

Customer Satisfaction Survey for Public Transportation

Analysis by district

January 2021



Research specifications

CONDUCTED BY

IMR/ UNIVERSITY OF NICOSIA™

ASSIGNED BY

CYPRUS PUBLIC TRANSPORT

DATE

DECEMBER 2020 - JANUARY 2021

COVERAGE

NICOSIA & LARNACA

SAMPLE SIZE

900 PARTICIPANTS

SAMPLE CHARACTERISTICS

MEN AND WOMEN 18+, BUS USERS

SAMPLE SELECTION

RANDOM SELECTION OF BUS USERS FROM BUS STATIONS (SOLOMOU, MAKARIO, ALAMBRA, LARNACA)

DATA COLLECTION

PERSONAL INTERVIEWS

*Note: the data collection process was carried out while strictly restrictive measures (lockdown) were in place, due to the coronavirus pandemic

Project Information:

- **The survey was conducted based on the European Norm EN 13816 about Public Transport Quality.**
- **The CSI according to the EN 13816 depends on the offered Public Transport quality by the Operators and captures the perceived quality. The Public Transport quality attributes determining the customer satisfaction level include:**
 - 1. Service reliability / Bus arrival punctuality**
 - 2. Service availability (frequency)**
 - 3. Overall road safety feeling**
 - 4. Overall security feeling**
 - 5. Passenger information**
 - 6. Bus cleanliness**
 - 7. Operator's Staff Behaviour**
 - 8. Bus stop / shelter cleanliness**
 - 9. Bus functionality (age, heating, air-conditioning)**
 - 10. Service hours (from-to)**

Research Objectives

- Evaluation of public transportation on set criteria
- Significance of criteria
- Customer Satisfaction Index (CSI) Calculation

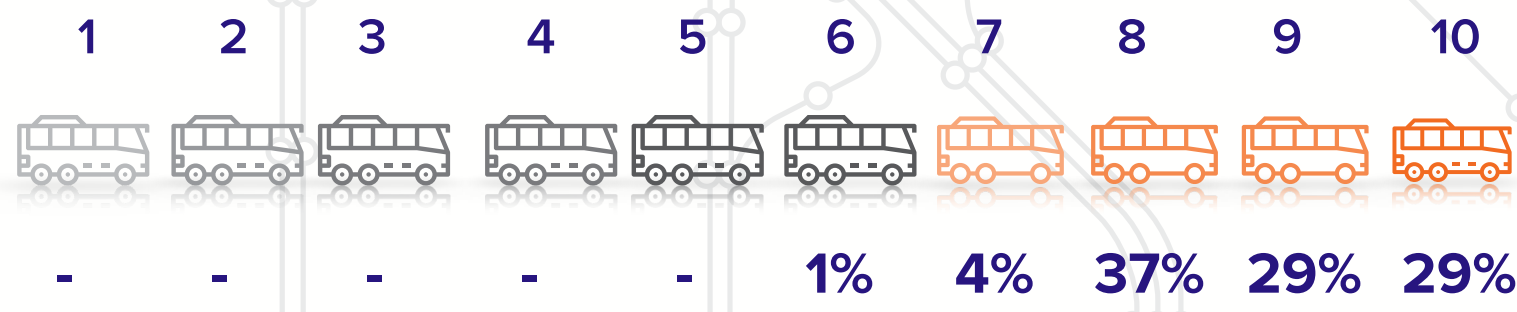


Please evaluate public transport based on the following criteria: (1/4)
[CSI Quality Attributes]

