4.8%	4.8%	14.3%
	Twice	Count	1	0	5	1	7
		% of Total	4.8%	.0%	23.8%	4.8%	33.3%
	3 times	Count	1	0	2	3	6
		% of Total	4.8%	.0%	9.5%	14.3%	28.6%
	4 times	Count	1	0	0	2	3
		% of Total	4.8%	.0%	.0%	9.5%	14.3%
	More	Count	0	1	1	0	2
		% of Total	.0%	4.8%	4.8%	.0%	9.5%
Total		Count	3	2	9	7	21
		% of Total	14.3%	9.5%	42.9%	33.3%	100.0%

Appendix 3.8

Monthly Users * The bus driver is courteous Crosstabulation

			Driver courteous				Total
			disagree	neutral	agree	strongly agree	
Monthly	Once	Count	1	0	1	1	3
		% of Total	4.8%	.0%	4.8%	4.8%	14.3%
	Twice	Count	1	0	5	1	7
		% of Total	4.8%	.0%	23.8%	4.8%	33.3%
	3 times	Count	0	0	3	3	6
		% of Total	.0%	.0%	14.3%	14.3%	28.6%
	4 times	Count	1	0	1	1	3
		% of Total	4.8%	.0%	4.8%	4.8%	14.3%
	More	Count	0	1	1	0	2
		% of Total	.0%	4.8%	4.8%	.0%	9.5%
Total		Count	3	1	11	6	21
		% of Total	14.3%	4.8%	52.4%	28.6%	100.0%

Appendix 3.9

Monthly Users* The bus driver is helpful Crosstabulation

			Driver helpful					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Monthly	Once	Count	0	1	0	1	1	3
		% of Total	.0%	5.0%	.0%	5.0%	5.0%	15.0%
	Twice	Count	0	1	0	5	1	7
		% of Total	.0%	5.0%	.0%	25.0%	5.0%	35.0%
	3 times	Count	1	0	0	2	3	6
		% of Total	5.0%	.0%	.0%	10.0%	15.0%	30.0%
	4 times	Count	0	0	1	1	0	2
		% of Total	.0%	.0%	5.0%	5.0%	.0%	10.0%
	More	Count	0	0	0	2	0	2
		% of Total	.0%	.0%	.0%	10.0%	.0%	10.0%
Total		Count	1	2	1	11	5	20
		% of Total	5.0%	10.0%	5.0%	55.0%	25.0%	100.0%

Appendix 3.10

Monthly Users * The timetable is easy to understand Crosstabulation

			Timetable				
			strongly disagree	disagree	agree	strongly agree	Total
Monthly	Once	Count	0	1	2	0	3
		% of Total	.0%	4.8%	9.5%	.0%	14.3%
	Twice	Count	1	3	2	1	7
		% of Total	4.8%	14.3%	9.5%	4.8%	33.3%
	3 times	Count	1	1	4	0	6
		% of Total	4.8%	4.8%	19.0%	.0%	28.6%
	4 times	Count	1	0	1	1	3
		% of Total	4.8%	.0%	4.8%	4.8%	14.3%
	More	Count	0	1	1	0	2
		% of Total	.0%	4.8%	4.8%	.0%	9.5%
Total		Count	3	6	10	2	21
		% of Total	14.3%	28.6%	47.6%	9.5%	100.0%

Appendix 3.11

Monthly Users* The bus stop facilities are adequate Crosstabulation

			Bus stop facilities				
			strongly disagree	disagree	neutral	agree	Total
Monthly	Once	Count	2	0	0	1	3
		% of Total	9.5%	.0%	.0%	4.8%	14.3%
	Twice	Count	2	1	1	3	7
		% of Total	9.5%	4.8%	4.8%	14.3%	33.3%
	3 times	Count	1	1	1	3	6
		% of Total	4.8%	4.8%	4.8%	14.3%	28.6%
	4 times	Count	3	0	0	0	3
		% of Total	14.3%	.0%	.0%	.0%	14.3%
	More	Count	0	1	0	1	2
		% of Total	.0%	4.8%	.0%	4.8%	9.5%
Total		Count	8	3	2	8	21
		% of Total	38.1%	14.3%	9.5%	38.1%	100.0%

