ASSESSMENT OF COMMUTERS PERCEPTION ON SERVICE QUALITY FOR AVAILABLE MOTOR PARKS FACILITIES IN MINNA, NIGER STATE

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ABSTRACT

Motor Parks facilities are very important in the operation of public transport. Motor Park serves as a center for travelers and freights collation. It also provides shelter, safety and comfort to commuters as they wait for other commuters to fill the vehicle seat capacity. The purpose of this study is to assess commuters' perception on service quality for available motor park facilities in Minna, it formulated one null hypothesis stating, there is no statistically significance relationship between service quality and commuters' satisfaction on five key available facilities in the Motor parks. Need assessment was used to pick 9 major public motor parks in Minna. Taro Yemani's formula was utilized to determine the sample size, 400 copies of questionnaires were administered to commuters in motor parks. Component factor analysis was used to reduce the variables into 5 key variables (i.e., Garbage/Disposal bin, Available Seats, Clean waiting Area, Updated information Board and readable Information board). The collated information was analyze using descriptive and inferential statistics; correlation analysis was utilized to test the hypothesis. The result shows that overall service quality indicates a very bad service with a service quality score of (M= -13.18). the results of the hypothesis shows that there exists a statistical significance relationship between service quality and commuters' satisfaction on garbage/disposal bin (P-value = 0.001), available seats (P-value = 0.000), clean waiting area (P-value= 0.003), updated information board (P-value = 0.000), and readable information board (P-value= 0.029). The study recommends that the government of Niger state should upgrade the entire facilities in the motor parks in Minna.

Key words: Service Quality, Service Satisfaction, Commuters, Motor Park and updated information board.

1 INTRODUCTION

Road transport being the common means of transport has enabled commuters to achieve their purpose of trips on daily basis. The road transport terminal exists as center for freights and passenger collection and also provide comfort for passengers as they wait for the vehicle to fill up. According to Adedayo and Zubairu (2013) posited that motor parks are connected with commercial vehicles and serves as a shelter for commuters as they wait for vehicles to depart or arrive.

Motor parks in Nigeria are majorly owned and developed by the government but left in the hands of National Union of Road Transport Workers (NURTW) to operate. Nigeria being a developing nation in Africa has witness infrastructural decay due to lack of investment, mismanagement and poor waste management (Odunmorayo, 2004; Afon, et. al 2006). In developed world for instance, United State, Australia, and Peru build and operate road transport terminals on concession agreement (World Bank, 2020). The concession agreement enables private individual to jointly own a motor park with the government over a period of time. In this way, the motor park will be free of mismanagement and the available facilities will offer wonderful services to customers.

A service is said to be wonderful when the expected services is less than the perceived services (Ohida, 2023). In the context of motor park, the service quality offered by the available facilities is a determinant of service satisfaction. Quality service enables customers to form long-term relationship with a company (Akmal and Mauli, 2021). In measuring of service quality in the service industry can be credited to Parasuraman et. al (1985) who believed that the quality of services influence customers in terms of satisfaction, loyalty and intention to purchase in the future. According to Ohida and Ojekunle (2021), posited that service quality influence customers satisfaction and determine the extent customers purchase services from a particular operator. In fact, satisfied commuters may make future purchase of bus ticket base on their experience about a particular service offered in motor parks. For commuters to be satisfied with the available motor parks facilities the quality of the service most be wonderful. Kotler and Keller (2009), argue that satisfaction is a feeling of joy or disappointment in a person that results from comparing the perception of the service with their wishes.

The factors resulting to commuters' dissatisfaction on the available motor parks facilities in Nigeria and in Minna particularly are poor management of motor park, instability, poor waste management, touting, insecurity, litters, safety and comfort issues, gross exploitation of users by park authorities and other problems that have contribute to threat to the user of the motor parks (Titus, Andrew and Mynepalli, 2010; and Ogundipe, 2008; Odunmorayo, 2004; Offiong, et al., 2015). However, effort has been made by state government to solve these issues but all effort has not yield desired result as issues of unhealthy waiting areas, inadequate seats, unsafe eating areas, and improper disposal of waste are still common problem among the motor parks in Nigeria. It's important to note that overall commuter satisfaction will result to increased service patronage in the public motor park, this will in turn increase revenue generation in the motor parks. It's against this background this study seeks to measure the commuter's perception on service quality for available motor park facilities in Minna. The study formulated one null hypothesis which is stated as follows: there is no statistically significance relationship between service quality and commuters' satisfaction on five key available facilities in the Motor parks

2.LITERATURE REVIEW

2.1 Concept of service quality

The term service quality has been conceptualized by many researchers. Service quality is measured as the degree to which a service is given in accordance with the client's expectations (Ramya, Kowsalya, and Dharanipriya, 2019). This means that services quality is measured as the magnitude of service received by customer in relationship to customers requirement. A product's or service's quality can be determined by comparing its many characteristics to how well it meets a given requirement at a certain location and time (Kalgi, et. al, 2017). In a similar manner, Oluwole et. al., (2020) concluded that service satisfaction is determined by identifying the gap between perceived and expected service. Researchers like Lewis and Booms, (1983); Oliver, Balakrishnan and Berry, (1994); Oliver (1996); Parasuraman et. al., (1985); Hung et. al., (2017); Groonros (2001) conceptualized service quality as the difference between perceived service and expected services. Hence, the definition put forward by researchers on service quality all means the same. Therefore, the study conceptual framework is displayed in Figure 1 below.