Nicosia



Bus
Cleanliness



TOTAL

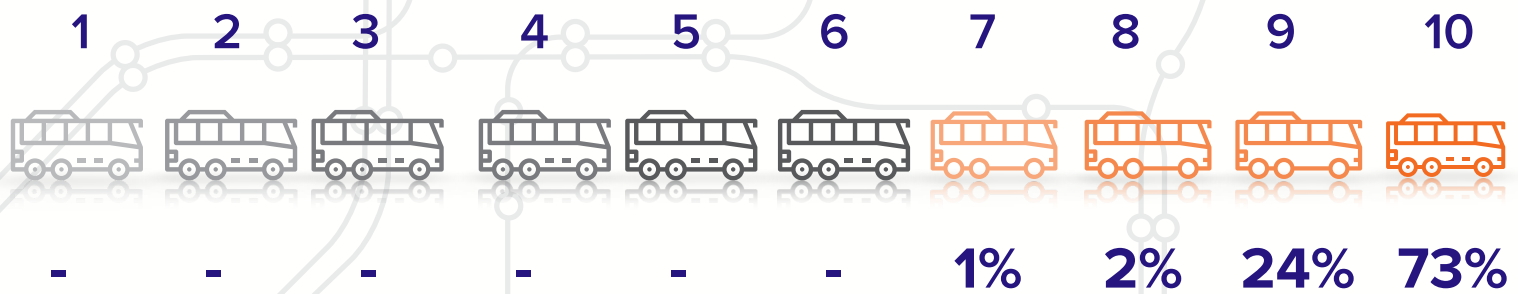
8.81

MEAN SCORE

Larnaca



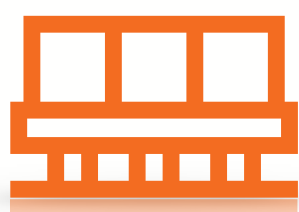
Bus
Cleanliness



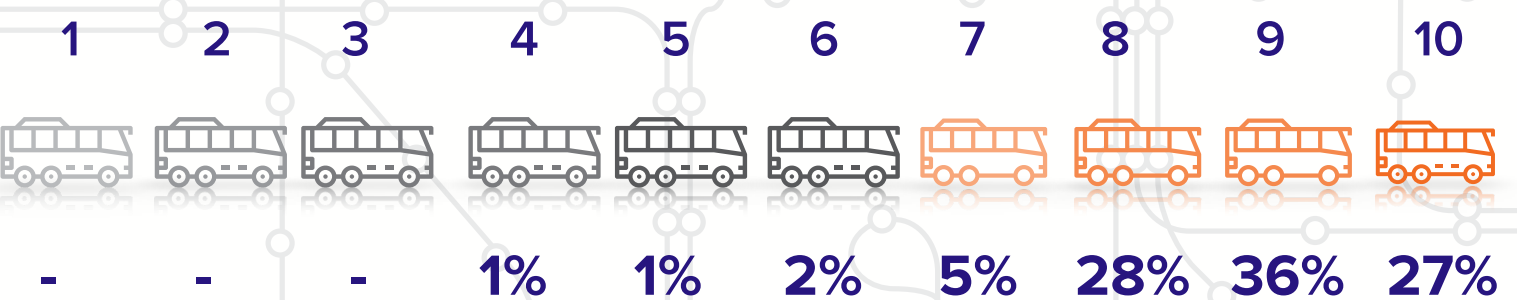
TOTAL

9.70

MEAN SCORE



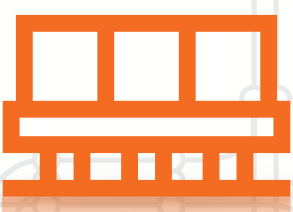
Bus
functionality



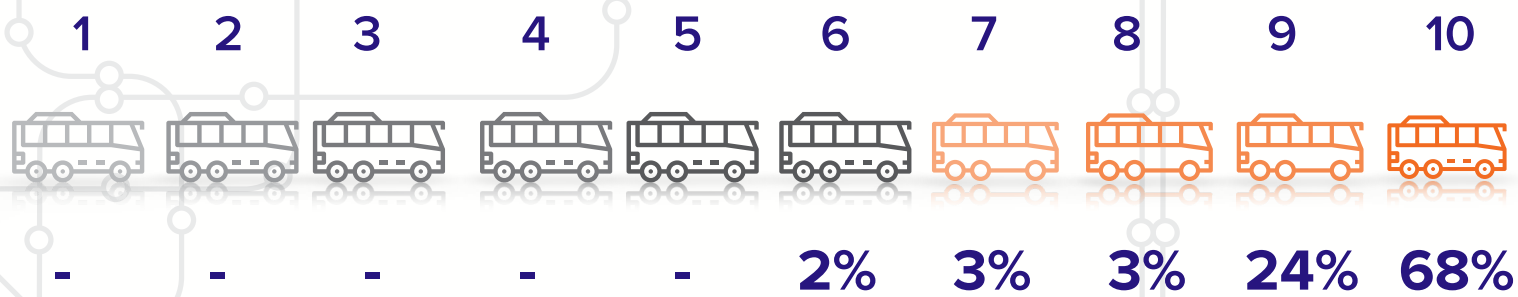
TOTAL

8.73

MEAN SCORE



Bus
functionality



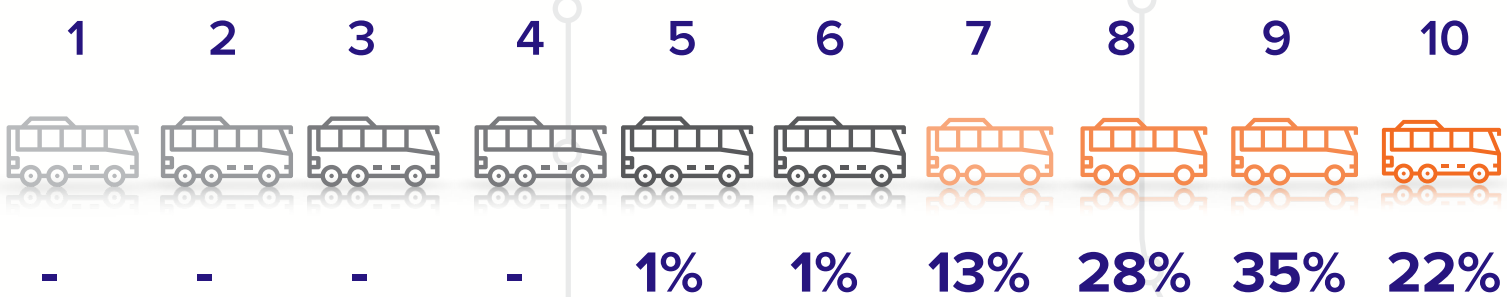
TOTAL

9.53

MEAN SCORE



Overall
security
feeling



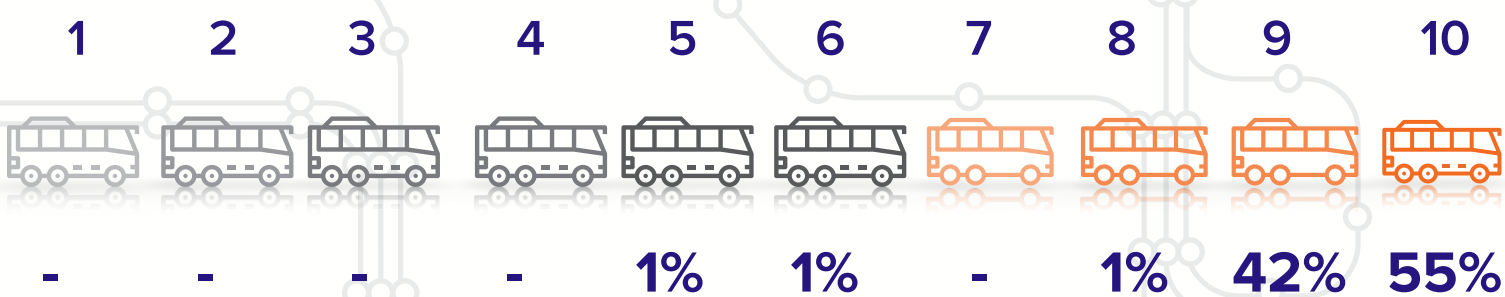
TOTAL

8.61

MEAN SCORE



Overall
security
feeling



TOTAL

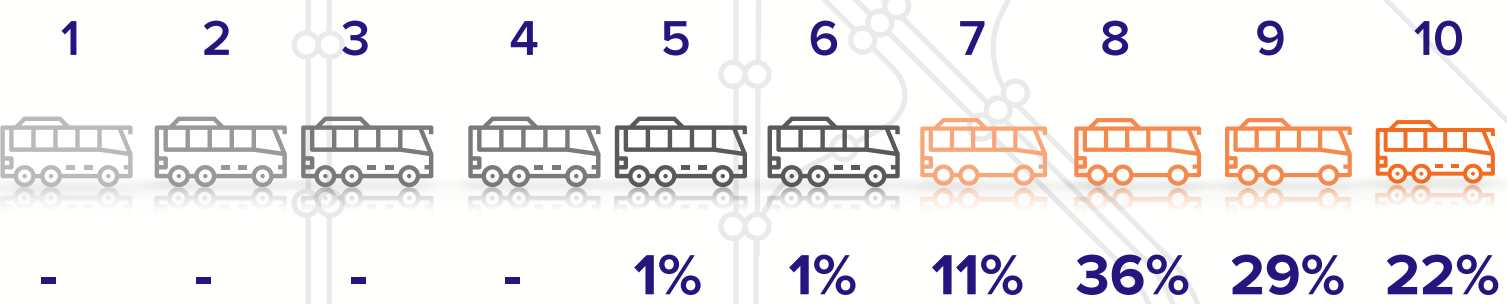
9.48

MEAN SCORE

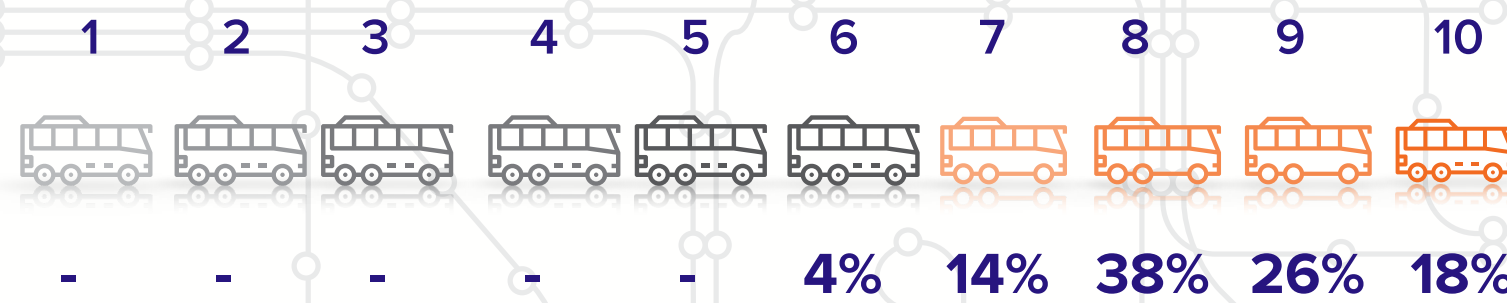
10 SCALE: 1 = VERY DISSATISFIED AND 10 = VERY SATISFIED

Please evaluate public transport based on the following criteria: (2/4)
[CSI Quality Attributes]

