

Assessing the Determinants of Passenger Perception Towards “Touch Travel Pass” for Bus Ticketing, as a Service Quality Improvement in Bus Transportation, by the Passengers Using “177”, “138” and “122” Bus Routes

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Public transportation can act as a viable alternative to the increasing levels of private car usage. In the Sri Lankan context, though public transportation plays a vital role in fulfilling daily transport requirements, most commuters as well as leisure travellers prefer private vehicles, due to poor quality and fewer innovations in public transportation. Hence, the present study aims to ascertain the determinants of passenger perception towards Touch Travel Pass (TTP), as a service quality improvement in bus transportation. The study encompasses a primary data collection, in the form of printed questionnaires and Google forms, while secondary data of the study incorporate statistics from the Ministry of Transport and Civil Aviation, as well as from publications. The present study conducted two surveys separately among 257 passengers, and 32 conductors selected through the Simple Random Sampling technique, from a population of passengers and conductors bound to 177, 138 and 122 bus routes in the Western Province. Moreover, the study employed a Binary Logistic Regression model to analyse the passenger perception using a dichotomous dependent variable. Furthermore, the study is accompanied by a focus group discussion to qualitatively analyse the passenger perception in depth. Hence, this study is significant enough to discover the overall perception towards this fare collection mechanism of TTP, while the study incorporates the Service Quality Gaps Model to address the gap between the expected level of service and experienced level of service when using a TTP as a fare collection mechanism in bus transportation.

Keywords: Passenger Perception, Touch Travel Pass, Service Quality