Appendix 3.12

Monthly Users * Bus Eireanns logo is fast, friendly and reliable. This service is fast, friendly and reliable Crosstabulation

			Logo					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Monthly	Once	Count	0	1	0	2	0	3
		% of Total	.0%	4.8%	.0%	9.5%	.0%	14.3%
	Twice	Count	0	1	3	2	1	7
		% of Total	.0%	4.8%	14.3%	9.5%	4.8%	33.3%
	3 times	Count	0	1	1	4	0	6
		% of Total	.0%	4.8%	4.8%	19.0%	.0%	28.6%
	4 times	Count	1	0	1	0	1	3
		% of Total	4.8%	.0%	4.8%	.0%	4.8%	14.3%
	More	Count	0	1	0	1	0	2
		% of Total	.0%	4.8%	.0%	4.8%	.0%	9.5%
Total		Count	1	4	5	9	2	21
		% of Total	4.8%	19.0%	23.8%	42.9%	9.5%	100.0%

Appendix 3.13

Monthly Users* I feel safe when travelling on the bus Crosstabulation

			Safety			
			disagree	agree	strongly agree	Total
Monthly	Once	Count	0	2	1	3
		% of Total	.0%	9.5%	4.8%	14.3%
	Twice	Count	1	4	2	7
		% of Total	4.8%	19.0%	9.5%	33.3%
	3 times	Count	2	2	2	6
		% of Total	9.5%	9.5%	9.5%	28.6%
	4 times	Count	1	2	0	3
		% of Total	4.8%	9.5%	.0%	14.3%
	More	Count	1	0	1	2
		% of Total	4.8%	.0%	4.8%	9.5%
Total		Count	5	10	6	21
		% of Total	23.8%	47.6%	28.6%	100.0%

Appendix 3.14

Monthly Users * I enjoy travelling on the bus Crosstabulation

			Enjoy					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Monthly	Once	Count	1	1	0	1	0	3
		% of Total	4.8%	4.8%	.0%	4.8%	.0%	14.3%
	Twice	Count	1	3	0	3	0	7
		% of Total	4.8%	14.3%	.0%	14.3%	.0%	33.3%
	3 times	Count	0	3	1	2	0	6
		% of Total	.0%	14.3%	4.8%	9.5%	.0%	28.6%
	4 times	Count	0	1	0	2	0	3
		% of Total	.0%	4.8%	.0%	9.5%	.0%	14.3%
	More	Count	1	0	0	0	1	2
		% of Total	4.8%	.0%	.0%	.0%	4.8%	9.5%
Total		Count	3	8	1	8	1	21
		% of Total	14.3%	38.1%	4.8%	38.1%	4.8%	100.0%

Appendix 3.15

Monthly Users * I am satisfied with the service Crosstabulation

			Satisfaction with service				Total
			disagree	neutral	agree	strongly agree	
Monthly	Once	Count	1	0	2	0	3
		% of Total	4.8%	.0%	9.5%	.0%	14.3%
	Twice	Count	2	1	4	0	7
		% of Total	9.5%	4.8%	19.0%	.0%	33.3%
	3 times	Count	1	0	4	1	6
		% of Total	4.8%	.0%	19.0%	4.8%	28.6%
	4 times	Count	0	3	0	0	3
		% of Total	.0%	14.3%	.0%	.0%	14.3%
	More	Count	1	0	1	0	2
		% of Total	4.8%	.0%	4.8%	.0%	9.5%
Total		Count	5	4	11	1	21
		% of Total	23.8%	19.0%	52.4%	4.8%	100.0%

Appendix 3.16

Monthly Users * Have you ever had to complain to Bus Eireann about an issue Crosstabulation

			Complain		Total
			yes	no	
Monthly	Once	Count	0	3	3
		% of Total	.0%	14.3%	14.3%
	Twice	Count	0	7	7
		% of Total	.0%	33.3%	33.3%
	3 times	Count	1	5	6
		% of Total	4.8%	23.8%	28.6%
	4 times	Count	1	2	3
		% of Total	4.8%	9.5%	14.3%
	More	Count	0	2	2
		% of Total	.0%	9.5%	9.5%
Total		Count	2	19	21
		% of Total	9.5%	90.5%	100.0%