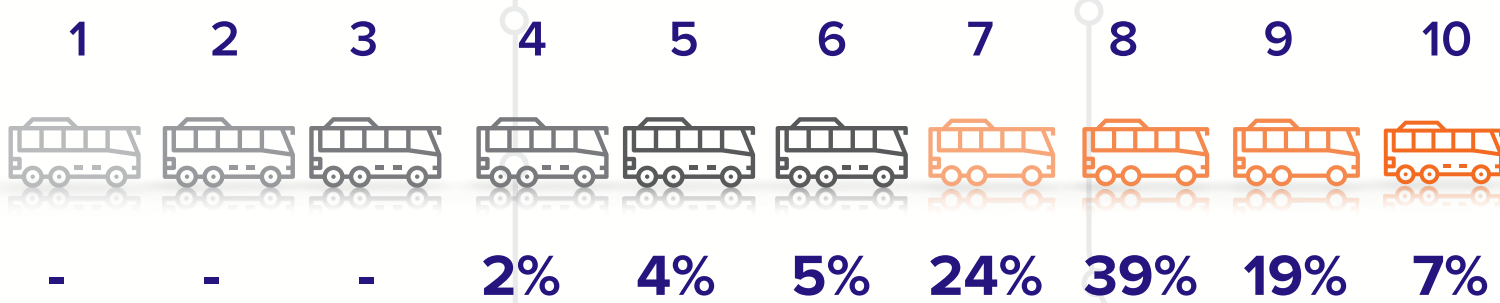
Nicosia



TOTAL
8.57
MEAN SCORE

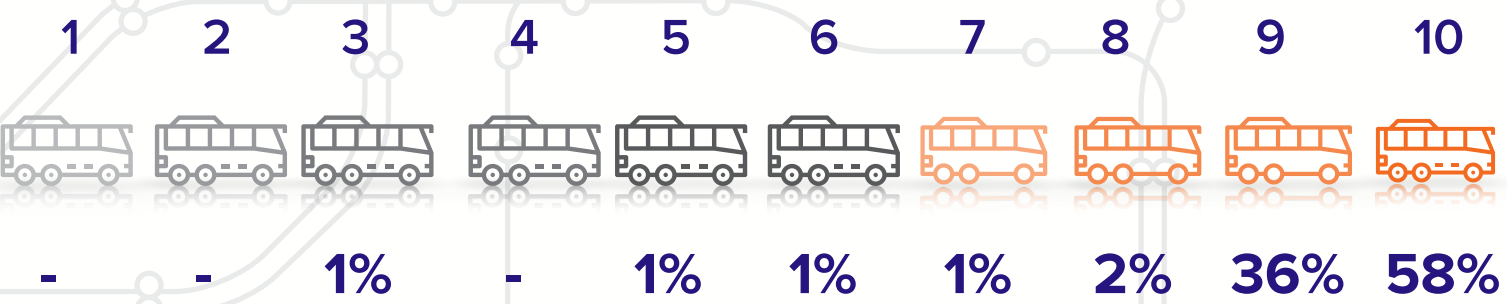


TOTAL
8.44
MEAN SCORE

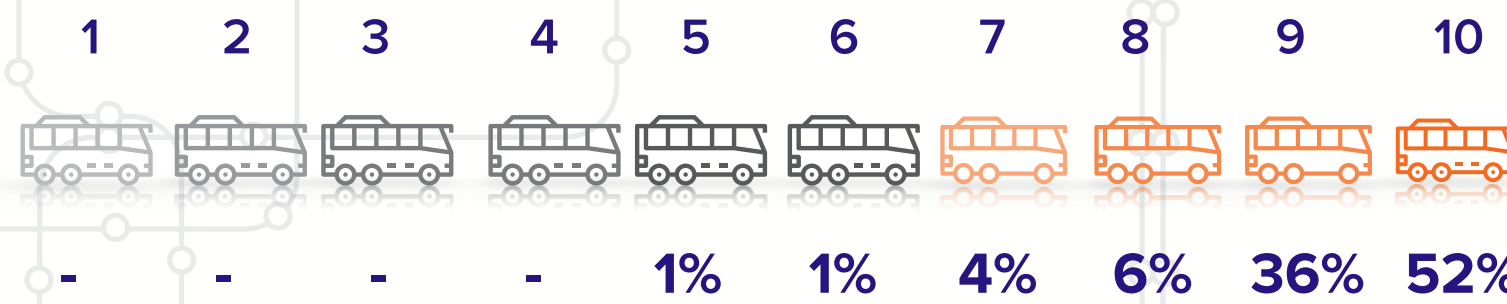


TOTAL
7.76
MEAN SCORE

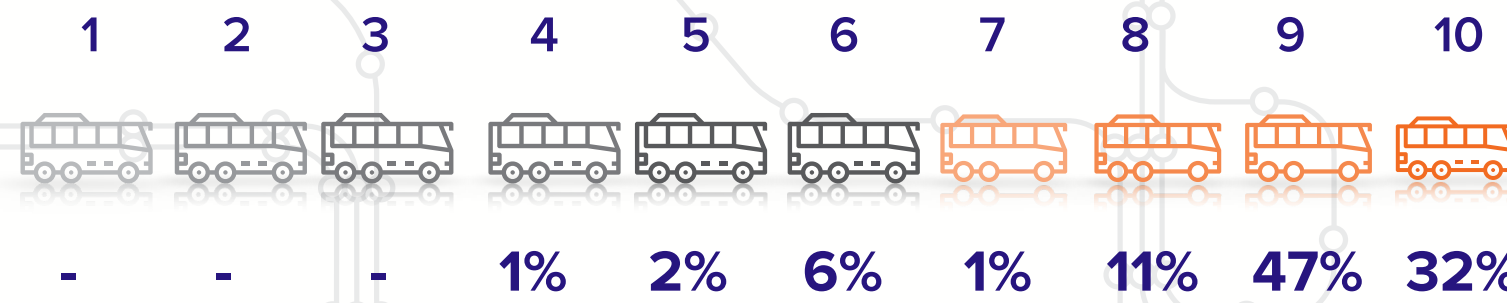
Larnaca



TOTAL
9.45
MEAN SCORE



TOTAL
9.32
MEAN SCORE

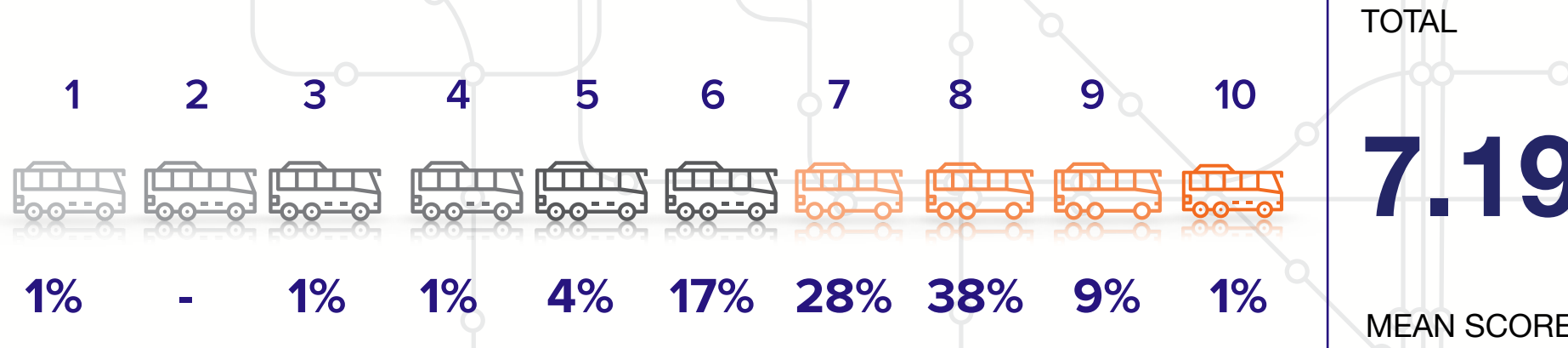
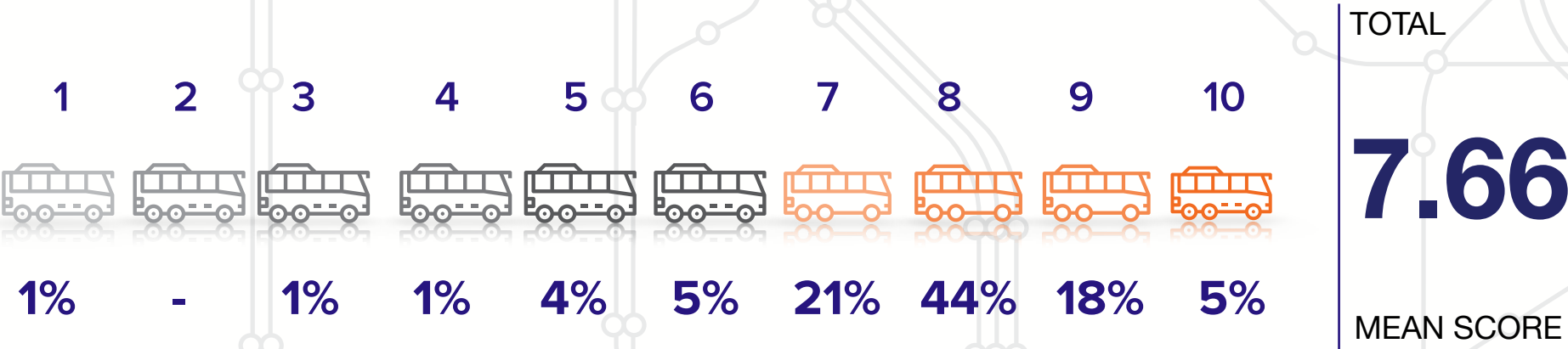


