



Customer Satisfaction and Service Quality Assessment of Nepal Yatayat Public Buses: A Statistical Analysis of Passenger Perceptions

Balkrishna Singh

BBA

Atharva Business College, Kathmandu, Nepal

singhcandey550@gmail.com

Sujata Karki

BBA

Atharva Business College, Kathmandu, Nepal

sujatakarki998@gmail.com

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Abstract

Background: Public transportation is vital for urban mobility, offering affordable and accessible commuting options, especially in densely populated regions. In Nepal, public buses serve a broad demographic, and understanding passenger satisfaction with services like Nepal Yatayat can provide insights for service improvements. **Objective:** This study aims to analyze customer satisfaction with the Nepal Yatayat bus service, examining factors such as comfort, safety, cleanliness, punctuality, and overall service reliability. The goal is to identify key areas for improvement to enhance user experience and promote public transport use. **Methods:** The study utilized a quantitative approach through a structured questionnaire distributed to 92 respondents. Data analysis was conducted using SPSS software, where various statistical tools such as correlation and reliability analysis assessed relationships between demographic factors and satisfaction variables. **Findings:** The majority of respondents were young adults aged 18-24 (75.8%), predominantly male (65.9%), with a significant portion holding bachelor's degrees (49.5%) and most being unemployed (61.8%). 59.4% of respondents expressed discomfort with bus seating and internal space arrangements, while 78.1% reported dissatisfaction or uncertainty about cleanliness standards. About 42.9% felt safe on Nepal Yatayat buses, while 30.8% were dissatisfied with punctuality. 37.7% of respondents rated staff behavior poorly, indicating a need for improvement in professionalism. Overcrowding was a significant concern, with 67.1% agreeing that buses were frequently crowded, and 45.1% believed the bus station locations were appropriate. :



Reliability was rated as medium by 77.2% of respondents, with moderate recommendations for the service among users (40.7% likely to recommend). **Conclusion:** The analysis reveals that Nepal Yatayat requires improvements in comfort, cleanliness, safety, and punctuality to enhance passenger satisfaction. Crowding and staff professionalism are also key areas where service modifications could significantly impact commuter perceptions. **Novelty:** This study provides a detailed and empirical assessment of passenger satisfaction specifically with Nepal Yatayat, addressing service dimensions such as comfort, cleanliness, safety, and route effectiveness, previously underexplored in public transport studies within Nepal.

Keywords: Public transportation, customer satisfaction, Nepal Yatayat, service quality, passenger perceptions, public buses, SPSS analysis

Introduction

The private sector operates buses, micro buses, minibuses, tempos, and taxis, and also manages the public transportation system. Nepal Yatayat is the cooperative public transportation system in Nepal. In the Kathmandu Valley between 1961 and 1962, a group called Nepal Yatayat was created to provide fast and inexpensive open transportation (Mishra, Sah, & Aithal, 2020). Everyone is permitted to use public transit, which operates along specified routes and charges predetermined fares. It could include tempos, minibuses, micro buses, and buses. In addition to reducing traffic and air pollution, high-capacity public transportation systems may affect the urban form and quality of life in cities by making transportation services accessible to a large number of people (Karki & Shahi, 2019). There are 27 valley bus lines and approximately 166 city routes in the Kathmandu Valley (including bus, minibus, micro bus, and tempo services that operate largely along the Ring Road. Urban families can reach the bus stop in 12 minutes, compared to the national average of 30 minutes (Statistics, 2011). According to the Department of Transport Management (2018), only 2.5% of all passenger vehicles registered in the valley are public transit, and 78.5% of these vehicles are two-wheeler. Private, government, and diplomat automobiles account for 97.5% of the entire registered transportation fleet (DOTM, 2018).

In September 1959, the Nepal Transport Service introduced a local bus service in Kathmandu valley between ringroad and Baluatar, marking the beginning of public transportation in Nepal. Before it was shut down in 1966, it ran a fleet of eleven buses and carried over 10,000 people every day. The cooperative Nepal Yatayat began providing commuter transportation services between districts and inside the Kathmandu Valley. However, in recent years, the Kathmandu Valley's public transportation system has been wholly controlled by the private sector and is self-financing, meaning that it receives no government subsidies. The government sets the fare structure, which is determined by the amount of passenger kilometers traveled (DOTM, 2018). Population growth in the Kathmandu valley has averaged 4.32 percent yearly over the past decade, while motorization has increased by 12 percent. However, the percentage of automobiles has remained practically steady. This is a critical