Appendix 3.17

Monthly Users * The bus is good value for money Crosstabulation

			Valmoney				
			strongly disagree	disagree	neutral	agree	Total
Monthly	Once	Count	0	0	0	3	3
		% of Total	.0%	.0%	.0%	14.3%	14.3%
	Twice	Count	0	3	0	4	7
		% of Total	.0%	14.3%	.0%	19.0%	33.3%
	3 times	Count	1	2	2	1	6
		% of Total	4.8%	9.5%	9.5%	4.8%	28.6%
	4 times	Count	0	1	0	2	3
		% of Total	.0%	4.8%	.0%	9.5%	14.3%
	More	Count	1	0	0	1	2
		% of Total	4.8%	.0%	.0%	4.8%	9.5%
Total		Count	2	6	2	11	21
		% of Total	9.5%	28.6%	9.5%	52.4%	100.0%

Appendix J

Demographic Details of Sligo Town Service Users

Everyday Users

Everyday * Gender Crosstabulation

			Gender		Total
			male	female	
Everyday	Once	Count	0	6	6
		% of Total	.0%	16.2%	16.2%
	Twice	Count	11	13	24
		% of Total	29.7%	35.1%	64.9%
	3 times	Count	2	1	3
		% of Total	5.4%	2.7%	8.1%
	4 times	Count	2	2	4
		% of Total	5.4%	5.4%	10.8%
Total		Count	15	22	37
		% of Total	40.5%	59.5%	100.0%

Everyday Users * Age Crosstabulation

			Age					Total
			less than 21	22-35	36-55	56-65	66+	
Everyday	Once	Count	0	4	0	2	0	6
		% of Total	.0%	10.8%	.0%	5.4%	.0%	16.2%
	Twice	Count	3	7	5	6	3	24
		% of Total	8.1%	18.9%	13.5%	16.2%	8.1%	64.9%
	3 times	Count	1	1	1	0	0	3
		% of Total	2.7%	2.7%	2.7%	.0%	.0%	8.1%
	4 times	Count	0	2	2	0	0	4
		% of Total	.0%	5.4%	5.4%	.0%	.0%	10.8%
Total		Count	4	14	8	8	3	37
		% of Total	10.8%	37.8%	21.6%	21.6%	8.1%	100.0%

Everyday Users * Payment Type Crosstabulation

			Payment			Total
			bus pass	weekly ticket	cash	
Everyday	Once	Count	1	0	5	6
		% of Total	2.7%	.0%	13.5%	16.2%
	Twice	Count	9	2	13	24
		% of Total	24.3%	5.4%	35.1%	64.9%
	3 times	Count	0	1	2	3
		% of Total	.0%	2.7%	5.4%	8.1%
	4 times	Count	1	0	3	4
		% of Total	2.7%	.0%	8.1%	10.8%
Total		Count	11	3	23	37
		% of Total	29.7%	8.1%	62.2%	100.0%

Weekly Users

Weekly Users * Gender Crosstabulation

			Gender		Total
			male	female	
Weekly	Once	Count	1	4	5
		% of Total	3.1%	12.5%	15.6%
	twice	Count	4	9	13
		% of Total	12.5%	28.1%	40.6%
	3 times	Count	1	5	6
		% of Total	3.1%	15.6%	18.8%
	4 times	Count	3	5	8
		% of Total	9.4%	15.6%	25.0%
Total		Count	9	23	32
		% of Total	28.1%	71.9%	100.0%

Weekly Users * Age Crosstabulation

			Age				
			less than 21	22-35	36-55	56-65	Total
Weekly	Once	Count	4	1	0	0	5
		% of Total	12.5%	3.1%	.0%	.0%	15.6%
	twice	Count	3	3	7	0	13
		% of Total	9.4%	9.4%	21.9%	.0%	40.6%
	3 times	Count	0	2	3	1	6
		% of Total	.0%	6.3%	9.4%	3.1%	18.8%
	4 times	Count	0	1	3	4	8
		% of Total	.0%	3.1%	9.4%	12.5%	25.0%
Total		Count	7	7	13	5	32
		% of Total	21.9%	21.9%	40.6%	15.6%	100.0%