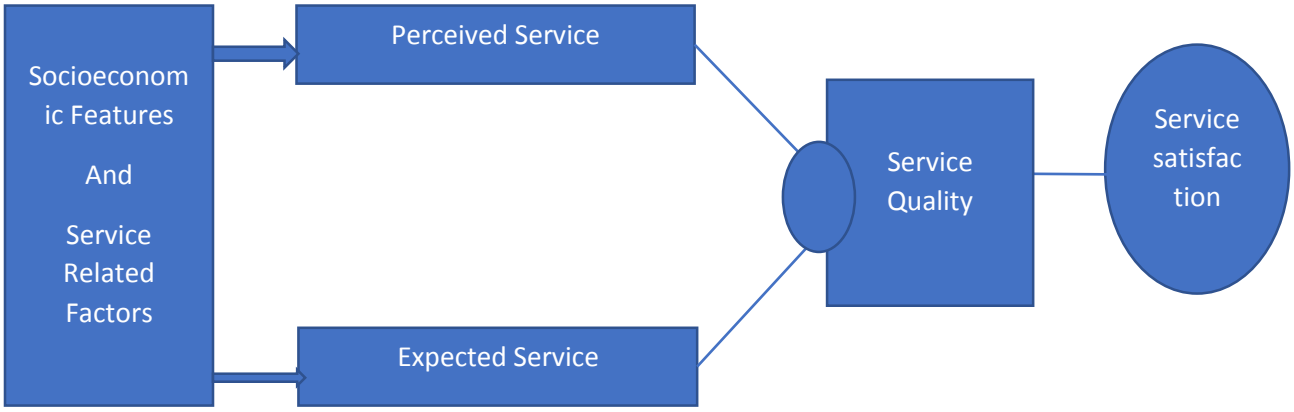

Figure 1: conceptual framework of the study
Sources: Authors' Survey (2023)

From figure 1 above, the authors conceptualized that the factors that influenced perceived and expected services are in two categories. i.e., the socioeconomic attributes of the commuters and service-related attributes which affect service quality and this in turn influence the commuters' level of satisfaction derived from the available facilities in the Motor parks.

2.2 Theoretical Review

In the service industry, quality model describes how to determine the quality of services offered. There is multiple service quality model developed by researchers in the past and the most common of the model is Servqual model. ServQual model is a model utilized to identify defective services and was built on expectancy disconfirmation paradigm. It was developed in 1988 by Parasuraman, Zeithaml and Berry for use in banking industry. The model has five-gaps. The first four gaps relate to the marketers which is not directly measurable but have diagnostic value, The fifth gap relate to consumers which can be measured by comparing perceived service to expected services. Another model that has been widely used by service quality researcher is ServPerf model. The model is

also referred to as service performance, which was introduced by Cronin and Taylor (1992). This model is based on the assumption that customers present attitude towards purchase is determined by their past experiences. Henceforth, two dimensions were use in measuring service quality (i.e., perceived and expected services). The Gronroos (1984) service model introduce two key components of measuring service quality i.e., functional quality and technical quality. In Gronroos model, dimension image is not considered different in the service attributes, but can be seen as a function of Tangible attributes. The Gummesson (1993) approach is predicated on the notion that providing service entails developing and preserving relationships with customers. The model has four essential components: contact person, relationships, service system and outcomes. In Gummessons' opinion, successful service relationships are based on a foundation of mutual trust, understanding, and goals. Additionally, he highlights how crucial teamwork and dialogue are to creating and sustaining these connections. Martilla and James (1974) service quality approach are predicated on the notion that service quality may be assessed by contrasting consumer significance with service provider performance on several service dimensions. The model has two main component that is importance and performance which are used for measuring service quality.

