

The Research of the Quality of Passenger Transport Services on a Selected Regional Route

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A shrinking market of regional passenger transport results in the fact that transport companies providing services on these routes are forced to fiercely compete with one another for their customers. As a result not only economic reasons become essential but the quality of services provided as well. Following an increased number of research on customers' preferences a question arises: what kind of knowledge should the analysts possess while preparing information referring to the measurements carried out. The authors, using the example of a selected regional route prove that the conclusions referring to the quality of services provided should be complemented by a deepened analysis of objective factors connected with the characteristics of a selected route. Only then the managerial decisions which are made will be based on comprehensive market information.

1. INTRODUCTION

Since the beginning of 1980s a steady decrease in the number of passengers on regional routes has been observed¹. It results from numerous demand factors such as demographic conditions, customers' preferences as well as social and cultural conditionings. First of all the requirements of passengers increase as far as the quality of services provided is concerned. Being aware of their consumers' rights and of the market situation, customers expect higher level of transport services.

Therefore, the tools which allow to examine passengers' preferences have become more and more popular. The surveys are especially important for managers of transport companies, as basing on them it is possible to determine the direction of expected changes, creating the development strategy as well as eliminating any existing difficulties or limitations. Parallel a question arises: what competencies should a person carrying

out such survey possess in order to achieve the expected results.

This paper attempts to define, on the example of the research carried out by the authors, the scope of knowledge an analyst should possess in order to properly interpret the results achieved during the research on the quality of passenger transport services.

2. THE QUALITY OF TRANSPORT SERVICES

The concept of quality has been defined in literature in many different ways. In many texts one can even find deliberations on the development of the concept of quality². Similar situation refers to defining quality of transport services. While analyzing scientific works and researches which deal with the issue of quality in transport one can notice that all the quoted

¹ T. Dyr, *Uwarunkowania zmian popytu na rynku regionalnych przewozów pasażerskich*, Transport Miejski i Regionalny 03/2006, s. 10-17

² Inter alia A. Tabor, A. Zając, M. Rączka, *Zarządzanie jakością*, Tom 1, *Jakość i systemy zapewnienia jakości*, Politechnika Krakowska, Kraków 1999