TOTAL
8.93
MEAN SCORE

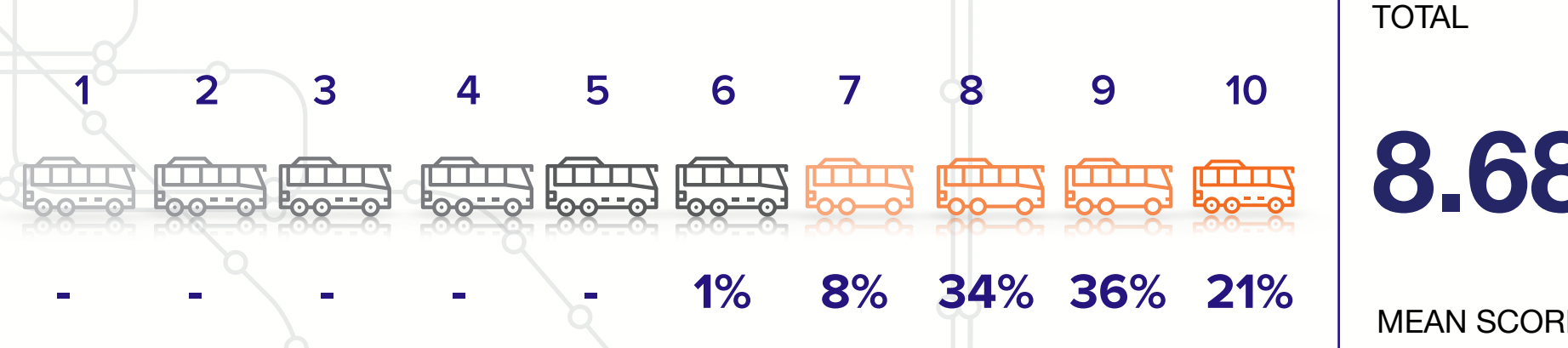
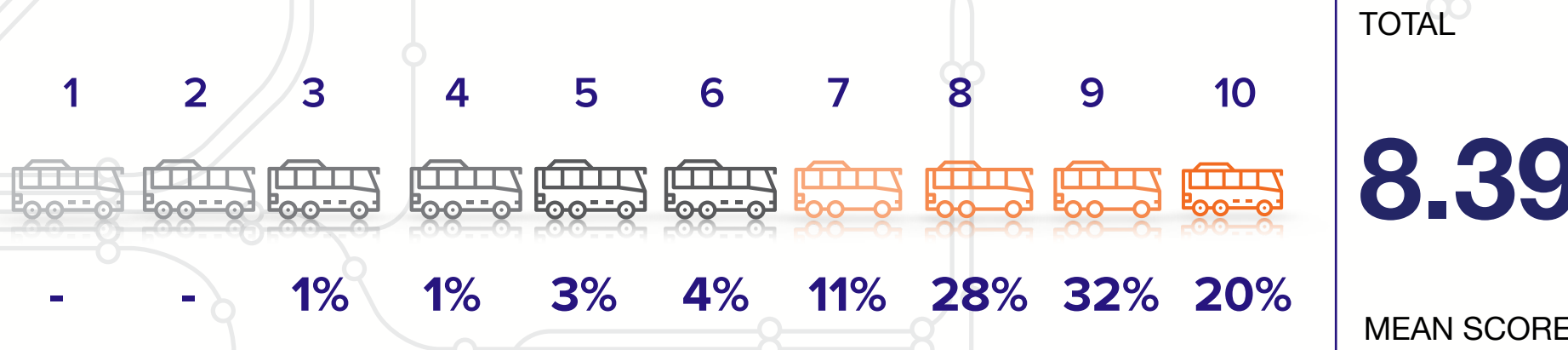
10 SCALE: 1 = VERY DISSATISFIED AND 10 = VERY SATISFIED

Please evaluate public transport based on the following criteria: (3/4)
[CSI Quality Attributes]

Nicosia



Larnaca



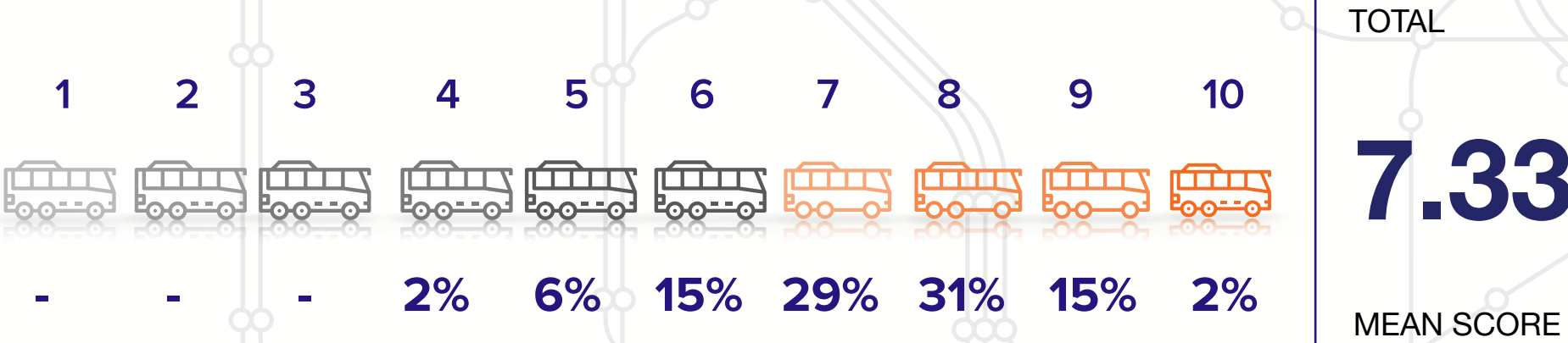
10 SCALE: 1 = VERY DISSATISFIED AND 10 = VERY SATISFIED

Please evaluate public transport based on the following criteria: (4/4)
[CSI Quality Attributes]

