The level of customer satisfaction on the quality of individual urban transport services in urban scales within cities - a case study on the city of Maghnia.

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Abstract:

This study aims to answer questions related to the level of quality application in individual urban transport services and the corresponding degree of customer satisfaction within the urban fabric of the city of Maghnia. For this, the study tool was designed from two questionnaires, the first directed to taxi drivers to evaluate the level of quality of the transport service from their point of view, and the second to customers to evaluate their satisfaction. 500 questionnaires were distributed to taxi drivers and 600 customers, and the response rate was estimated at 70.4% and 74.66% respectively.

The results reflected an average, or somewhat satisfactory, level of the transport service provided by taxi drivers, which contributed to achieving satisfactory and average customer satisfaction as well. This means that there is a need for improvements related to the administrative aspect and increased attention to customer preferences, in order to enhance their satisfaction to the highest levels.

Keywords: Individual urban transport; quality of service; customer satisfaction; survey; case study.

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I- Introduction:

Since the dawn of history, humans have felt the need for transportation, a necessity intrinsically tied to their constant movement. People have moved from one place to another in search of life's essentials, with the earliest regular journeys taking place between their homes and lo-cations where they could find food and water. These movements occurred across various regions where human settlements first began.

Over time, the urban and civilizational development of cities around the world, including in Arab countries, has led to the emergence of numerous urban challenges—chief among them are issues related to urban transportation. These challenges include street congestion, traffic bottlenecks, noise pollution, accidents, and environmental pollution in all its forms, whether visual, sensory, or auditory. As a result, the need arose for various systems and mechanisms to manage transportation, among which are transportation networks and systems, which have become crucial to ensuring urban stability in many cities worldwide.

The transportation sector is one of the most vital sectors, playing a fundamental role at the economic, social, and urban levels, both in developed and developing countries alike. Economically, transportation serves as a necessary link between different regions and production hubs by facilitating the movement of people, goods, and raw materials through various routes and available infrastructure. Socially, transportation acts as a connective tissue between individuals within society and serves as a key element in breaking isolation especially with the significant urban sprawl in Arab and other cities, which has increased distances between community members, making them inaccessible by foot alone.

Urban transportation, whether individual or collective, lies at the heart of economic and social processes. Its role in supplying markets with goods and services, meeting societal needs, and interconnecting urban areas highlights its importance. However, for transportation services to function efficiently and systematically ensuring high service quality planning becomes essential, particularly with the ongoing population growth in cities and the demands of modern urban life.

As urban transport systems gradually struggle to provide adequate service levels in urban are-as, there is an increasing need for standards and indicators to assess the quality of transportation services and networks. However, during our study of this subject, we noticed a scarcity of references addressing quality indicators both quantitative and qualitative related to transportation services. Additionally, the available literature in French is also limited.

Another issue is that the challenges of urban transportation are fundamentally organizational and administrative. The lack of sound scientific approaches in planning and managing transportation has left this sector among the weakest in the city of Maghnia, failing to reflect the available potential. Moreover, the disorganization of the sector has diverted it from its core purpose of providing public services.

Previous studies

In this study, we aim to explore the quality of individual urban transportation services and assess the impact of their improvement on customer satisfaction in the city of Maghnia.

The current study is based on a set of previous studies such as:

– **(Juan & Rocio , 2015)** The study aimed to provide a comprehensive overview of the evolution of research and thought concerning various approaches to assessing service quality in the public transport sector from the customer's perspective. This is due to the complexity of the concept and the broad range of attributes necessary for evaluating service quality. Additionally, the study offered an analytical discussion of future trends. The researcher successfully delivered a thorough and insightful review of the key issues related to evaluating service quality in the transport sector from different perspectives, as well as the underlying reasons for the diverse approaches used to address this challenge.

– **(Arnoud , 2015)** The researcher aimed to deepen the understanding of the factors influencing customer satisfaction with public transport by utilizing linear models. The study concluded that the most important service attributes for public transport users are on-time performance, travel speed, and service frequency, followed by the behavior of employees and drivers, as well as the cleanliness of vehicles. Public policies that focus on improving these attributes are likely to result in higher levels of customer satisfaction. Additionally, the study highlighted the impact of customer characteristics on satisfaction levels. Policies that prioritize increasing service frequency and introducing new vehicles are expected to particularly enhance satisfaction among elderly passengers (over 65 years old), those using regional trains, and individuals living in densely populated urban areas.