2.3 The Connection between Service quality and service satisfaction

Service quality and service satisfaction are two terms that are used interchangeable by the service researchers. These terms have been differentiated by Wilson et. al., (2008). That service quality is based on a specific service attribute while service satisfaction is a more extensive concept. According to Ojekunle, et. al (2022) posited that the sequential sequence of service quality and satisfaction, however, has been a topic of much debate among scholars. Numerous investigations have noted that customer satisfaction is impacted by service quality (de Oña & deOña, 2015; Spreng and Mackoy, 1996; Eboli and Mazulla, 2011). According to Falk, Hammerschmidt, and Schepers (2010), there are two ways that the level of service has an impact on customer loyalty: directly and indirectly through the satisfaction of the traveller. In the same way that a predisposition for service repurposing exists, the direct impact of service quality is a predicator of passenger loyalty. Sureschandar, Rajendran and Anantharaman (2002) studied the relationship between customer satisfaction and service quality. The findings suggest that although the two constructs are distinct, they are also tightly related, an increase in one will probably result in an increase in the other.

2.2 Empirical Review

In the last decades, many countries for instance, India, Germany, Portugal, Japan and U.S has built a high-quality road transport terminal in other to burst commuter satisfaction (Armando and Ilaria, 2017). High quality service is characterized by terminal aesthetics, environmental sustainability, providing services for passenger and providing access for passenger's interchange. Studies on service quality and customers satisfaction on available motor parks facilities are scarce. In Nigeria, studies shows that motor parks users were not satisfied with the services offered. Ajakaiye and Agunloye's (2020) study in Lagos looked at commuters' satisfaction levels with the facilities in intra-metropolitan motor parks throughout densely populated areas. The facilities studied among others are information boards, liters bin condition, toilet condition and so on. The investigation's findings showed that the motor park facilities' average commuter index record was 2.54 C.P.I., indicating that the facilities' condition was bad. Hence commuters are dissatisfied with the motor park facilities. In another study by Titus, et al. (2010) on Refuse disposal practices in three major motor parks in Ibadan municipality, Nigeria. The authors investigate frquency of cleaning,

environmental tidiness, waste disposal method and so on. Their study Reveals that the waste disposal practice at these parks were poor and unhygienic and little to nothing is being done to address or advance the circumstance. Again Offiong, et al. (2015) evaluated touting activities in five parks in Ibadan city, to be specific Gate, Sango, Ojoo, Iwo-road and Dugbe. The touts activities studied in the parks includes the collection of money from travellers, collection of organization fees, scouting for travellers, maintening the park and providing security to the motor parks. However, the research concluded that commuters are not satisfied with the touting activities in the motor parks in Ibadan city. Adedayo and Zubairu (2013) surveyed the facilities in Motor Parks in Minna, Niger State utilizing Post-Occupancy Evaluation. Waiting area, refreshment area, toilets facility, comfort and waiting time were investigated by the researchers. The study outcome reveals that the waiting area, and latrines were in a state of disrepair. The study results further showed that users were not satisfied with the facility. Afon, Abolade, and Okanlawon (2006) completed a study on analyzing customers' impression of environmental perils and dangers in Oshodi and Ojuelegba parks. The investigation uncovered that the degree of ampleness of facilities is seen as poor. It was likewise discovered that customers recognized the presence of dangers in the motor parks and that they constitute hazards to wellbeing.

Armando and Ilaria (2017) Studied Travel Experience's Effect on Perceived Public Transport Quality in Italy. The terminal facilities investigated across the bus terminal in Naples, Avellino, Crotone, Rome and Milan were bar, restaurant, shop, and waiting areas. The authors made a comparison between service perception for long trips passenger and short trip passenger. The investigation reveals that if a passenger spends some time in a high-quality terminal, the total perceived quality of the trip is "poor" for those who complete a "long trip" or utilize many modes of transportation (low quality travel), but the converse occurs for "short trips". Lye Mei et.al., (2018) modelled customer satisfaction on public transport in Klang valley, Malaysia utilizing structural equation model. The service attributes investigated were comfort, safety, accessibility, and responsiveness. The study reveals that there is no statistical connection between comfort, safety and accessibility. Sukesi and Muliasari (2018) examine quality of service of public terminal in Indonesia, using the case of Larangan and Bunder terminal. Fares, service time, staff behavior, and competency of the staff are among the variables investigated. The outcome indicate that Bunder terminal offer wonderful service compare to Larangan terminal in the area of staff behaviour with a mean score of 3.00 and 2.93 respectively. In a study in the republic of Croatia by Abramovic (2017) studied customers satisfaction on long distance transport terminal in the city of Zagreb. In other to achieve the study purpose, the researchers compare rail terminal services to bus terminal services. The study reveals that on average bus terminal services were rated good services over train terminal services in the area of staff attitude and timetable. With a mean service score of 3.95, and 3.96 respectively.

However, reviewed literatures have shown that there exists a gap in the area of comfort of seat, physical look of motor parks offices, Garbage/Disposal bin, Updated information Board, spaciousness of park environment and demarcation of the parking space. Which this study has come to fill. And also, demonstrating how service quality influenced commuters' satisfaction on the available motor parks facilities in Minna.