Weekly Users* Payment Type Crosstabulation

			Payment			
			bus pass	weekly ticket	cash	Total
Weekly	Once	Count	0	0	5	5
		% of Total	.0%	.0%	15.6%	15.6%
	twice	Count	1	1	11	13
		% of Total	3.1%	3.1%	34.4%	40.6%
	3 times	Count	2	0	4	6
		% of Total	6.3%	.0%	12.5%	18.8%
	4 times	Count	0	0	8	8
		% of Total	.0%	.0%	25.0%	25.0%
Total		Count	3	1	28	32
		% of Total	9.4%	3.1%	87.5%	100.0%

Demographic Details of Expressway Users

Everyday Users

Everyday Users * Gender Crosstabulation

			Gender		Total
			male	female	
Everyday	Twice	Count	2	3	5
		% of Total	40.0%	60.0%	100.0%
Total		Count	2	3	5
		% of Total	40.0%	60.0%	100.0%

Everyday Users * Age Crosstabulation

			Age			Total
			22-35	36-55	66+	
Everyday	Twice	Count	1	3	1	5
		% of Total	20.0%	60.0%	20.0%	100.0%
Total		Count	1	3	1	5
		% of Total	20.0%	60.0%	20.0%	100.0%

Everyday Users * Payment Type Crosstabulation

			Payment		Total
			bus pass	cash	
Everyday	Twice	Count	1	4	5
		% of Total	20.0%	80.0%	100.0%
Total		Count	1	4	5
		% of Total	20.0%	80.0%	100.0%

Weekly Users

Weekly Users * Gender Crosstabulation

			Gender		Total
			male	female	
Weekly	Once	Count	0	1	1
		% of Total	.0%	5.9%	5.9%
	Twice	Count	4	7	11
		% of Total	23.5%	41.2%	64.7%
	3 times	Count	1	2	3
		% of Total	5.9%	11.8%	17.6%
	4 times	Count	0	2	2
		% of Total	.0%	11.8%	11.8%
Total		Count	5	12	17
		% of Total	29.4%	70.6%	100.0%

Weekly Users* Age Crosstabulation

			Age					Total
			Less than 21	22-35	36-55	56-65	66+	
Weekly	Once	Count	1	0	0	0	0	1
		% of Total	5.9%	.0%	.0%	.0%	.0%	5.9%
	Twice	Count	1	3	5	1	1	11
		% of Total	5.9%	17.6%	29.4%	5.9%	5.9%	64.7%
	3 times	Count	2	0	1	0	0	3
		% of Total	11.8%	.0%	5.9%	.0%	.0%	17.6%
	4 times	Count	1	0	0	1	0	2
		% of Total	5.9%	.0%	.0%	5.9%	.0%	11.8%
Total		Count	5	3	6	2	1	17
		% of Total	29.4%	17.6%	35.3%	11.8%	5.9%	100.0%

Weekly Users* Payment Type Crosstabulation

			Payment			
			bus pass	weekly ticket	cash	Total
Weekly	Once	Count	0	0	1	1
		% of Total	.0%	.0%	5.9%	5.9%
	Twice	Count	1	1	9	11
		% of Total	5.9%	5.9%	52.9%	64.7%
	3 times	Count	1	0	2	3
		% of Total	5.9%	.0%	11.8%	17.6%
	4 times	Count	1	0	1	2
		% of Total	5.9%	.0%	5.9%	11.8%
Total		Count	3	1	13	17
		% of Total	17.6%	5.9%	76.5%	100.0%

Monthly Users

Monthly Users * Gender Crosstabulation

			Gender		
			male	female	Total
Monthly	Once	Count	2	1	3
		% of Total	9.5%	4.8%	14.3%
	Twice	Count	5	2	7
		% of Total	23.8%	9.5%	33.3%
	3 times	Count	4	2	6
		% of Total	19.0%	9.5%	28.6%
	4 times	Count	2	1	3
		% of Total	9.5%	4.8%	14.3%
	More	Count	0	2	2
		% of Total	.0%	9.5%	9.5%
Total		Count	13	8	21
		% of Total	61.9%	38.1%	100.0%