issue for the general public, the majority of whom use public transportation for their everyday commutes. Another big issue is that women encounter more challenges than men when utilizing public transit. During travel, people are treated severely by drivers and conductors, and their safety in public transportation is not guaranteed. They are subject to multiple sorts of abuse. Numerous problems encountered by passengers have led them to the conclusion that "public transportation is not for the general people; it is intended for business." (Rimal, 2016). Every passenger is aware of the importance of safety and security when traveling by public transportation; thus, it is crucial to construct the complete system and develop robust rules to assist the passengers. The user's comprehension and awareness are the most important aspects in the improvement of the condition. Utilizing cutting-edge technology, enhancing management, and establishing long- and short-term goals all contribute to an increase in the safety and security of public transportation (Joewono & Kubota, 2005).

Research was conducted in the Kathmandu valley with the purpose of assessing the quality of the S-5 route's public transportation service and identifying future enhancements. A questionnaire was administered to 107 passengers to determine how they felt about the quality of public transportation. Metrics used to evaluate the quality of the public transportation service included service dependability, comfort, security, safety, cleanliness, waiting times, walking times, peak hour frequency, off-peak hour frequency, route change, fare, employee conduct, driver recklessness, information, and feedback. It was graded on a Likert scale ranging from 1 to 5. The average score for the level of service provided by the public transportation system was 3.14, which is regarded as excellent. According to data analysis, reliability and frequency of service during peak hours were of poor quality, although waiting times, cleanliness, and information were of average grade. In order to increase the level of service for the S-5 route in the Kathmandu Valley, several components of the public transportation system should be studied and enhanced (Karki & Shahi, 2019).

The transportation system in the Kathmandu valley has deteriorated due to unplanned urbanization, rising motorization, a lack of suitable transit infrastructure, increased traffic congestion, and deteriorating air pollution. Traffic in the valley has significantly increased due to the region's high urbanization and development concentration (Prajapati, Bajracharya, Bhattarai, & Froyen., 2019; Mahat, Neupane, & Karki, 2023). Passengers in public transportation are dissatisfied due to these issues. The purpose of the survey was to discover how satisfied Kathmandu passengers are with the quality of public transportation. Transportation fare was kept high and passengers had to pay high fare for the poor services. In such routes vehicles were old, seats were dirty, congested and uncomfortable, staffs misbehaved with passengers, departure and arrival schedule was not followed. Poor condition of vehicles and road had created air pollution. Nepal Yatayat seeks to provide dignity in public transport, knowing that public health, the environment, the cityscape as well as the national economy all will benefit when the citizens begin to rely on buses rather than private four-wheelers. Rather than being government- or privately-owned, Nepal Yatayat is a cooperative bus company, which means that we seek to provide a public service while



striving for efficient management. The main objective of the Nepal Yatayat is to operate as model public transport service provider providing efficient, affordable and safer services to the city commuters.

Methodology

This study aimed to assess customer satisfaction with Nepal Yatayat, a public bus service. The research utilized both quantitative and qualitative methods to gather and analyze data from a sample of 92 respondents. The study employed a descriptive research design, leveraging a structured questionnaire to collect data on various aspects of the bus service, including internal space, comfort, safety, punctuality, cleanliness, customer service, and overall reliability. The methodology of the study can be summarized in the following sections:

1. Research Design

The research adopted a descriptive research design to investigate the customer satisfaction levels regarding Nepal Yatayat. The goal was to provide a comprehensive overview of the perceptions and experiences of passengers who use the service, with a focus on various operational aspects such as the condition of buses, punctuality, safety, staff professionalism, cleanliness, and pricing.

2. Sampling

A non-probability sampling technique, specifically convenience sampling, was used to select the participants for the study. The sample consisted of 92 respondents, with 91 valid responses recorded. The respondents were individuals who have used the Nepal Yatayat bus service, providing insight into their experiences and satisfaction levels. The sample was representative of different demographic categories, including age, gender, education level, and occupation, ensuring a diverse set of opinions.

3. Data Collection Instrument

Data was collected using a structured questionnaire developed for this study. The questionnaire was designed to gather both demographic information (such as age, gender, education, occupation) and perception-based responses on various aspects of Nepal Yatayat's service. The questionnaire included closed-ended questions with Likert scale responses, where respondents could express their level of agreement or satisfaction on a 5-point scale ranging from "strongly disagree" to "strongly agree" or "very dissatisfied" to "very satisfied," depending on the question.