– **(Degwale , Akalewold Fedilu, & Robera , 2019)** The researcher aimed to assess customer satisfaction with urban public transport services in three cities of the Southern Nations, Nationalities, and Peoples' Region (SNNPRS) in Ethiopia: Hawassa, Hosana, and Sodo. The study employed the SERVQUAL model, which evaluates five dimensions of service quality: tangibility, reliability, responsiveness, assurance, and empathy, to measure customer satisfaction levels. A cross-sectional survey design was used, and a convenience sampling method was applied to select the sample population. Data were collected from 300 urban public transport users.

The findings revealed that the transportation demand for public mobility was 61%, while overall customer satisfaction was 37%. The study also showed that rickshaws were the most preferred and widely used mode of urban public transport, accounting for 70% of usage. In conclusion, the urban public transport services in all study areas were found to be unreliable, lacking in tangibility, and unresponsive to customer needs. This research highlights critical areas for policymakers to address in order to enhance the quality of urban public transport services, helping to identify gaps that require intervention for improvement.

– (**WEI CHIANG & and outhers, 2021)** This study aimed to explore the interrelationships between various factors such as accessibility, availability, reliability, convenience, safety, security, satisfaction, and loyalty. The research involved 179 respondents from Kuching, the capital of Sarawak, Malaysia, and utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) for data analysis. The findings revealed that availability, safety, and security have a positive impact on user satisfaction, and, in turn, satisfaction is positively linked to loyalty. These results suggest that practitioners should prioritize improving availability, safety, and security to enhance user satisfaction, which ultimately fosters loyalty. Additionally, scholars are encouraged to investigate other potential factors that may influence satisfaction and loyalty.

– **(Galina & and outres, 2022)** The research paper aims to examine consumer satisfaction with the perceived quality of ground public transport (GPT) services in the Moscow

metropolitan area. The methodology involves identifying consumer-relevant attributes of GPT service quality that influence satisfaction, transport mode choices, and the competitiveness of GPT services. The study's reliability is ensured by a representative sample, which includes data from an online survey of 1,517 respondents, cluster analysis, and the use of the CHAID decision tree method. The authors developed and confirmed four hypotheses. The study identified 32 attributes affecting consumer satisfaction with GPT services, categorized clusters with varying levels of satisfaction, and highlighted key quality attributes that consumers consider important when choosing transport modes. The paper also proposed recommendations for marketing and management strategies to enhance the competitiveness of urban GPT services compared to alternatives, with the goal of increasing population mobility and reducing urban environmental pollution.

The study concluded that the "dissatisfied and low-income" segment of respondents requires special attention from transport companies' marketing management. Efforts should focus on improving the quality of GPT service attributes and effectively communicating these improvements through marketing strategies. This targeted approach is linked to the responsibility of public transport companies to enhance the social well-being of such consumers while positively reshaping the image of these companies in the minds of their target audience.

Previous studies have generally concentrated on identifying the dimensions of customer satisfaction and quality measures that need to be evaluated to enhance public transport services and achieve customer loyalty. The current study extends this line of research by exploring the impact of the quality of individual urban transport services on customer satisfaction in urban areas, with a specific focus on the Algerian city of Maghnia as a case study.

With the continuous increase in urban populations and the demands of modern urban life, the existing transportation systems are gradually becoming inadequate to provide the desired level of service. For these services to meet expectations and achieve customer satisfaction, they must be provided with high quality and in accordance with international standards.

Problematic and sub-questions

Based on this, the central research question can be formulated as follows:

"**What is the current state of quality implementation in individual urban transport services, and how does improving them affect customer satisfaction in the urban fabric of Maghnia**?

From this main question, the following sub-questions arise:

• Is there a correlation between the quality of individual urban transport services and customer satisfaction?

• What are the main indicators used to improve the quality of individual urban transport services?

• How do individual taxi drivers in Maghnia perceive the quality indicators of urban transport services? What are the key obstacles and challenges preventing the application of these indicators in the city's urban environment?

Based on previous studies and their objectives, we were able to define the current model as follows:

The analysis of the study problem requires testing the following hypotheses:

- H_1: Urban transport services in the Maghnia area are characterized by good quality

- H_2: The customer feels satisfied with urban transport services in the Maghnia area at a high level

Objectives of the study

This study aims to:

•Evaluate the level of customer satisfaction with the services provided by individual urban transport companies.

•Study the level of quality, assuming that these services contribute to adopting appropriate strategies to gain and retain customers.

•Draw conclusions and recommendations that may help improve the quality of individual urban transport services provided by taxi drivers from the customers' point of view.