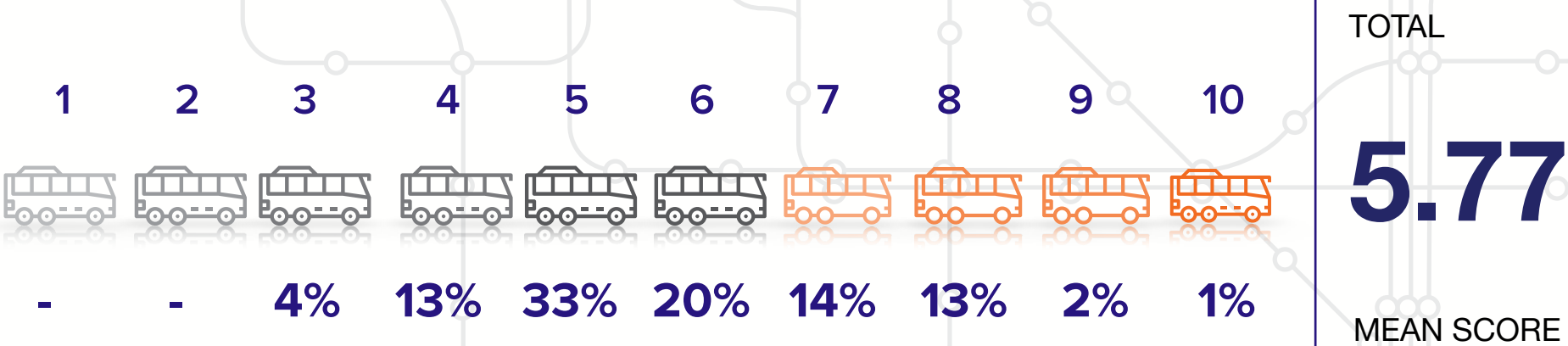
Nicosia



Operators'
Staff
Behaviour



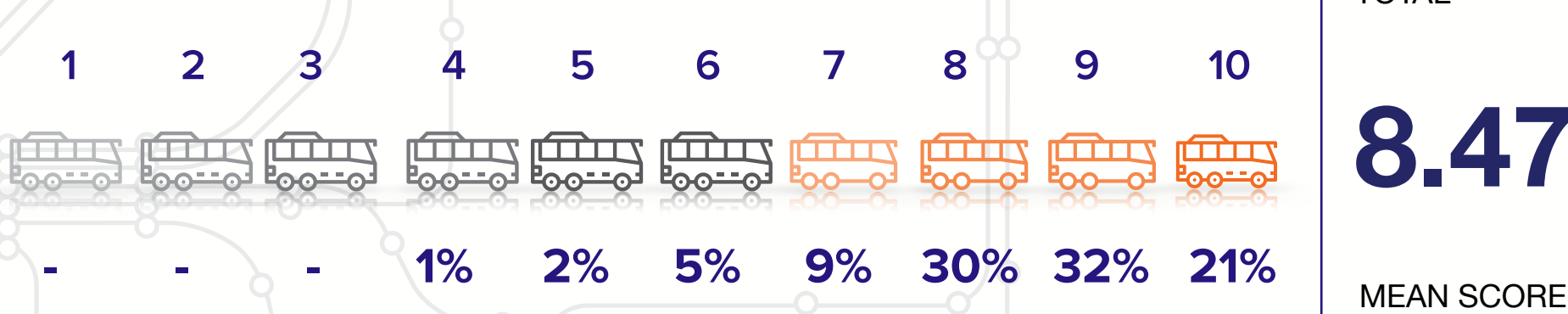
Passenger
information



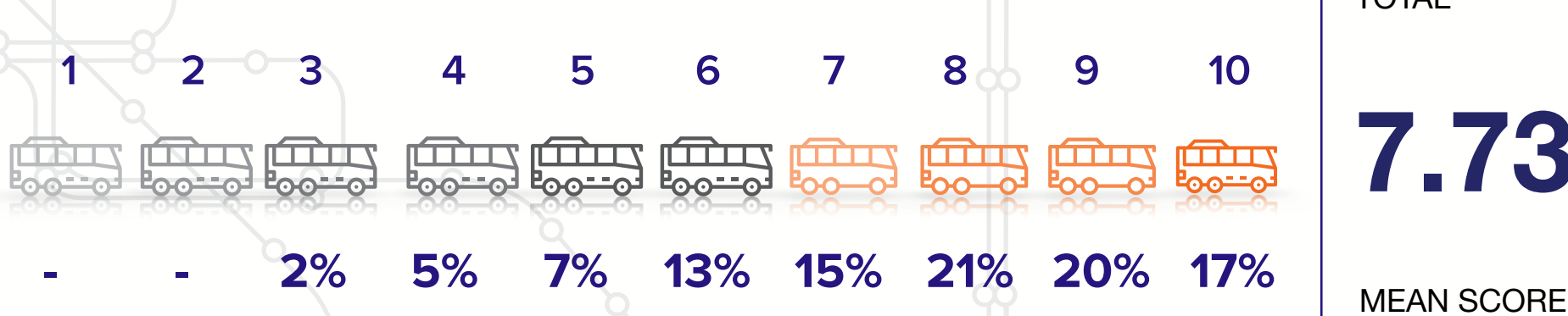
Larnaca



Operators'
Staff
Behaviour



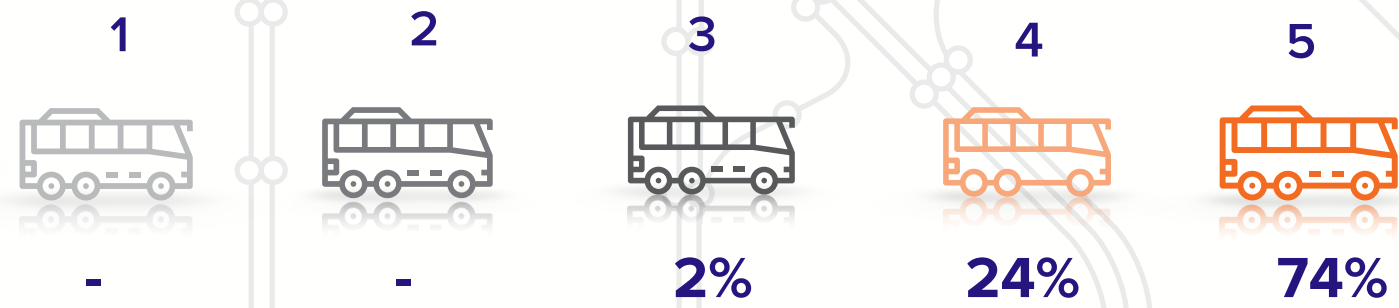
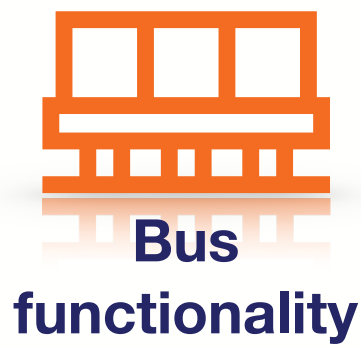
Passenger
information



10 SCALE: 1 = VERY DISSATISFIED AND 10 = VERY SATISFIED

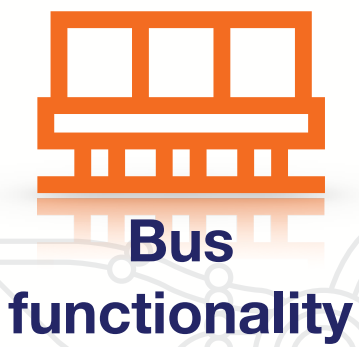
Please rate the following criteria based on their significance level: (1/4)
[CSI Quality Attributes]