Monthly Users * Age Crosstabulation

			Age				
			Less than 21	22-35	36-55	56-65	Total
Monthly	Once	Count	2	1	0	0	3
		% of Total	9.5%	4.8%	.0%	.0%	14.3%
	Twice	Count	1	3	2	1	7
		% of Total	4.8%	14.3%	9.5%	4.8%	33.3%
	3 times	Count	0	2	4	0	6
		% of Total	.0%	9.5%	19.0%	.0%	28.6%
	4 times	Count	0	1	1	1	3
		% of Total	.0%	4.8%	4.8%	4.8%	14.3%
	More	Count	1	1	0	0	2
		% of Total	4.8%	4.8%	.0%	.0%	9.5%
Total		Count	4	8	7	2	21
		% of Total	19.0%	38.1%	33.3%	9.5%	100.0%

Monthly Users * Payment Type Crosstabulation

			Payment		
			monthly ticket	cash	Total
Monthly	Once	Count	0	3	3
		% of Total	.0%	14.3%	14.3%
	Twice	Count	0	7	7
		% of Total	.0%	33.3%	33.3%
	3 times	Count	1	5	6
		% of Total	4.8%	23.8%	28.6%
	4 times	Count	0	3	3
		% of Total	.0%	14.3%	14.3%
	More	Count	0	2	2
		% of Total	.0%	9.5%	9.5%
Total		Count	1	20	21
		% of Total	4.8%	95.2%	100.0%

Appendix K

MONDAY TO SATURDAY / SUNDAY

SERVICE NUMBER				066	066	456	066	066		066	052
				W				FO			
Westport (Mill St) dep.	....	....	....	0850	1235	1600	....	1945		1440	1545
Castlebar (Garvey Way)	....	....	....	0910	1255	1635	1700	2005		1500	1605
Ballyvary (New Road)	....	....	....	0920	1310	....	1714R	2015R		1514R	1615R
Straide	....	....	....	0923R	....	....	....	2018R		....	1618R
Foxford Bridge	....	....	....	0930	....	....		2025		....	
Foxford (Post Office)	....	....	....			....				....	1630
Ballina (Bus Station) arr.	....	....	....	0945	....	....		2040		....	1645

SERVICE NUMBER								066			066
								FO			
Ballina (Bus Station) dep.	....	....	....	1000		....		2045		....	1730
Enniscrone	....	....	....	1017		....		2102		....	1747
Rathlee Chapel	....	....	....	1027		....		2115		....	1800
Easkey (Hargadon's)	....	....	....	1034		....		2119		....	1804
Dromore West	....	....	....	1043		....		2128		....	1813
Templeboy	....	....	....	1050		....		2132		....	1817
Bohola (Killimagh Cross)	....	....	....		1315	....	1719R			1519R	
Swinford (Main St)	....	....	....		1324	....	1729			1529	
Charlestown (Rooney's)	....	....	....		1335	....	1740			1540	
Curry	....	....	....		1340R	....	1745R			1545R	
Tubbercurry (May Queen)	....	....	....		1353	....	1758			1558	
Ballinacarrow	....	....	....		1415R	....	1820R			1620R	
Collooney	....	....	....		1418R	....	1823R			1623R	
Ballisodare	....	....	....	1120	1425R	....	1830R	2155R		1630R	R
Sligo (Bus Station) arr.	....	....	....	1130	1430	....	1835	2200		1635	1845

SERVICE NUMBER	066	066	066		066					066	
Sligo (Bus Station) dep.	0730	0915	0915	1145	1545	....	....	....		1330	1705
I.T. Sligo	R	R	R	R	R	....	....	....		R	R
Manorhamilton	0804	0949	0949	1219	1619	....	....	....		1404	1739
Big Dog Cross	R	R	R	R	R	....	....	....		R	R
Glenfarne	0816	1002	1002	1231	1631	....	....	....		1416	1751
Rainbow Ballroom	R	R	R	R	R	....	....	....		R	R
Loughan House	R	R	R	R	R	....	....	....		R	R
Blacklion (Maguire's)	0827	1013	1013	1242	1642	....	....	....		1427	1802
Belcoo	R	R	R	R	R	....	....	....		R	R
Enniskillen (Bus Depot) arr.	0855	1038	1038	1310	1710	....	....	....		1455	1825

SERVICE NUMBER	261	261	261	261	261					261	261
		SX									
Enniskillen (Bus Depot) dep.	0925	1125	1225	1325	1725		....	....		1525	1825
Dungannon	1045	1245	1345	1445	1845		....	....		1645	1945
Belfast (Europa Bus Centre) arr.	1140	1340	1440	1540	1940		....	....		1740	2040

R : – Request stop.