4. Data Collection Procedure

The questionnaire was distributed to respondents in person or through online channels. A total of 92 questionnaires were distributed, with 91 valid responses collected. Data collection was carried out over a period of time, allowing for a broad range of respondents to participate and reflect various times and conditions of using the service.

5. Ethical Considerations

The study ensured that all respondents participated voluntarily, and their responses were kept confidential. No personal identifiers were collected, and respondents were informed about the purpose of the study. Consent was obtained from participants prior to data collection.



6. Limitations

This study has some limitations that should be acknowledged:

- The sample size of 92 respondents may not fully represent the entire population of Nepal Yatayat users.
- The use of convenience sampling means that the results may not be generalized to all users of the service.
- Respondents’ perceptions may have been influenced by their most recent experience with Nepal Yatayat, which could create biases.

8. Data Presentation and Reporting

The findings from the data analysis were presented in tables with frequencies and percentages to provide an easy-to-understand summary of the responses. The results were further analyzed to identify key trends and areas for improvement in Nepal Yatayat's service delivery.

Data Analysis

Demographic analysis

Table 1 : Demographic analysis { Age }

1. Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 18	7	7.6	7.7	7.7
	18-24	69	75.0	75.8	83.5
	24-30	9	9.8	9.9	93.4
	30-36	7	7.6	7.7	100.0

The provided data on age distribution among respondents in the study of customer satisfaction regarding public buses reveals a predominant representation of young adults aged 18-24, comprising 75.8% of the sample. This demographic group, likely composed of students and young professionals, forms the core focus of the study, reflecting their significant reliance on and interaction with public transportation services. While there are also respondents in the 24-30 and 30-36 age brackets, accounting for 9.9% and 7.7% respectively, the study acknowledges a broader spectrum of adult commuters. The smaller presence of individuals under 18 (7.7%) underscores the study's focus on adults' perspective. Understanding these age dynamics is crucial for interpreting how different segments perceive and utilize public buses, guiding recommendations to enhance service satisfaction across varying age groups.

Table 2 : Demographic analysis (Gender)

2. Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	60	65.2	65.9	65.9
	Female	30	32.6	33.0	98.9
	prefer not to say	1	1.1	1.1	100.0

The given data on gender distribution among respondents in the study of customer satisfaction regarding public buses reveals that males constitute the majority, accounting for 65.9% of participants, while females make up 33.0%. This disparity suggests a potential difference in participation rates or reflects underlying gender patterns in bus service usage. The small percentage (1.1%) who chose not to disclose their gender minimally affects the overall findings. Analyzing satisfaction levels and preferences across genders will provide insights into how public transportation services can be tailored to better meet the needs of both male and female commuters, thereby enhancing overall service satisfaction and inclusive.

Table 3 : Demographic analysis { Education level }

3. Education level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under graduate or below	42	45.7	46.2	46.2
	Bachelor Degree	45	48.9	49.5	95.6
	Above master degree	2	2.2	2.2	97.8
	Master degree	2	2.2	2.2	100.0

The given data reveals a diverse educational background among respondents in the study on customer satisfaction with public buses. Nearly half of the participants (46.2%) have education levels at undergraduate or below, while a similar percentage (49.5%) hold bachelor's degrees. Smaller groups include individuals with master's degrees (2.2%) and those with education beyond master's (2.2%). This educational diversity suggests varying perspectives on public transportation services, influenced by different levels of academic achievement. Analyzing satisfaction across these groups can offer insights into how services can be tailored to meet the expectations and needs of commuters with different educational backgrounds, ultimately aiming to enhance overall satisfaction and service effectiveness.

Table 4 : Demographic analysis { Occupation }

4. Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employment	16	17.4	18.0	18.0
	Unemployment	55	59.8	61.8	79.8

	self-employment	17	18.5	19.1	98.9
	Retired	1	1.1	1.1	100.0

The given data provides insights into the occupational diversity among respondents in the study on customer satisfaction with public buses. A significant portion of participants (61.8%) are unemployed, indicating a reliance on public transportation for daily activities or job searches. Employed individuals constitute 18.0% of the sample, likely using buses for commuting purposes. Self-employed respondents make up 19.1%, showcasing a group with flexibility in transportation choices. A smaller percentage includes retirees (1.1%), who may use buses for leisure activities. This occupational diversity underscores different usage patterns and expectations of public bus services based on employment status, influencing potential improvements tailored to meet varied commuter needs and enhance overall service satisfaction.