3 METHODOLOGY

3.1 Target Population and Sampling Size

The study on Commuter' satisfaction of Motor Park facilities in Minna relies on descriptive and inferential statistics. The authors utilized questionnaire survey which was distributed among commuters across the motor parks in Minna (i.e., Niger State Transport Authority, Mobil Park, Gwadabe Park, Kpakungu Park, Paida Park, Nice Travel Park, Minna Central Park, Abdulsalalam Park and Kure Market Park). The population of Minna in 2006 was 293,000, with a growth rate of 2.85% (NPC, 2006). The 2023 population was predicted to be 469,319 using the forecasting formula below. However, Taro yemani's formula was used to determine the sample size. And according to this study the sample size is 400 respondents. The questionnaires used was design using ServQual model.

Po = Pi (1+r/100)^n …….eqn (1)

Where Po = projected passenger traffic, Pi= initial passenger traffic (293,000), r = annual passenger change in %, and n = number of years (i.e., 17 years).

3.2 Method of Data Collection and Analysis

The questionnaire utilized for data collection was divided into three sections. The first section consists of socioeconomic attributes of the commuters, second section captured commuters' satisfaction on service attributes and third section comprise of commuter's perception and expectation on service attributes. Five-point Likert scale was provided for commuters to rate their perception on service offered. The 5-point scale utilized for perceived service (i.e., satisfaction) are 1= not satisfied and 5 = very satisfied. Similarly, the expected services (Importance) are represented as 1 = not important and 5= very important. The data retrieved were analyzed with bar charts, frequencies, percentages, and Mean Index Score. The formula for MIS is:

$$\mathbf{MIS} = \frac{\Sigma W}{N}$$

Where: Σ = Summation, W = Weight, and N = Total number of respondents. This study adopts ServQual model to measure the service quality for motor parks facility in Minna. Mathematically; SQ= P-E. where P= service perception, and E= Service Expectation. If the SQ calculated is positive then it's referred to as good service and when SQ calculated is Negative it is referred to as Bad service. In addition, component factor analysis was used to reduce the variables into 5 key variables (Garbage/Disposal bin, Available Seats, Clean waiting Area, Updated information Board and readable Information board). However, the 5-key facilities were further used to test the study hypothesis using Pearson Moment Correlation Statistics.

3.2 The Study Area

Minna is a city in the Niger state of Nigeria, situated at 9°36′50″N and 6°33′25″E. Minna is located 299 meters above sea level. Minna is located 130 kilometers from Kontogora, 135 kilometers from Abuja (the capital region), 300 kilometers from Kaduna, 90 kilometers from Bida, and 100 kilometers from Suleja. Minna is made up of two local government area (i.e., Bosso and Chanchaga) extending from Maikunkele in the North-west and Chanchaga in the South. Minna is an important point for collecting agricultural products like groundnut, cotton, sweet potatoes,

maize, tobacco and shea nuts. Also, the increasing population of Minna and economic development has changed the demand for public transport and use of Motor Park as central collecting point for Goods and Passengers. These increasing population may cause pressures on available Motor parks facilities thereby resulting to wearing or deterioration of the facilities. The figure 1 and figure 2 below shows the map of the study area and the location of the Motor parks studied respectively. The figure 2 below shows Minna Route map.