No services on Christmas Day or St. Stephen's Day – contact Bus Éireann about services on Public Holidays.

W = Operates as a stage–carriage service between Ballina and Sligo.

FO= Friday only.

SX= Operates Monday to Friday only.

On Sundays, 1825 service from Belfast to Enniskillen will await arrival of 1705 bus from Sligo.

		MONDAY TO SATURDAY						SUNDAY			
SERVICE NUMBER			261		261	261		066	066	273	261
Belfast (Europa Bus Centre) dep.	....	....	0905	....	1105	1505	....	....	....	1305	....
Dungannon	....	....	1003	....	1203	1603	....	....	....	1400	140
Enniskillen (Ulsterbus Depot) arr.	....	....	1120	....	1320	1720	....	....	....	....	152
SERVICE NUMBER		066	066		066	066					06
Enniskillen (Ulsterbus Depot) dep.	....	0925	1135	....	1330	1735	....	....	....	....	15:
Belcoo		R	R	....	R	R	....	....	....	....	F
Blacklion	....	0950	1200	....	1355	1800	....	....	....	....	15!
Loughan House	....	R	R	....	R	R	....	....	....	....	F
Rainbow Ballroom	....	R	R	....	R	R	....	....	....	....	F
Glenfarne	....	1002	1211	....	1406	1811	....	....	....	....	16
Big Bog Cross	....	R	R	....	R	R	....	....	....	....	F
Manorhamilton	....	1016	1226	....	1422	1825	....	....	....	....	16
I.T. Sligo	....	R	R	....	R	R	....	....	....	....	I
Sligo (Bus Station) arr.	....	1048	1300	....	1455	1855	....	....	....	....	16
SERVICE NUMBER	066			066			066				
							FO				
Sligo (Bus Station) dep.	1000	....	....	1500	1500	....	1910	1200	1530	....	
Ballisodare	1005R	....	....	1505R	1505R	....	1915R	1205R	R	....	
Collooney	1012	....	....	1512		....		1212		....	
Ballinacarrow	1015R	....	....	1515R		....		1215R		....	
Tubbercurry (May Queen)	1037	....	....	1537		....		1237		....	
Curry	1050R	....	....	1550R		....		1250R		....	
Charlestown (Rooney's)	1055	....	....	1555		....		1255		....	
Swinford (Main St)	1106	....	....	1606		....		1306		....	
Bohola (Kiltimagh Cross)	1116	....	....	1616		....		1316		....	
Templeboy		....	....		1537	....	1938		1558	....	
Dromore West		....	....		1542	....	1942		1602	....	
Easkey (Hargadon's)		....	....		1551	....	1951		1611	....	
Rathlee		....	....		1555	....	1954		1614	....	
Enniscrone		....	....		1608	....	2008		1620	....	
Ballina (Bus Station) arr.		....	....		1625	....	2025		1645	....	
SERVICE NUMBER							066		052		
							FO				
Ballina (Bus Station) dep.		....	....		1640	....	2045		1705	....	
Foxford Bridge		....	....		1655	....	2100			....	
Straide		....	....		1700R	....	2105R			....	
Ballyvary (New Road)	1121R	....	....	1621R	1705R	....	2110R	1321R		....	
Castlebar (Garvey Way)	1135	....	....	1635	1720	....	2120	1335	1750	....	
Westport (Mill St) arr.	1155	....	....		1740	....	2140	1355	1810	....	

R : – Request stop.

SEE TABLE 64 FOR DETAILS OF CONNECTIONS AT SLIGO TO/FROM DERRY AND LETTERI
No services on Christmas Day or St. Stephen's Day – contact Bus Éireann about services on Pub
FO= Friday only.

Bus Éireann operates the Aircoach shuttle service betwe
Charlestown and Ireland West Airport Knock - see table

Appendix L

Bus Éireann
Customer Comments & Suggestions Card

Your Opinion Counts

Simply fill in this card and send it to us, or place it into any one of the comment card boxes provided at our bus stations around the country.