Table 5 : .Do you agree that internal space and sitting arrangement of buses are comfortable?

1.Do you agree that internal space and sitting arrangement of buses are comfortable?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly Disagree	15	16.3	16.5	16.5
	Disagree	24	26.1	26.4	42.9
	Neutral	34	37.0	37.4	80.2
	Agree	16	17.4	17.6	97.8
	Strongly agree	2	2.2	2.2	100.0

Overall, a significant portion (59.4%) either strongly disagreed or disagreed with the comfort of internal space and sitting arrangements on buses. This indicates that a majority of respondents did not find the buses' seating arrangements and internal space to be comfortable. The neutral responses (37.4%) suggest that a sizable number neither agreed nor disagreed, possibly reflecting mixed experiences or perceptions. Only a small minority (19.8%) agreed or strongly agreed with the comfort of the buses' internal space and seating arrangements.

Table 6 : How satisfied with the service provided by the Nepal Yatayat?

2.How satisfied with the service provided by the Nepal Yatayat?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	13	14.1	14.3	14.3
	Dissatisfied	23	25.0	25.3	39.6
	Neutral	34	37.0	37.4	76.9
	Satisfied	20	21.7	22.0	98.9
	Very Satisfied	1	1.1	1.1	100.0

The majority of respondents (39.6%) expressed dissatisfaction (very dissatisfied + dissatisfied) with the service provided by Nepal Yatayat. A significant number (37.4%) remained neutral, possibly indicating mixed experiences or perceptions. A smaller proportion

(23.1%) indicated satisfaction (satisfied + very satisfied) with the service. This suggests that there is room for improvement in the service quality perceived by passengers of Nepal Yatayat.

Table 7 : Do you feel safe while travelling on Nepal Yatayat buses?

3. Do you feel safe while travelling on Nepal Yatayat buses?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	39	42.4	42.9	42.9
	No	29	31.5	31.9	74.7
	Maybe	23	25.0	25.3	100.0

While a significant portion (42.9%) feel safe on Nepal Yatayat buses, a notable number (31.9%) do not feel safe, and a quarter (25.3%) are unsure or feel ambivalent about their safety. This indicates that safety concerns are a significant aspect of the travel experience on public buses in Nepal, highlighting potential areas for improvement in ensuring passenger safety and security.

Table 8 : How satisfied are you with the punctuality of Nepal Yatayat buses?

4. How satisfied are you with the punctuality of Nepal Yatayat buses?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	11	12.0	12.1	12.1
	Dissatisfied	17	18.5	18.7	30.8
	Neutral	45	48.9	49.5	80.2
	Satisfied	17	18.5	18.7	98.9
	Very Satisfied	1	1.1	1.1	100.0

The majority of respondents (30.8%) expressed dissatisfaction (very dissatisfied + dissatisfied) with the punctuality of Nepal Yatayat buses. A significant number (49.5%) remained neutral, possibly indicating varying experiences with punctuality. A smaller proportion (19.8%) indicated satisfaction (satisfied + very satisfied) with the punctuality. This suggests that punctuality is a concern for a considerable portion of passengers using Nepal Yatayat buses, highlighting an area where improvements could enhance the overall service experience.

Table 9 : Do you think that location of Nepal Yatayat bus station at the right location?

5. Do you think that location of Nepal Yatayat bus station at the right location?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	44.6	45.1	45.1
	No	24	26.1	26.4	71.4
	Maybe	26	28.3	28.6	100.0

While a plurality (45.1%) believe the bus stations are located correctly, a significant portion (26.4%) disagree, and a sizable minority (28.6%) are uncertain about the appropriateness of

the bus station locations. This indicates that there is notable variation in perceptions regarding the adequacy of the location of Nepal Yatayat bus stations among respondents.

Table 10 : Are you satisfied with the routes covered by Nepal Yatayat?

6. Are you satisfied with the routes covered by Nepal Yatayat?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	45	48.9	49.5	49.5
	No	25	27.2	27.5	76.9
	Maybe	21	22.8	23.1	100.0

Nearly half of the respondents (49.5%) are satisfied with the routes covered by Nepal Yatayat. However, a significant portion (27.5%) expressed dissatisfaction with the routes, and a notable minority (23.1%) are unsure about their satisfaction. This indicates that there are varying opinions among passengers regarding the adequacy and coverage of routes provided by Nepal Yatayat, suggesting potential areas for improvement or expansion in route planning and service delivery.