Nicosia

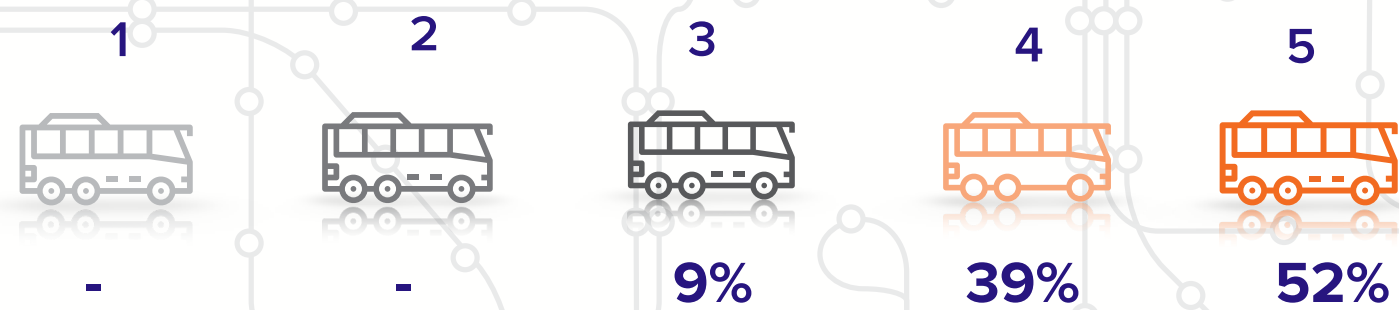


TOTAL
4.72
MEAN SCORE

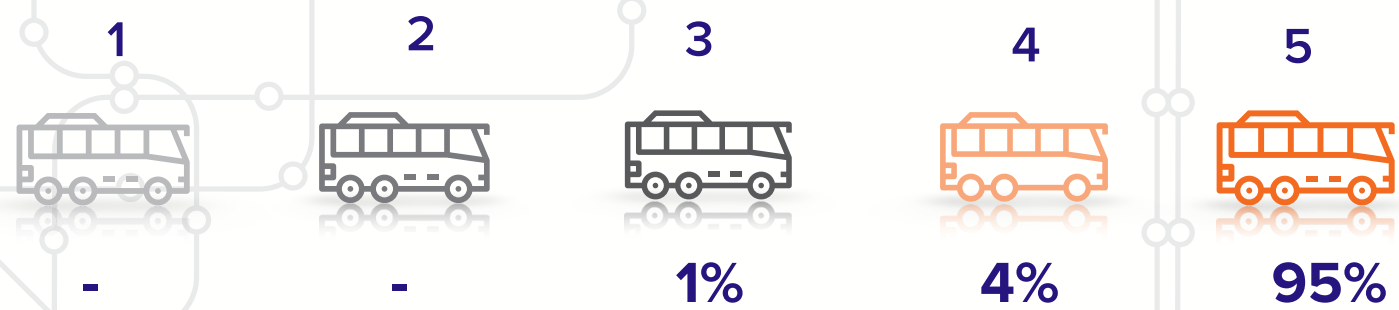
Larnaca



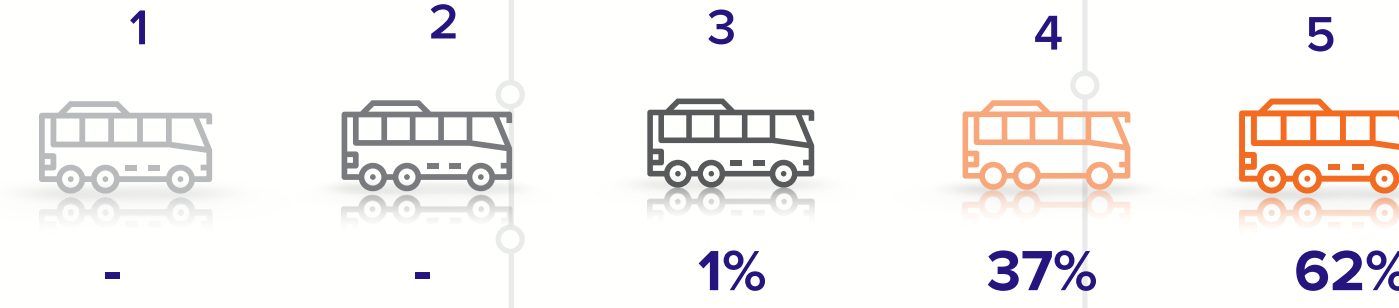
TOTAL
4.90
MEAN SCORE



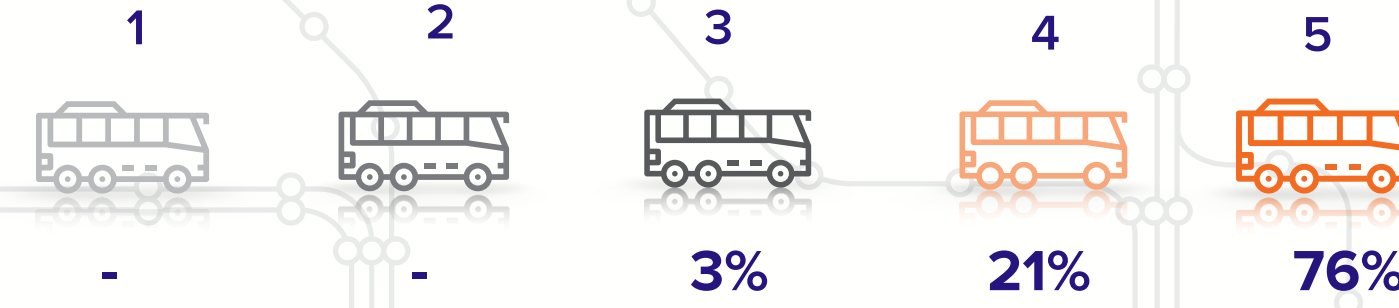
TOTAL
4.43
MEAN SCORE



TOTAL
4.94
MEAN SCORE



TOTAL
4.60
MEAN SCORE

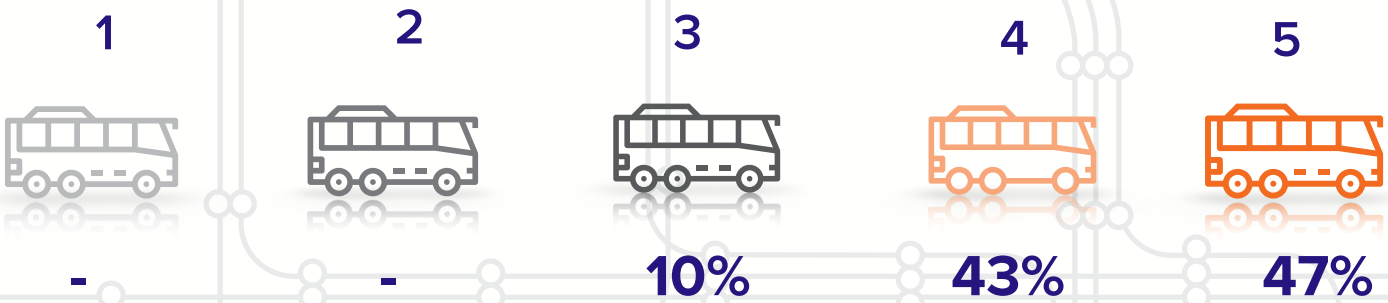


TOTAL
4.74
MEAN SCORE

5 SCALE: 1 = NOT SIGNIFIANT AND 5 = VERY SIGNIFIANT

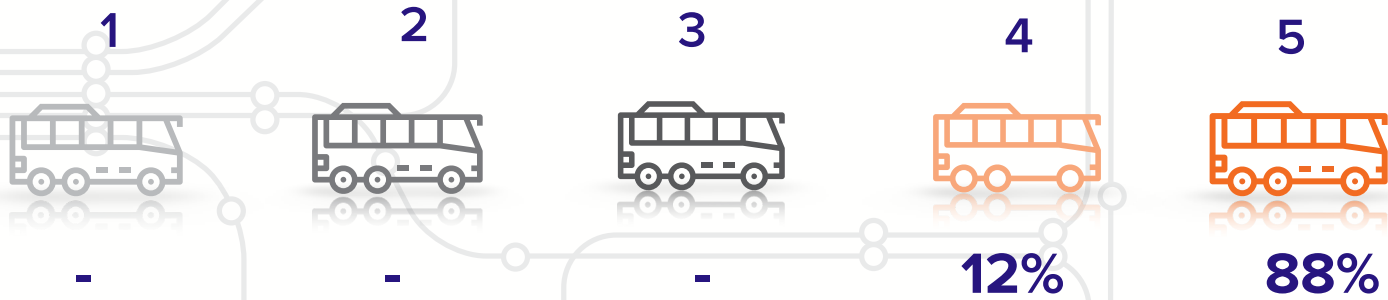
Please rate the following criteria based on their significance level: (2/4)
[CSI Quality Attributes]

