



MAKERERE UNIVERSITY
COLLEGE OF BUSINESS AND MANAGEMENT SCIENCE

**CUSTOMER/PASSENGER'S PERCEPTION OF SERVICE QUALITY IN PUBLIC
TRANSPORT SYSTEM IN UGANDA: CASE STUDY OF GAAGAA BUS COMPANY**

BY

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ABSTRACT

The purpose of the study was to evaluate customer's perception of service quality in public transport system in Uganda, using Gaagaa Bus Company as a case study. The study was guided by the following objectives; Identifying public transport system's service quality elements/Attributes, examining the effect of customer value and life style on perception of service quality, and assessing service standards to improve the service Quality offered by Company.

To obtain results, the researcher used self-administered questionnaires, key informant interview and observation tools to collect data.

The findings of the study revealed that Gaagaa bus company are performing well in the following attributes; punctuality, cleanliness, equipping and physically attractive that guarantees customers safety because of its tangibility, responsiveness and employees are very emphatic to the customers. However, the company needs to improve on their information design by making it simple and thus very responsive.

Findings on effect of customer value and life style on perception of service quality indicated that customers rated the company services highly on it being punctual, clean, and hygienic and provision of prompt services. However, there is need for improvement in personal attention given by employees and putting customers' needs ahead.

The research recommends Gaagaa Bus Company to develop an open and simple communication channels, simple monitoring system, employ skilled and knowledgeable employees and give consideration to persons with disability.

The study recommends further studies on (i) Effects of transport system structures on service delivery to customers, (ii) Customer perception on public transport systems; Case study of taxis in Uganda and (iii) How internal and external management strategies affect performance of employees in public transport companies in Uganda.