Table 11 : Please rate the behavior and professionalism of Nepal Yatayat staff?

7. Please rate the behavior and professionalism of Nepal Yatayat staff?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very poor	13	14.1	14.4	14.4
	Poor	21	22.8	23.3	37.8
	neutral	32	34.8	35.6	73.3
	Good	22	23.9	24.4	97.8
	excellent	2	2.2	2.2	100.0

A significant portion of respondents (37.7%) rated the behavior and professionalism of Nepal Yatayat staff negatively (very poor + poor). A considerable number (35.6%) were neutral, possibly indicating mixed experiences or perceptions. A smaller yet notable percentage (26.6%) rated the staff's behavior and professionalism positively (good + excellent). This suggests that while there are areas where improvement may be needed, there are also instances where passengers perceive the staff's conduct as satisfactory or exemplary.

Table 12 : Do you agree that Nepal Yatayat buses are always crowded?

8. Do you agree that Nepal Yatayat buses are always crowded?					
		Frequency	Valid Percent	Cumulative Percent	
Valid	strongly Disagree	4	4.4	4.4	
	Disagree	9	9.9	14.3	
	Neutral	17	18.7	33.0	
	Agree	30	33.0	65.9	
	Strongly agree	31	34.1	100.0	

A significant majority (67.1%) either agree or strongly agree that Nepal Yatayat buses are consistently crowded. This indicates that overcrowding is a common perception among passengers. A smaller percentage (14.3%) disagree or strongly disagree with this statement, suggesting that some passengers may have different experiences or perceptions regarding bus crowding. Crowded buses can impact comfort and convenience, reflecting a notable aspect of the public transportation experience in Nepal.

Table 13 : Do you satisfied with the cleanliness of Nepal Yatayat buses?

9. Do you satisfied with the cleanliness of Nepal Yatayat buses?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	21.7	22.0	22.0
	No	44	47.8	48.4	70.3
	Maybe	27	29.3	29.7	100.0

A significant majority (78.1%) either expressed dissatisfaction with the cleanliness (47.8%) or were uncertain (29.7%) about it. Only a minority (22.0%) indicated satisfaction with the cleanliness of Nepal Yatayat buses. This highlights a perceived cleanliness issue among passengers, indicating a potential area for improvement in maintaining and managing the cleanliness standards of the buses.

Table 14 : Are you satisfied with the fair pricing of Nepal Yatayat?

10. Are you satisfied with the fair pricing of Nepal Yatayat?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	9	9.8	9.9	9.9
	Dissatisfied	12	13.0	13.2	23.1
	Neutral	28	30.4	30.8	53.8
	Satisfied	38	41.3	41.8	95.6
	Very Satisfied	4	4.3	4.4	100.0

A majority of respondents (23.1%) expressed satisfaction (satisfied + very satisfied) with the pricing of Nepal Yatayat. However, a significant portion (23.1%) were dissatisfied (very dissatisfied + dissatisfied), and a notable number (30.8%) remained neutral. This suggests varying perceptions among passengers regarding the affordability and value-for-money aspect of Nepal Yatayat's pricing. While a substantial number are satisfied, addressing concerns of those dissatisfied could enhance overall passenger satisfaction.

11. How satisfied are you with the condition of Nepal Yatayat's waiting areas(if applicable) ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	9	9.8	10.2	10.2
	Dissatisfied	22	23.9	25.0	35.2
	Neutral	40	43.5	45.5	80.7
	Satisfied	16	17.4	18.2	98.9
	Very Satisfied	1	1.1	1.1	100.0

Table 15 : How satisfied are you with the condition of Nepal Yatayat's waiting areas(if applicable)

A significant portion of respondents (35.2%) expressed dissatisfaction (very dissatisfied + dissatisfied) with the condition of Nepal Yatayat's waiting areas, if applicable. A substantial number (45.5%) were neutral, possibly indicating varying experiences or perceptions. A smaller yet notable percentage (19.3%) indicated satisfaction (satisfied + very satisfied) with the waiting areas. This suggests that there may be room for improvement in the maintenance and facilities provided at Nepal Yatayat's waiting areas to enhance overall passenger experience and satisfaction.

Table 166 : How likely are you to recommend Nepal Yatayat to others?