Contact Details

Mr ☐   Mrs ☐   Ms ☐   Other☐

Name: _____

Address: _____

_____

Email Address: _____

Please rate your overall travel experience.

	Excellent	Good	Fair	Poor
Bus Station Facilities	☐	☐	☐	☐
Bus Stop/Shelter	☐	☐	☐	☐
Staff helpfullness and attention	☐	☐	☐	☐
Driver	☐	☐	☐	☐
Comfort and cleanliness of Bus	☐	☐	☐	☐
Website information	☐	☐	☐	☐
Timetable information	☐	☐	☐	☐
Punctuality of service	☐	☐	☐	☐
Access to Buses / Stations	☐	☐	☐	☐

Please tell us about your journey

From: _____   To: _____

Time of Bus: _____   Date: _____

How often do you travel

Daily ☐   Weekly ☐   Monthly ☐   Other☐

Please give details of your comment below:

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

Do you require a response? Yes ☐   No ☐

Thank you

Bus Éireann operates to standards laid out in our Customer Charter.

Appendix M

Transcript-In-Depth Interview

Date: 18th August 2008

Time: 11.30am

Location: Sligo Bus Station

Interviewee: Marie McGovern, Marketing and Sales Executive for the North West Region

Section 1 – Service Quality

1. Is service quality important within Bus Éireann?

   Yes absolutely

2. Is service quality something that is practiced within Bus Éireann?

   Yes it is

3. What are the factors driving service quality?

   Customer satisfaction, maintaining service standards and it is part of customer policy to offer quality services.

4. Is bus reliability an issue for Bus Éireann? What is done to make the buses more reliable?

   I would not say that it is a problem, but it certainly is an issue, it is important to stick and follow the timetables. It is something that is constantly monitored.

5. Many people using the Sligo Town Service seem to be dissatisfied with the bus stop facilities, what is done to better these facilities?

Well the Sligo Town Service is currently being revised to improve the facilities and the service in general, so all areas of the service will be looked at.

6. Are Bus Éireann buses equipped with loudspeakers to let people know where the next stop is?

Yes all the buses are equipped with them

7. Bus Éireann aim's to be fast, friendly and reliable, do you believe it is difficult to live up to this?

No I do not believe that it is difficult to live up to. It is something that all staff need to keep in mind, passengers all need to keep it in mind. It is the company's logo and it is used in our advertising alot.

8. Are drivers trained or are there any special instructions when dealing with customers, for example are all customers greeted when boarding?

Yes, customer training with the drivers is done every couple of years.

9. The buses used for the Imp service are not equipped with seatbelts, are there any plans to fit these buses with seatbelts?

No the Imp service does not have seatbelts because it is not a legal requirement, therefore at the present there is no plans to put seatbelts on the buses

10. Do you believe that enough areas are being covered on the Imp service?

No at the moment there is not enough areas being covered, but there is plans to revise the Imp service

11. Are there any plans to put more bus stops in place around Sligo or to make the service more frequent?

Yes there is plans to put more stops in place and go a little further out for example at the schools such as the Ursuline College.

12. Are any buses and coaches equipped with toilets, dvd players, tv's etc for longer journeys.

Some buses do have toilets the ones coming from Dublin definitely do, but they do not have any tv's or dvd players and there is no plans to put any on the buses.

Section 2 - Complaints

13. How does Bus Éireann respond to customer complaints?

The customer usually rings up to tell us about the complaint, then they are asked to put the complaint in writing giving us details of the time, date and place that the incident happened, a girl named Kathy deals with all complaints. Once she receives the letter she has two weeks to investigate the complaint and get back to the customer.

14. How easy is it for customers to complain?

It is very easy for the customer to complain, all they have to do is phone us and then send in a letter, also we have a customer comment box in the station and customers often use this.

15. How does Bus Éireann deal with service failure?

Well if it is a case of the bus breaking down or not turning up, etc, the driver contacts the depot or whichever depot is closest to them another bus is then sent out and all passengers are informed.

16. How often is market research conducted within Bus Eireann?

All market research is done through our head office probably a couple of times a year.