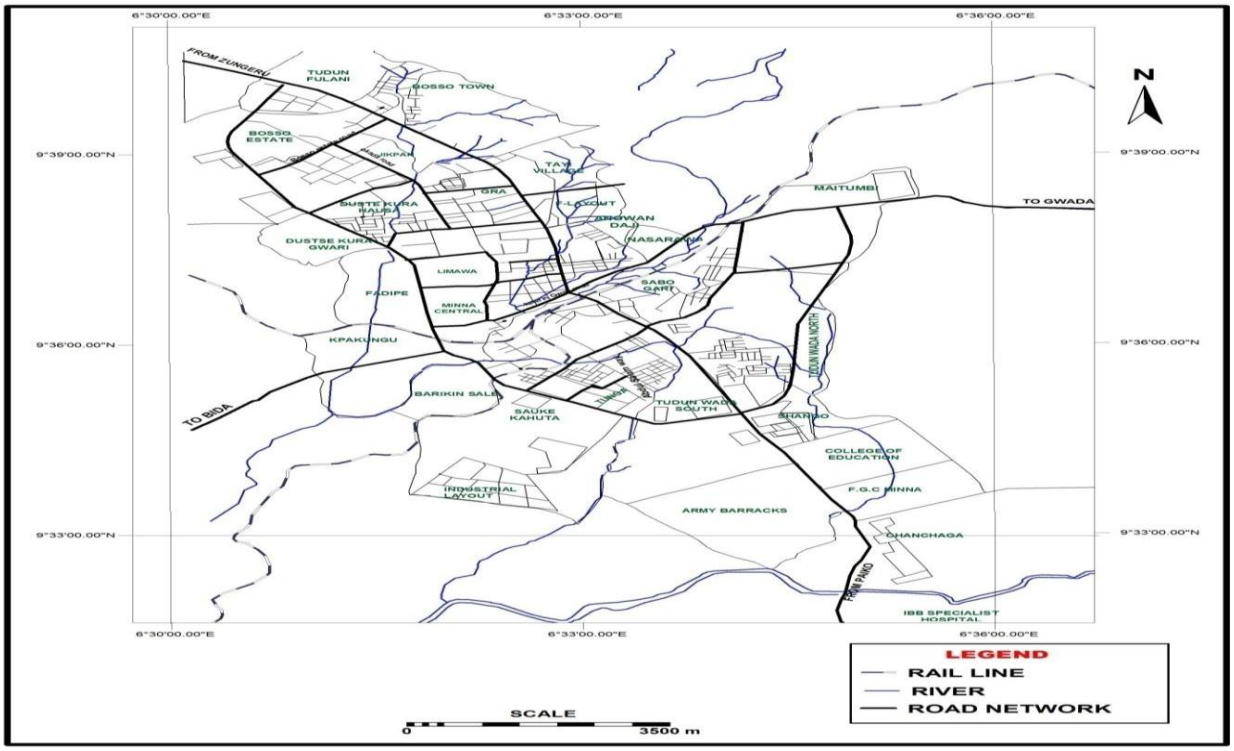

Figure 2 the Route Map of Minna
Source: Department of Transport and Logistics Technology (2022)

4 RESULTS AND DISCUSSION OF FINDINGS

4.1 Socioeconomic Characteristics of Commuters

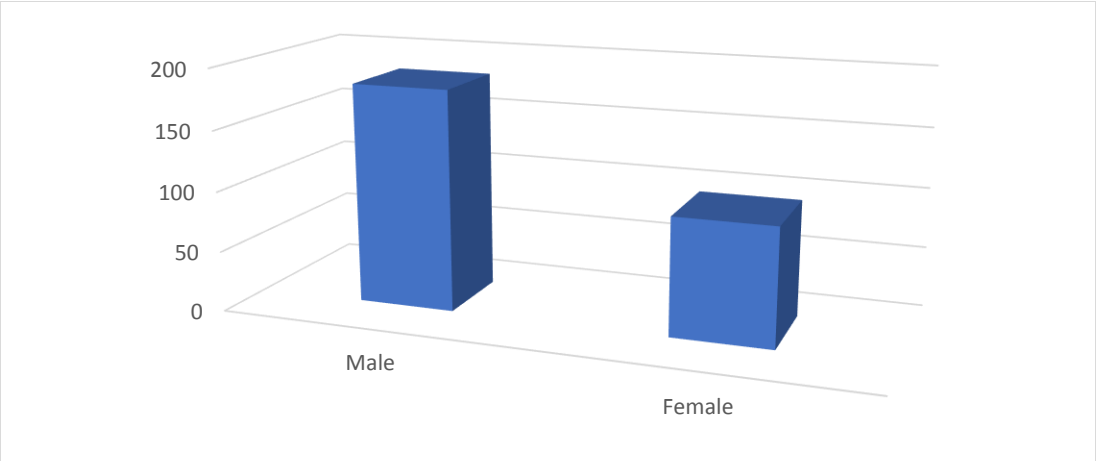

Figure 3: Sex of the commuters
Source: Authors' Survey (2023)

Figure 3 above reveals that a total of 183 commuters are males while 97 commuters are females. This however, an indication that male engage in traveling activities in Minna than female.

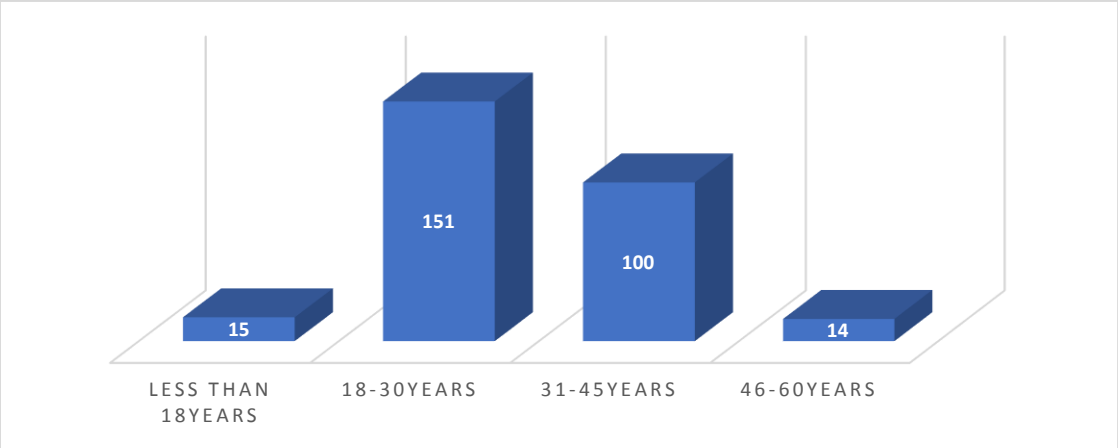

Figure 4: Age of the commuters
Source: Authors' Survey (2023)