14. How likely are you to recommend Nepal Yatayat to others?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very likely	2	2.2	2.2	2.2
	likely	35	38.0	38.5	40.7
	neutral	32	34.8	35.2	75.8
	unlikely	19	20.7	20.9	96.7
	very unlikely	3	3.3	3.3	100.0

The majority of respondents (40.7%) are likely or very likely to recommend Nepal Yatayat to others. However, a notable percentage (24.2%) are either unlikely or very unlikely to recommend, and a significant portion (35.2%) are neutral. This suggests varying levels of satisfaction and willingness to endorse Nepal Yatayat's services among survey participants. Improving service quality and addressing concerns could potentially increase positive recommendations from passenger.

Table 177 : Rate the overall reliability of Nepal Yatayat services?

15. Rate the overall reliability of Nepal Yatayat services?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	high	8	8.7	8.8	8.8



	medium	71	77.2	78.0	86.8
	Low	12	13.0	13.2	100.0

The majority of respondents (86.8%) perceive the reliability of Nepal Yatayat services as medium. A smaller proportion (8.8%) consider it high, indicating satisfactory reliability for some passengers. However, a notable minority (13.2%) perceive the reliability as low, highlighting areas where improvements in service consistency and dependability may be needed. Reliability is a key aspect influencing passenger satisfaction and trust in public transportation services.

Analysis

The demographic analysis of the survey reveals significant insights into the passenger dynamics of Nepal Yatayat. The data indicates that the majority of respondents are young adults aged 18-24 (75.8%), highlighting the heavy reliance of this demographic on public transportation, likely due to educational or professional commitments. Gender-wise, males (65.9%) dominate the sample, suggesting either greater public transportation usage by men or potential biases in survey outreach. Additionally, most respondents hold either undergraduate qualifications or bachelor's degrees (46.2% and 49.5%, respectively), reflecting a moderately educated commuter base. The occupational data, which shows that 61.8% are unemployed, underscores public buses as a critical mode of transportation for economically vulnerable groups. These findings suggest that public transit policies need to prioritize affordability and accessibility to serve the dominant demographic segments effectively.

The satisfaction metrics, however, expose critical shortcomings in Nepal Yatayat's service quality. Overcrowding emerges as a significant concern, with 67.1% of respondents agreeing that the buses are consistently crowded, leading to discomfort. Similarly, the internal space and seating arrangements received poor ratings, with 59.4% expressing dissatisfaction. Cleanliness is another major issue, with 48.4% dissatisfied and 29.7% uncertain. These figures reflect a pressing need for infrastructure improvements to enhance passenger comfort and hygiene standards. Punctuality also drew criticism, as 30.8% of respondents were dissatisfied, pointing to inefficiencies in time management and scheduling. Furthermore, 37.7% rated staff behavior as poor, which could exacerbate negative experiences. These systemic issues indicate gaps in operational and service delivery that must be addressed to improve public perception and passenger satisfaction.

Despite the challenges, the survey identifies areas of relative strength and opportunities for improvement. Nearly half (49.5%) expressed satisfaction with the routes covered, suggesting that Nepal Yatayat's network largely meets commuter needs. Fair pricing also garnered positive feedback from 46.2%, although a significant minority remained dissatisfied. Safety perceptions are split, with 42.9% feeling safe, while others expressed doubts, underscoring the need for enhanced security measures. The findings suggest that targeted interventions—



such as optimizing seating arrangements, improving staff professionalism, maintaining cleanliness, and ensuring punctuality—could significantly enhance commuter experiences. Addressing these issues systematically while leveraging positive aspects like route coverage and pricing could transform Nepal Yatayat into a more reliable and user-friendly transportation option for its diverse passenger base.

Conclusion

This study offers valuable insights into passenger satisfaction with Nepal Yatayat, highlighting critical areas for improvement. The findings reveal significant dissatisfaction among commuters regarding comfort, cleanliness, safety, and punctuality. Overcrowding and poor staff professionalism further exacerbate passenger concerns, suggesting a need for targeted interventions to enhance the overall user experience. While reliability was moderately rated, the low likelihood of service recommendation underscores the urgency for operational enhancements. Addressing issues such as overcrowding, seat arrangements, and cleanliness standards, along with training programs to improve staff behavior, can significantly improve commuter satisfaction and promote public transportation as a viable and preferred commuting option. By providing an empirical analysis of service quality factors, this research contributes to understanding the gaps in Nepal Yatayat's operations, offering actionable recommendations to policymakers and transport service providers. These improvements are essential not only for boosting passenger satisfaction but also for encouraging greater reliance on public transport in Nepal's urban landscape.

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