Nicosia

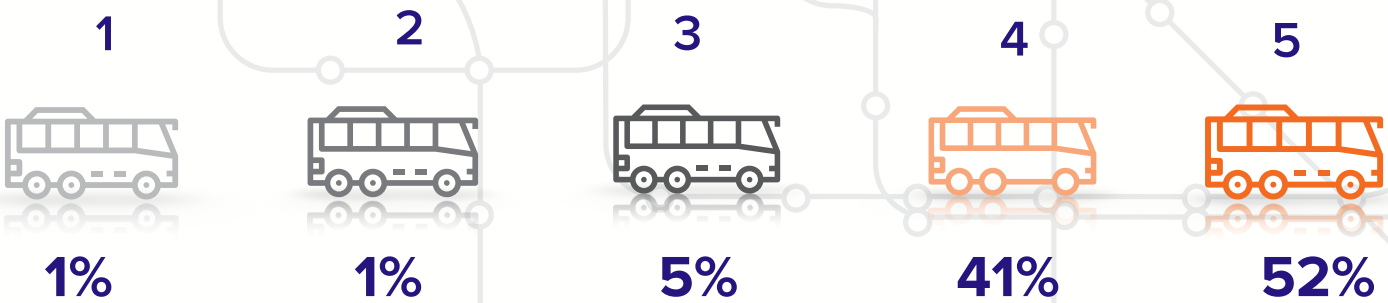


TOTAL
4.36
MEAN SCORE

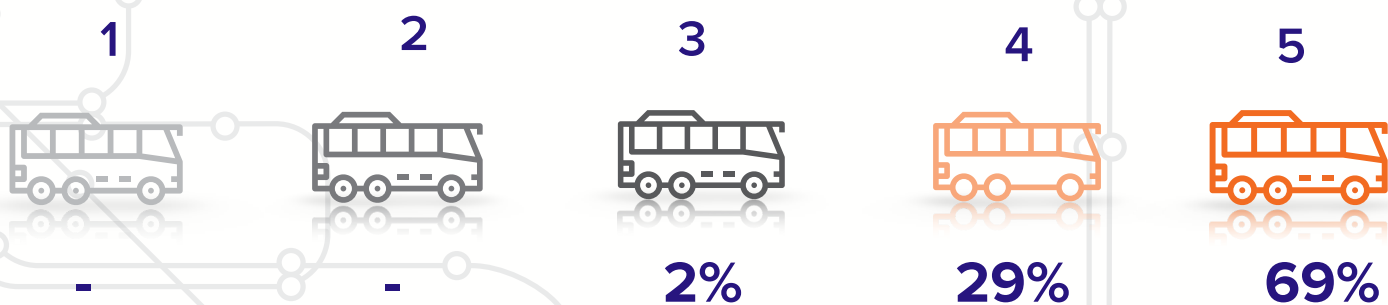
Larnaca



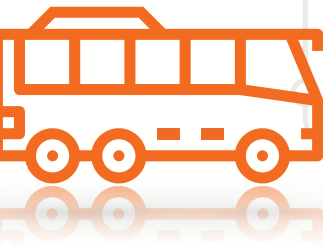
TOTAL
4.82
MEAN SCORE



TOTAL
4.42



TOTAL
4.69



5 SCALE: 1 = NOT SIGNIFIANT AND 5 = VERY SIGNIFIANT

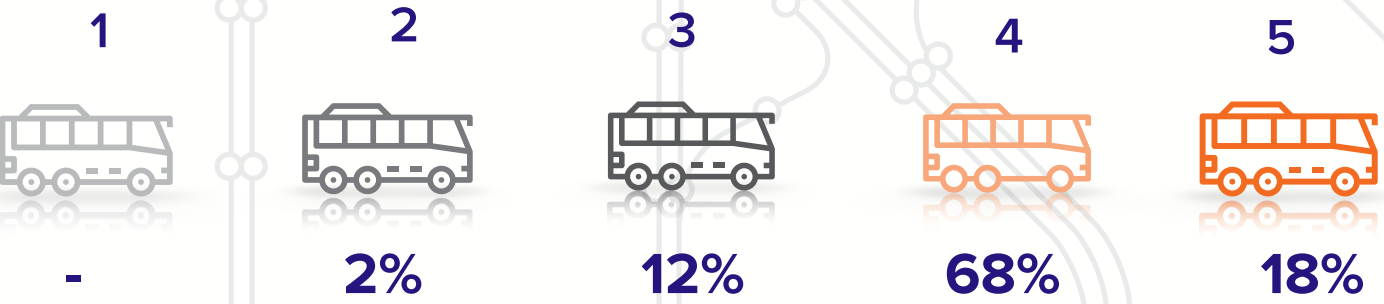
Please rate the following criteria based on their significance level: (3/4)

[CSI Quality Attributes]