Figure 4 above, reveals that a total of 151 commuters are between the age group of 18-30 years, 100 commuters are between the age bracket of 31-45 years, 15 commuters were less than 18 years and 14 were between 46-60 years. This outcome is a revelation that those in the active age make more trips than those in liability age.

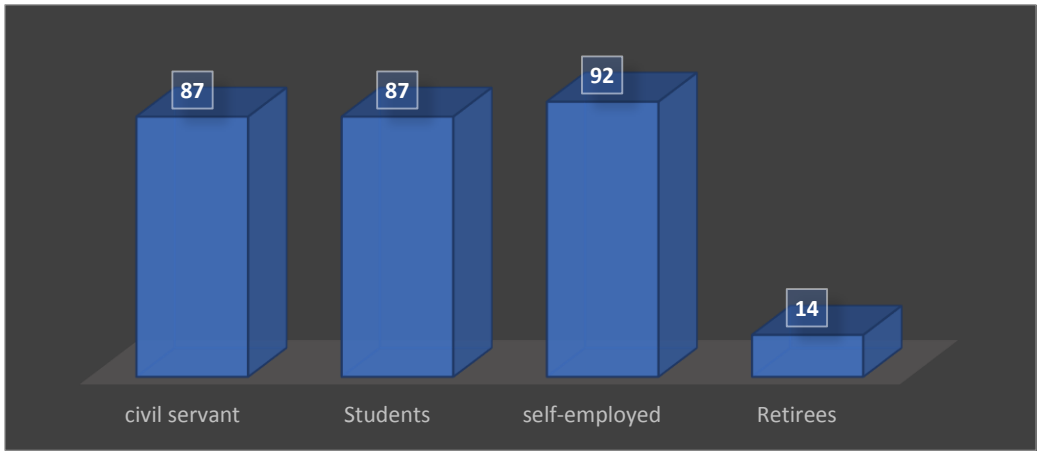

Figure 5: Occupation of the commuters
Source: Authors' Survey (2023)

Figure 5 above indicate the occupation of the commuters, figure 5 point that a total of 92 commuters were self-employed, 87 commuters agreed that they are students, 87 commuters were civil servants and only 14 commuters were retirees.

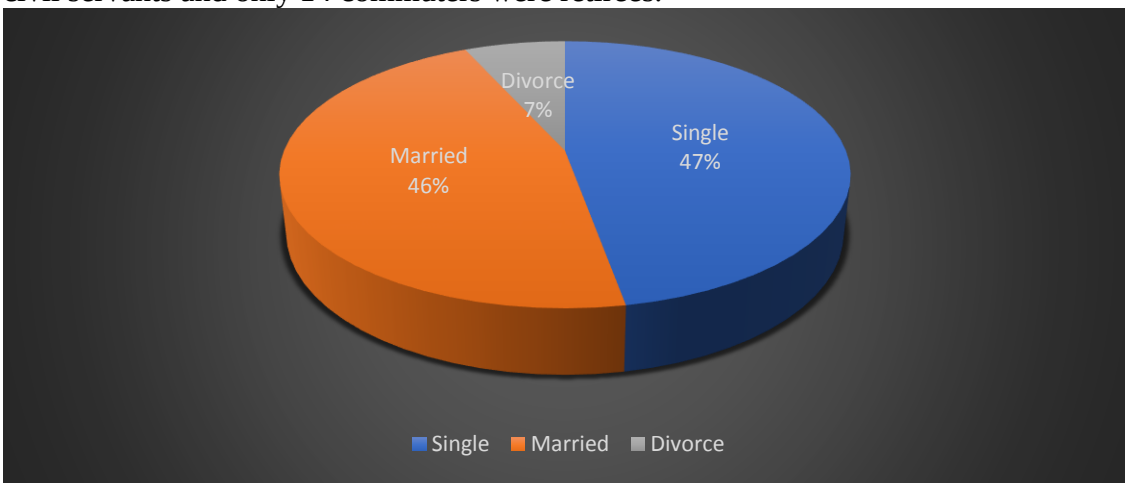

Figure 6 marital Status
Sources: Authors Survey (2023)

Figure 6 above indicate that 132 (i.e.,47.1%) commuters were single, and about 129 (i.e., 46.1%) commuters are married while fewer commuters were divorced (i.e., 6.8% respondents).

