# NOTHING BUT A GOOD RIDE:

# The influences of satisfaction and loyalty in public transport

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# ABSTRACT

Public transport ridership retention is a challenge for many cities. To develop comprehensive strategies aimed at retaining riders, it is necessary to understand the aspects of public transport that influence users to become loyal to the system.

The purpose is: to analyse the relevant literature regarding the causes of satisfaction and loyalty in public transport, and identify the main drivers of satisfaction and loyalty.

The results of this study reveal some of the service areas transportation agencies should focus on in order to influence satisfaction and loyalty.

# METHOD

#### Inclusion and exclusion criteria

Included	Excluded	
English language	Non-English language	
January 1999 – October 2015	Before January 1999 – after October 201 <i>5</i>	
Full journal articles	Conference proceedings, lectures, grey literature, presentations, policy documents	
Peer-reviewed	Not peer-reviewed	
Empirical qualitative and quantitative studies that focus on a case	Studies that focus on simulation techniques, mathematical optimization methods, methodology or a quality management framework such as SERVQUAL	
Focuses on urban public transportation (Bus, Rail, Subway, Metro, Monorail, Streetcar, Light Rail)	Focuses on walking, cycling, automobiles, freight, airlines or other modes	
Focuses on service factors that measure the quality of service	Focuses on users' emotions or characteristics	
Local modes, intra-urban travel	High Speed Rail, coach buses, inter-urban travel	
Focuses on everyday usage of the mode	Focuses on tourism	
Focuses on satisfaction, loyalty, or quality of service	If no mention of satisfaction, loyalty, or quality of service	
Empirical model driven analysis or in-depth and systematically analysed interviews	Summary statistics only	

#### SEARCH RESULTS

#### Search results for satisfaction

Year	Author(s)	Location	Mode
2000	Stuart, K., Mednick, M., &	New York City, USA	Subway
	Bockman, J.		
2000	Weinstein, A.	San Francisco, USA	Rail
2003	Burkhardt, J.	United States	Bus
2007	Krizek, K. & El-Geneidy, A.	Minneapolis-St. Paul-	Bus users and
		Bloomington, USA	non-users
2008	Tyrinopoulos, Y. &	Athens & Thessaloniki,	Bus, trolley bus,
	Antoniou, C.	Greece	& rail/metro
2010	Githui, J., Okamura, T., &	Nairobi,	Bus & matatu
	Nakamura, F.	Kenya	(mini-bus)
2011	dell'Olio, L., Ibeas, A., &	Santander, Spain	Bus
	Cecín, P.		
2013	Das, A., Ladin, M., Ismail,	Kuala Lumpur, Malaysia	Monorail
	A., & Rahmat, R.		
2013	de Oña, J., de Oña, R.,	Granada, Spain	Bus
	Eboli, L., & Mazzulla, G.		
2014	Grujičić, D., Ivanović, I.,	Belgrade, Serbia	Bus
	Jović, J., & Đorić, V.		
2014	Nwachukwu, A.	Abuja, Nigeria	Bus
2014	Susilo, Y. & Cats, O.	Eight European cities	Public
			transport, car,
			bicycle, and
			walking
2015	Mouwen, A.	The Netherlands	Bus, tram, train,
			& metro

# Search results for loyalty

Year	Author(s)	Location	Mode
2010	Minser, J., & Webb, V.	Chicago, Illinois, USA	Bus and train
2011	Figler, S., Sriraj, P., Welch, E. & Yavuz, N.	Chicago, USA	Bus
2011	Lai, W. & Chen, C.	Kaohsiung, Taiwan	Rail
2012	Kim, S. & Ulfarsson, G.	St. Louis, Missouri & Illinois, USA	Light rail
2014	Carreira, Rui, Patrício, L., Jorge, R., & Magee, C.	Portugal	Bus
2014	Zhao, J., Webb, V., & Shah, P.	Chicago, USA	Bus and rail
2015	Imaz, A., Habib, K., & Shalaby, A., Idris, A.	Toronto, Canada	Subway, streetcar, & bus
2015	Şimşekoğlu, Ö., Nordfjærn, T., & Rundmo, T.	Six urban regions of Norway	bus, train, tram & metro

# FINDINGS

#### Word cloud for satisfaction



# Word cloud for loyalty



We find that the service factors most influencing overall satisfaction are:

- on-board cleanliness and comfort,
  - courteous and helpful behaviour from operators,
  - o safety, &
  - punctuality and frequency of service.

On the other hand, loyalty is influenced by:

- o users' perceptions of value for money,
- on-board safety and cleanliness,
- interactions with personnel, &
- the image and commitment to public transport that the user feels.

#### There are many variations on how loyalty is defined **SATISFIED SATISFACTION FUTURE USE** LOYALTY **SECURE** RECOMMEND CUSTOMER

**RECOMMEND** 

**Secure Customer Index** (Transportation Research Board 1999)

**DEFINITELY** 

REPEAT

the re-operationalization of the concept of 'loyalty' in public transit research

**IMAGE** 

The results of the literature review elucidate that the concept of loyalty is best defined based on a user's:

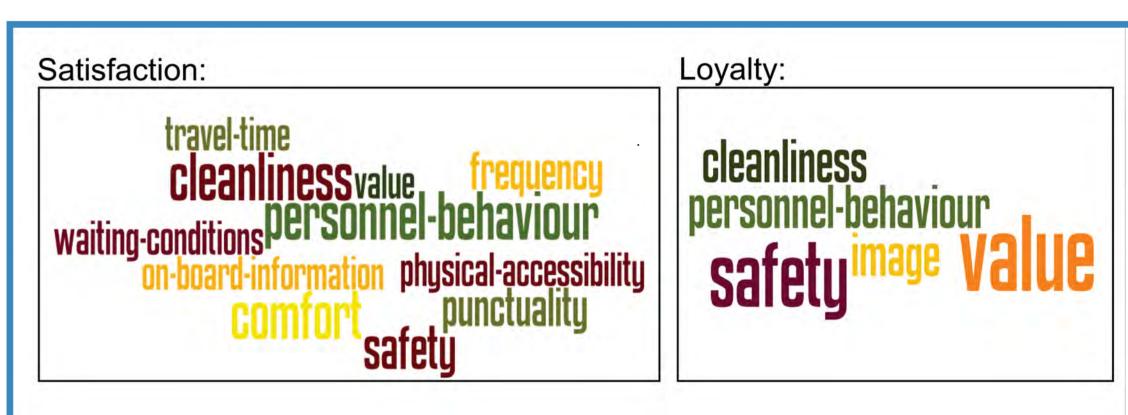
- intention to continue using the service,
- willingness to recommend it to others,
- overall satisfaction, &
- involvement with and image of public transport.

### CONCLUSION

This research has comprehensively reviewed the service factors driving of satisfaction and loyalty in public transit, and found:

- overall satisfaction is primarily influenced by travel experience, and
- loyalty is a result of a longer-term and trusting relationship between the user and the agency.

Overall, the factors most influencing satisfaction and loyalty are:



#### Future studies should aim to:

- assess users' image and commitment to public transit
- understand what is not being captured by customer satisfaction surveys,
- quantify which service factors most influence satisfaction and loyalty across different modes and in specific geographic and cultural contexts,
- address how to prioritize service improvements, apply similar research to intercity, long-distance, travel

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