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SERVQUAL analysis of public bus transport services in Kumasi metropolis, Ghana: Core user perspectives

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HIGHLIGHTS

- Passengers' evaluations help gauge the performance of public transport
- Prior public transport service quality surveys focused on non-core users
- Service quality expectations differ between core and non-core bus users
- Large difference exists between core users' bus service quality expectations and perceptions
- Service reliability and responsiveness are important to bus service quality

ABSTRACT

Encouraging public transport use implies the need to make it attractive to commuters through regular service quality evaluation and modification. Understanding user expectations of public transport are thus valuable, and the evaluations/perceptions are a useful way to gauge the performance of the public transport for core users. Using the SERVQUAL methodology, this study sought to analyse the core public bus transport users' service quality expectations and perceptions, and its effect on overall satisfaction with public bus transport services in Kumasi.

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