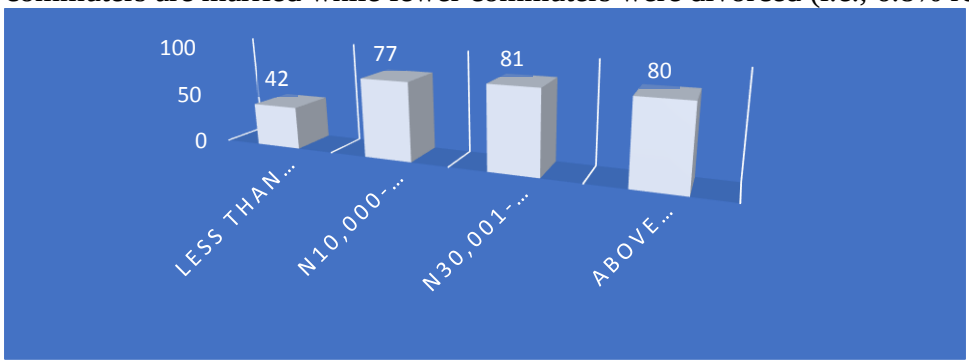

figure 7 Income of the commuters
Source: Authors' Survey (2023)

Figure 7 above shows that 81 commuters were on income level between N30,000-N50,000, a total of 80 commuters were on income level above N50,000, 77 commuters have an income level of N10,000-N30,000 and 42 commuters were between the income level of less than N10,000.

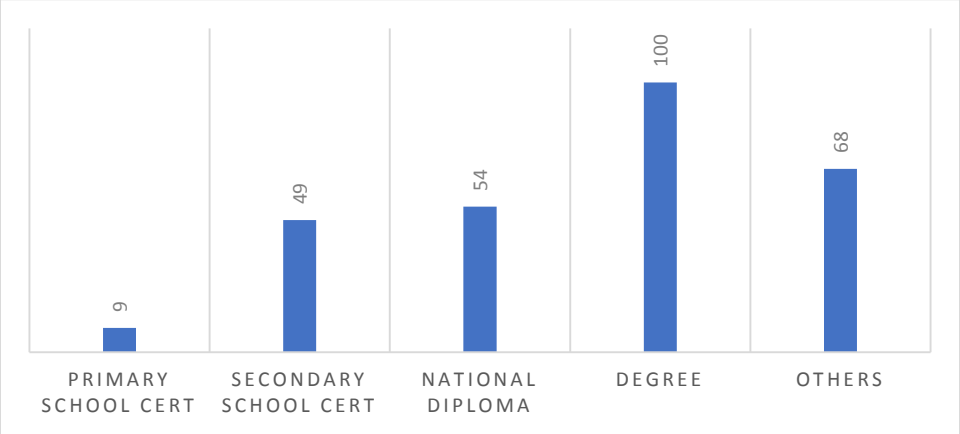

Figure 8: educational level of the commuters
Sources: Authors' Survey (2023)

Figure 8 above reveals that about 100 commuters have Degree, 68 commuters have other certificate (i.e., Postgraduate diploma, Master degree and Doctorate degree). Also, Figure 8 above indicate that 54 commuters have National Diploma certificate while 49 commuters had secondary school certificate. However, fewer (i.e., 9) commuters indicate that they had primary school certificates.

4.2 Commuters Satisfaction on Motor Park Facilities in Minna

Table 1 Commuters satisfaction on Available Facilities at the Motor Parks

S/n	Variables	Mean Satisfaction
1	Available Seat	1.579
2	Clean waiting areas	2.914
3	Cleanliness of Park offices	2.771
4	Clean Refreshment area	2.854
5	Garbage/disposal bin	2.746
6	Available Shelter	2.711
7	Varieties of Food in the Refreshment Area	3.696
8	Clean Toilet Facilities	2.379
9	Update Information Board	3.875
10	Readable information Board	3.921
11	Parking Spaces are separated with Marks	1.021
12	Spacious Park Environment	1.061

Sources: Authors' Survey (2023)

Table 1 above reveals that commuters are moderately satisfied with the clean waiting areas (M= 2.914), cleanliness of Park offices (M= 2.771), clean Refreshment area (M= 2.854), Garbage/disposal bin (M= 2.746), Available Shelter (M= 2.711), and Clean Toilet Facilities (M=

2.379). From the analysis, it can be observed that commuters were satisfied with varieties of Food in the Refreshment Area (M= 3.696), Update Information Board (M= 3.875) and Readable information Board (M= 3.921). Similarly, the analysis in table 1 indicate that commuters were less satisfied with available Seats (M= 1.579), parking spaces are separated with Marks (M=1.021) and Spacious Park Environment (M= 1.061). The outcome confirmed the opinion of Zeithaml and Bitner (2000) that service quality is a determinant of service satisfaction. The quality of service offered by these facilities may be a bad service since commuters were moderately satisfied with the condition of available facilities. This explains why many commuters stays along their travelling route to bought a vehicle.

