



# A Service Quality experimental measure for public transport

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## Abstract

In this paper the importance of service quality attributes for public transport is established by Importance Value calculation. Attribute weights (IV) are calculated by a specific empirical procedure in which a rate is assigned to each attribute according to the preferences of passengers.

Finally, a Service Quality Index (SQI) for measuring the effectiveness of supplied services is calculated according to the main service quality attributes and their weights. This index can be useful to planners to choose more appropriate public transport agencies. Furthermore, it can be used by transport agencies to improve supplied service regarding more convenient service quality attributes.

*Keywords:* public transport; service quality attributes importance value; service quality index.

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## Introduction

Over the last few years, the public transport industry in many countries has been involved in a process of deep transformation. At the moment, individual is used more than public transport. This fact causes many problems like traffic congestion, air and noise pollution, energy consumption and therefore serious consequences on the environment.

In Italy, public transport transformation is linked to a normative reform; one of the most important aspects of reform is service management reorganization by changing from a concessionary to a competitive system. Therefore, transit agencies are becoming more competitive and are concerning themselves with service quality and customer satisfaction.

Service quality measurement is one of the most important practical themes for service providers and regulatory agencies, but it also continues to be a challenging research theme.

For these reasons, it is important to identify service quality attributes and to establish their importance and influence on customer behaviour.

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