

Measuring Satisfaction with Public Transport in Attitudinal Market Segments

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This paper explores measures of importance and performance with public transport. A dissatisfaction measure, which combines measures of importance and performance labelled user disgruntlement (Stradling et al., 2007), was used to ascertain which aspects of service need urgent improvement. Because attitudes as well as perceptions are important factors that characterize the underlying travel behaviour, insights into six previously extracted market segments using attitudes towards travel were analysed.

As expected, the percentage of disgruntled respondents with the service quality attributes is higher for non-users of public transport and for work/school trips. The analysis of the six attitude segments showed that the *Obstinate Drivers*, the *Tense Riders* and the *Status Seekers Environmentalists* clusters are the most disgruntled and feel that the service should be performed better. On the contrary the *Transit Enthusiasts* are the most satisfied with public transport services. Travel mode choice, travel purpose and intention to use more public transport vary across the segments, suggesting that perceptions and attitudes must be integrated to understand which segments are most willing to switch behaviour and which service aspects should be improved first. This has important implications for transport initiatives targeting travel behaviour change and promoting alternatives to car use. It is essential for public transport operators to promote a positive public perception of their services. This requires an understanding of how consumers' perceived the service offered and which aspects are more important for the segments most motivated to change.

Reference:

Stradling, S. G., Anable, J., Carreno, M. (2007). "Performance, importance and user disgruntlement: A six-step method for measuring satisfaction with travel modes." *Transportation Research Part A: Policy and Practice* 41(1), pp. 98-106.

Keywords:

Customer satisfaction , market segmentation, travel attitudes and travel behaviour