4.3 Motor Park Service Satisfaction

Table 2: Quality of Service in the Motor Parks

Service Satisfaction	Perceived (P)Mean	Importance attached on service	Expected(E) Mean	SQ=(P-E)	Remarks
Available Seats	1.579	Available Seats	4.132	-2.553	Bad service
Clean waiting areas	2.914	Clean waiting areas	3.468	-0.554	Bad service
Cleanliness of Park offices	2.771	Cleanliness of Park offices	3.179	-0.408	Bad service
Clean Refreshment area	2.854	Clean Refreshment area	3.368	-0.514	Bad service
Garbage/ disposal bin	2.746	Garbage/disposal bin	3.611	-0.865	Bad service
Available Shelter	2.711	Available Shelter	3.200	-0.489	Bad service
Varieties of Food in the Refreshment Area	3.696	Varieties of Food in the Refreshment Area	3.932	-0.236	Bad service
Clean Toilet Facilities	2.379	Clean Toilet Facilities	4.311	-1.932	Bad service
Update Information Board	3.875	Update Information Board	3.100	0.775	Good service
Readable information Board	3.921	Readable information Board	3.157	0.764	Good service
Parking Spaces are separated with Marks	1.021	Parking Spaces are separated with Marks	3.618	-2.597	Bad service
Spacious Park Environment	1.061	Spacious Park Environment	3.632	-2.571	Bad service
	29.528	Total	42.708	-13.18	

Sources: Authors' Survey (2023)

Table 2 above shows the service quality for the services offered at the motor parks in Minna. From the analysis, it can be observed that all the services offered were bad services apart from updated information board and readable information board which offer good services. However, the overall service quality indicates a very bad service with a service quality score of (M= -13.18).

4.3 Hypothesis Results

H01 there is no statistically significance relationship between service quality and commuters' satisfaction on five key available facilities in the Motor parks

Table 3 Correlation Result

		Service Quality	Garbage Disposal Meth.	Available Seats	Clean waiting Area	Updated inform. Board	Readable Inform. Board
Service Quality	Pearson Correlation	1	.682	.914	.415	.330	.509
	Sig. (2-tailed)		.001*	.000*	.003*	.000*	.029*
	N	280	280	280	280	280	280
Garbage Disposal Meth.	Pearson Correlation	.682	1	.627	.568	.636	.355
	Sig. (2-tailed)	.001*		.000*	.000*	.000*	.000*
	N	280	280	280	280	280	280
Available Seats	Pearson Correlation	.914	.627	1	.483	.394	.640
	Sig. (2-tailed)	.000*	.000*		.000*	.000*	.000*
	N	280	280	280	280	280	280
Clean waiting Area	Pearson Correlation	.415	.568	.289	1	.134	.828
	Sig. (2-tailed)	.003*	.000*	.000*		.000*	.000
	N	280	280	280	280	280	280
Updated inform. Board	Pearson Correlation	.330	.636	.394	.134	1	.490
	Sig. (2-tailed)	.000*	.000*	.000*	.000*		.000
	N	280	280	280	280	280	280
Readable Inform. Board	Pearson Correlation	.509	.355	.640	.828	.490	1
	Sig. (2-tailed)	.029*	.000*	.000*	.000	.000	
	N	280	280	280	280	280	280

Sources: Authors' Survey (2023)

from table 3 above, it can be deduced that there is statistically significance relationship between service quality and commuters' satisfaction on five key available facilities in the parks. The key facilities are garbage/disposal bin (P-value = 0.001), available seats (P-value = 0.000), clean waiting area (P-value= 0.003), updated information board (P-value = 0.000), and readable information board (P-value= 0.029). which is lower than the significance level of 0.05. therefore, null hypothesis was rejected while the alternative hypothesis was accepted. This outcome is in line with the opinion of Sureschandar, Rajendran and Anantharaman (2002) whom posited that there is a strong relation between service quality and service satisfaction.

5. CONCLUSION AND POLICY RECOMMENDATION

This study assesses commuters' perception on service quality for available motor park facilities in Minna. The results shows that the overall service quality for motor parks facilities is a very bad service. Despite the defected service offered by the facilities, commuters are moderately satisfied with the services offered. it is therefore recommended that the government of Niger state should upgrade the entire facilities in the motor parks in Minna. Also, the Motor parks authority should work in collaboration with owners of business in the motor parks to ensure clean environment, clean toilets, attractive refreshment areas, and proper waste disposal.

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