•Develop individual urban transport services through a quality improvement model.

• Identify various deviations that negatively affect customer satisfaction.

1. The theoretical framework of the study

Write at least a short paragraph between the title and the next

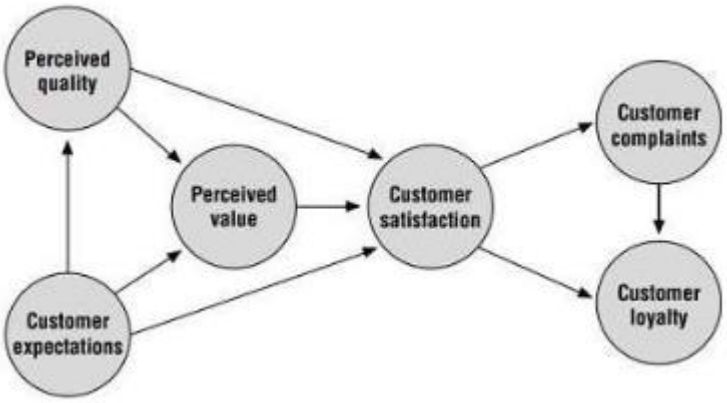
1.1. Definition of study variables: First of all, we present a rewarding definition about the variables of the study as follows:

▪ **Urban transport:** Urban transportation involves the movement of people and goods within cities or urban areas. It plays a crucial role in the urban system, directly affecting the quality of life and well-being of city residents. Due to its significance in tackling issues such as traffic congestion and emissions, urban transportation has garnered increased attention from policymakers, researchers, and stakeholders. With the advent of shared transportation modes enabled by the Internet and big data technologies, urban transportation is evolving to incorporate new forms of shared mobility services". (Yu & and others, 2022, p. 117)

This version maintains the original meaning but enhances clarity and flow. and flow.

▪ **Customer satisfaction:** Customer satisfaction is a metric used to assess positive sentiment toward services and overall performance. Comments like surveys and ratings can provide valuable insights to help improve or edit offers. The primary goal of any organization should be to ensure customer satisfaction. This principle applies to all types of organizations, including carriers. (ASQ, 2024, p. 01)

Figure (1): Model of Customer Satisfaction



Source: (ASQ, 2024, p. 01)

▪ **Quality of Service:** Service quality is generally conceived as the sum of customers' expectations of a service experience. The difference between service quality and satisfaction is that perceived service quality is a global judgment or attitude about the superiority of a service, while satisfaction, on the other hand, relates to a specific transaction. Customers form service expectations from various sources, such as past experiences, rumors, and advertising. In general, customers compare perceived services to expected services. If the perceived service is below the expected service, customers feel dissatisfied. If the perceived service quality exceeds the expected service, customers are satisfied. Marketers need to understand that customers are more than just consumers of service quality outputs; they are participants in the production of the quality process. Therefore, service quality is an important differentiator and the most powerful competitive weapon that many service organizations possess (Kokku & and outhers, 2011, p. 21)

The quality of transportation services means that carriers meet customer requirements. It follows from the said definition that the customer can decide whether and to what extent the service meets his expectations, meets his needs. (IWONA , 2022, p. 55)

1.2. Qualitative Indicators: The overall quality of passenger transport consists of a set of indicators that reflect the customer's perspective on the transportation service provided (perceived quality). These indicators are inspired by the French Association for Standardization (AFNOR) and the work of the Institute for Transport Research and Safety, Paris/France (INRETS). The standard (NFEN138162) for "transport, supply, and public passenger transport services, definition of service quality objectives and measurement" defines quality indicators in passenger transport services (which can be applied to all modes of transport) and is considered a management tool (Outil de management) where: (Maguin, N, 2005, p. 152)

a. Responsibilities are clarified.

b. It recruits and improves all actors in the transport service.

c. It helps improve the transport service.

d. It monitors commitments.

e. It enhances the value of passenger transport services.

f. It also plays a role in competitiveness.

According to the standard, eight groups define all qualitative indicators of urban transport service quality as follows: (AFNOR, 2002, p. 100)

Table (01): Qualitative indicators of the quality of urban transport service

Service Offering	Environmental Impact
Information	Customer Care
Time (Duration)	Accessibility
Customer Comfort Based on Usage Conditions	Safety

Source: (AFNOR, 2002, p. 100)

2. The experimental framework for the study

▪ **Test the reliability and validity of the questionnaire**: The following table shows the results of the Cronbach Alpha test for internal consistency, on questions addressed to both customers and taxi drivers, it is clear that the value of the Cronbach alpha coefficient is more than 60% and 70%, respectively, which is an acceptable value for all questionnaire items, which shows high reliability and statistical significance.

Table (02): Results of the Cronbach's Alpha Test

	Alpha de Cronbach	Nombre element's
Taxi Driver Questionnaire	**,743**	**10**
Customer Questionnaire)	**0,625**	**10**

Source: Spss Output

▪ **Analysis of sample responses**

Table (03): *Taxi Drivers Answers*

Dimension	Scale	Degree of Agreement					M	SD
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree		
Taxis are all modern and up-to-date	F	0	8	5	162	167	1.64	0.75
	%	0	5.1	1.4	64	47.4		
I periodically maintain the cleanliness and safety of the car to provide good service	F	16	274	22	40	0	3.76	0.71
	%	4.5	77.8	6.3	11.4	0		

Taxis are available continuously upon request	F	15	200	50	85	2	3.40	0.91
	%	4.3	56.8	14.2	24.1	6		
The Taxi Syndicate provides places and phone numbers to retrieve lost items and items lost inside the car	F	0	144	142	61	5	3.21	0.77
	%	0	40.9	40.3	17.3	1.4		
The taxi driver understands how to provide first aid	F	0	8	72	254	18	2.20	0.55
	%	0	2.3	20.5	72.2	5.1		
The driver interacts and communicates positively with the customer	F	0	90	57	205	0	4.04	0.26
	%	0	25.6	16.2	58.2	0		
Ensure customer satisfaction in terms of cost and transportation safety	F	22	330	0	0	0	4.06	0.24
	%	6.3	93.8	0	0	0		
Easy to use individual taxis for customers with special needs	F	0	57	3	192	100	2.05	0.97
	%	0	16.2	0.9	54.5	28.4		
The road network facilitates customer transportation in a comfortable and decent way	F	277	42	0	18	15	4.56	1.03
	%	78.7	11.9	0	5.1	4.3		
The roads within the urban fabric of the city of Maghnia are well prepared and poorly crowded	F	0	0	0	46	306	1.13	0.33
	%	0	0	0	13.1	86.9		
	The Total						30.05	0.65

Source: Based on the output of SPSS program

Despite some downsides such as the aging of the cars and the lack of first aid skills in drivers, the service shows great interest in customer satisfaction in terms of cost, safety, and cleanliness. The deviation shows some of the dispersion in the answers, but they are close in direction

Table 4: Customers' answers

Dimension number	Scale	Degree of Agreement					M	SD
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree		
I prefer to use taxis for	F	46	358	19	25	0	3.95	0.60

convenience and speed in service	%	10.3	79.9	4.2	5.6	0		
Items lost inside the taxi are refundable	F	21	256	137	24	10	3.57	0.763
	%	4.7	57.1	30.6	5.4	2.2		
Taxis are always available and continuously	F	11	0	385	239	10	2.87	1.073
	%	2.5	0	85.9	53.3	2.2		
Taxis make phone numbers available and social media sites	F	11	385	39	13	0	3.88	0.46
	%	2.5	85.9	8.3	2.9	0		
Taxis are decent to perform the service in terms of cleanliness and safety	F	23	170	199	56	0	3.36	0.76
	%	5.1	37.9	44.4	12.5	0		
The taxi shares more than one customer	F	27	412	9	0	0	4.04	0.81
	%	6.0	92.0	2.0	0	0		
Taxis are available after 21:00 at night, especially at hospitals and ground transport stations	F	10	82	40	273	43	2.43	0.96
	%	2.2	18.3	8.9	60.9	9.6		
The fare shall be determined arbitrarily on the basis of mutual consent.	F	10	384	10	26	21	3.76	0.78
	%	2.2	85.7	2.2	5.1	4.7		
Drivers abide by the regulating law, especially pricing.	F	21	72	258	87	0	3.06	0.73
	%	4.7	16.1	59.8	19.4	0		
Drivers have good communication skills	F	0	255	162	31	0	3.50	0.624
	%	0	56.9	36.2	6.9	0		
	The Total						34.42	0.755

Source: Based on the output of SPSS program

Overall, the service seems to provide overall satisfaction in terms of quality and comfort, with some points that need improvement, such as providing service at night and increasing the number of cars to meet customer needs at all times.

- ***Testing and Discussing Hypotheses :***

Testing the study hypothesis requires measuring the level (low, medium and high) for each questionnaire separately, i.e. determining the level of quality of urban transport

services and customer satisfaction with this quality in Mughniyeh sectors. This is done by determining the total scores for each axis and the area of affiliation for each degree

First, we determine the range of categories for each dimension based on the number of its paragraphs and the Likert five-point scale adopted in the current study, as follows:

Table (04): Category field

Category field	Level
[10-23]	low
[23-36]	middle
[37-13]	high

Source: Prepared by the authors

Based on the above, we determine, by means of the total arithmetic means obtained, the position of the latter in the field of categories shown above, and we obtain the following:

Table (04): Post-study questionnaire levels

Dimension	***Arithmetic mean***	**Category field**	***Level***
Quality of transportation service	***30.05***	[23-36]	middle
Customer satisfaction	***34.42***	[23−36]	middle

Source: Prepared by the authors

The quality of urban transport service appears at an average level, which includes dimensions related to providing security and safety and providing services to all destinations, while showing interest in customer problems and ensuring customer satisfaction and other quality requirements, and this is met by average customer satisfaction with these requirements.

▪ Discussion

This study investigates the quality of transportation services and customer satisfaction with these services, aiming to evaluate the current performance of service providers and analyze customer satisfaction based on real experiences. Unlike previous international studies that focus on causal relationships or measure the impact between variables, this research provides actionable insights for service providers. It highlights the strengths and weaknesses of their offerings, guides improvements in service quality to attract and retain customers, and emphasizes the importance of prioritizing investments to enhance key factors such as punctuality and improved transportation methods .

Additionally, the study underscores the need to assess whether current services meet customer expectations and compare their quality against local and international standards .

From the analyses conducted, several key findings emerged, summarized as follows :

1. Urban Transportation Quality in Maghnia: The focus was on the quality of individual urban transportation services in Maghnia, Tlemcen province. Efforts raised the service quality from a low to an average level, which corresponded to a moderate level of customer satisfaction. However, further improvements are necessary to elevate the service to a

"good" standard that ensures high customer satisfaction. The results indicate that individual taxi drivers strive to meet customer expectations by enhancing service quality, making transportation affordable for all, and prioritizing safety during travel .

2. Necessity for Service Improvement: Improving the quality of individual urban transportation services is essential for achieving customer satisfaction and maintaining competitiveness in the market. This conclusion is supported by the findings of the second hypothesis, which revealed a significant impact of service quality on customer satisfaction .

enhancing transportation service quality is a crucial step toward fostering customer loyalty and ensuring sustainability in a competitive environment.

Conclusion

Transport is a vital activity that develops within a competitive environment, much like any other economic sector. However, it stands apart due to the need for interventions, decisions, and regulations by public authorities, as it directly impacts the daily lives of all citizens. As a fundamental service, transportation plays an essential role in people's lives .

In Algeria, however, the transport sector has lagged behind in achieving the desired level of professionalism. It struggles to meet the needs and aspirations of residents in large and medium-sized cities. The quality of transportation services remains inadequate and does not reflect the available resources. Moreover, the sector has been plagued by disorganization since its liberalization, rendering it one of the weakest components of Algeria’s economy .

A survey of customers and individual taxi drivers regarding quality standards in urban transport services in Maghnia revealed that while the service level is generally satisfactory, there are notable shortcomings. These include poor management and a lack of attention to customer preferences, despite the high profitability of these operations .

Addressing these issues requires prioritizing transportation and urban organization as a whole, drawing on best practices from cities that have excelled in this domain. It is equally important to incorporate findings from academic studies conducted at universities, as these can provide a detailed diagnosis of the sector's strengths and weaknesses. Furthermore, such studies can offer practical solutions to address administrative inefficiencies and enhance the daily operation of public transportation services .

By adopting these measures, Algeria can work toward transforming its transportation sector into a more efficient and customer-oriented system**.**

Based on the findings and the reality of transport services in the area under study, we recommend the following:

- Use modern technology from mobile applications and artificial intelligence to analyze passenger flow and optimize timetables based on demand in real time.
- Improve the efficiency of operations and maintenance to ensure that vehicles operate regularly and without unexpected downtime.
- Effective communication with customers through the use of periodic questionnaires and surveys to understand their needs and complaints and work to improve services based on their observations, in addition to providing multiple and direct communication channels to receive complaints and suggestions

- Increase the number of vehicles in order to improve capacity during peak times to reduce congestion and provide comfort to passengers, as well as diversify transportation and provide special routes for them.

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