Nicosia



Service
Reliability



TOTAL

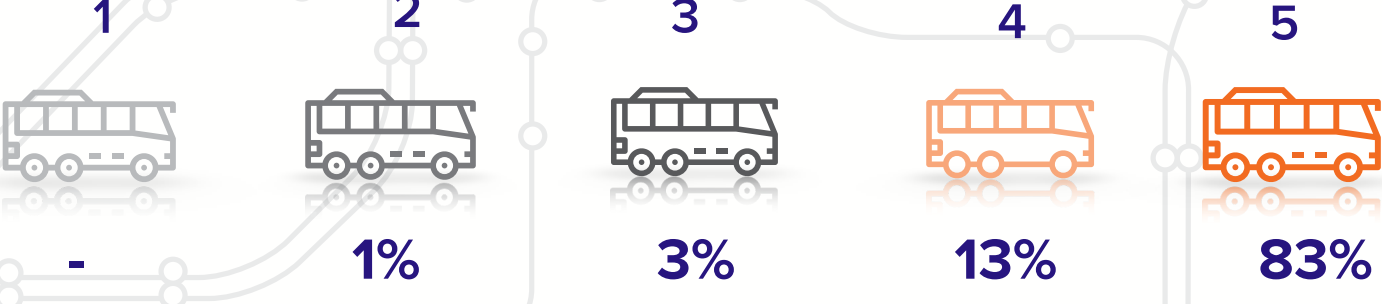
4.03

MEAN SCORE

Larnaca



Service
Reliability



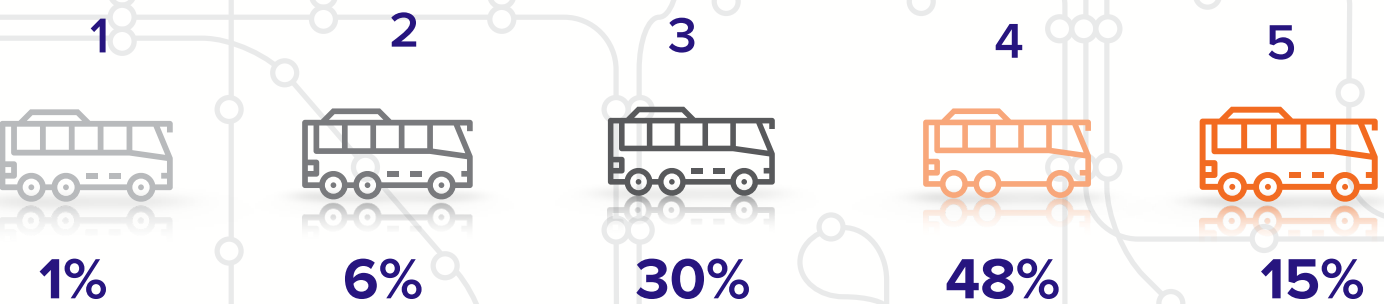
TOTAL

4.80

MEAN SCORE



Operators'
Staff
Behaviour



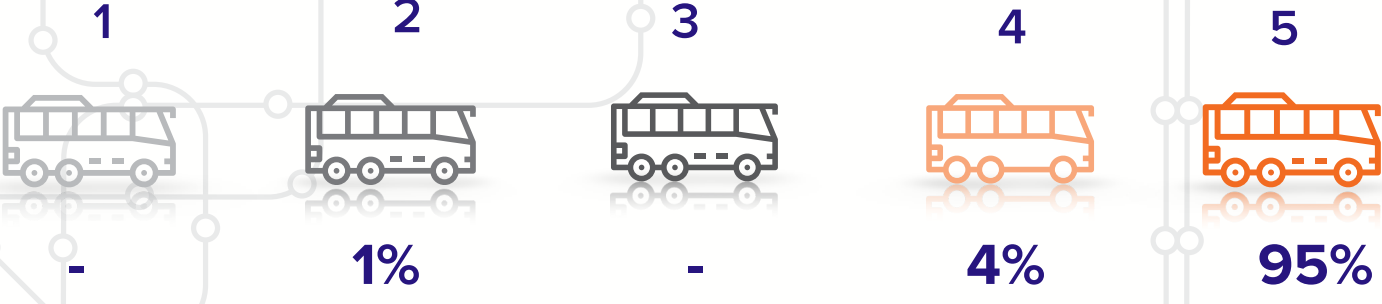
TOTAL

3.69

MEAN SCORE



Operators'
Staff
Behaviour



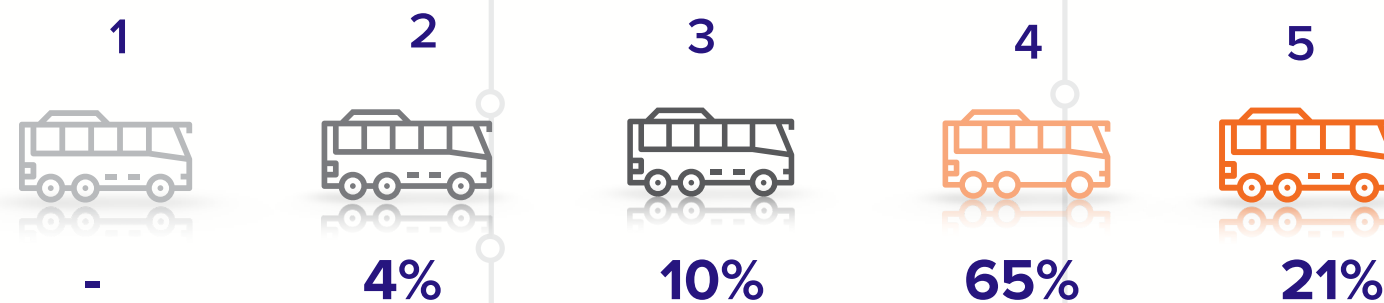
TOTAL

4.93

MEAN SCORE



Service
Availability
(Frequency)



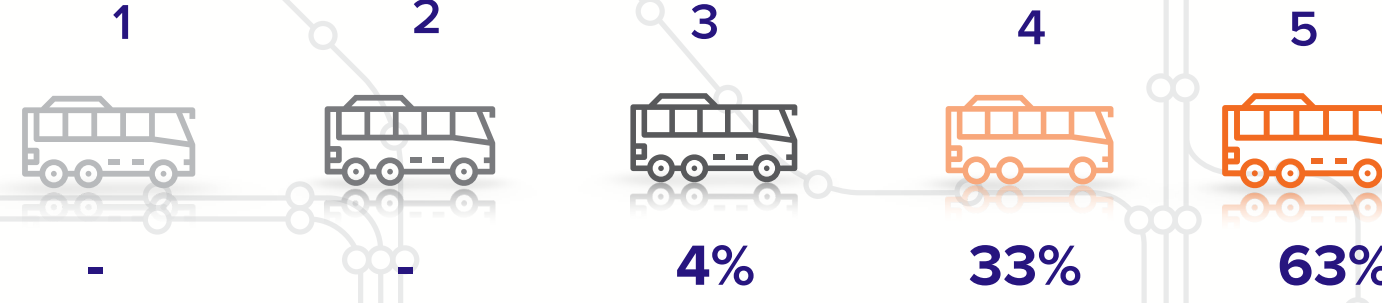
TOTAL

4.04

MEAN SCORE



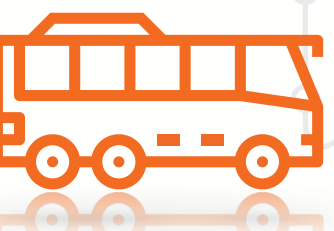
Service
Availability
(Frequency)



TOTAL

4.58

MEAN SCORE



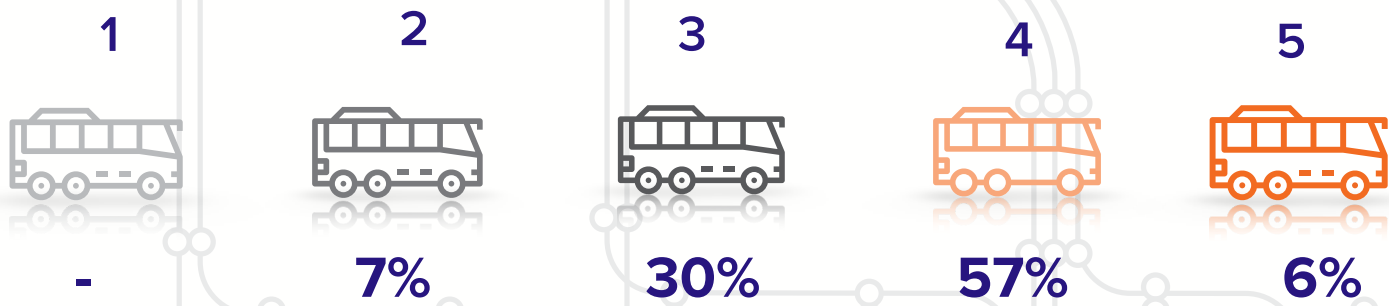
5 SCALE: 1 = NOT SIGNIFIANT AND 5 = VERY SIGNIFIANT

Please rate the following criteria based on their significance level: (4/4)
[CSI Quality Attributes]

Nicosia



Bus stops /
shelter
Cleanliness



TOTAL

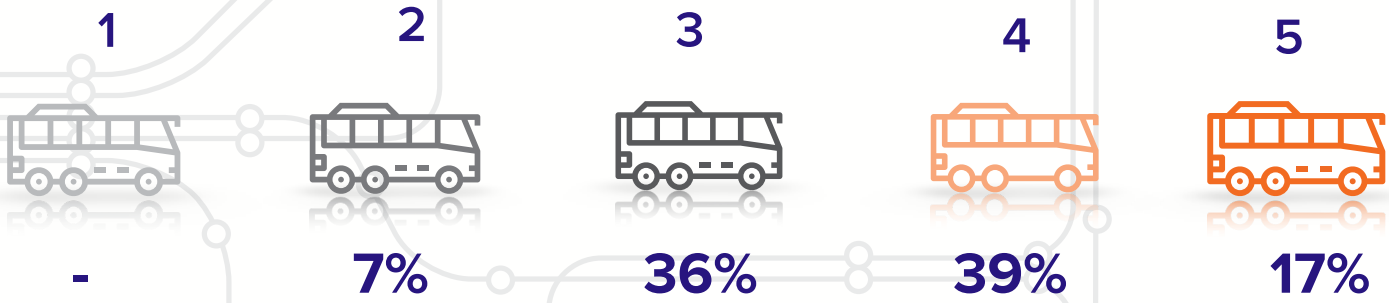
3.63

MEAN SCORE

Larnaca



Bus stops /
shelter
Cleanliness



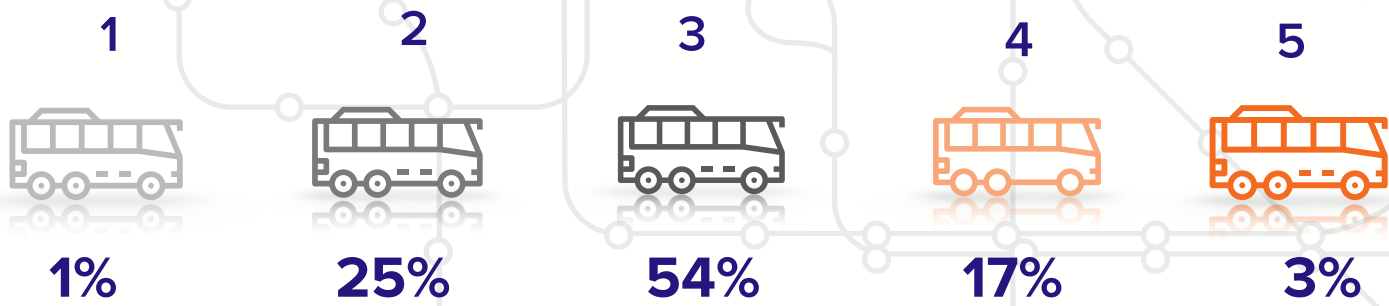
TOTAL

3.67

MEAN SCORE



Passenger
information

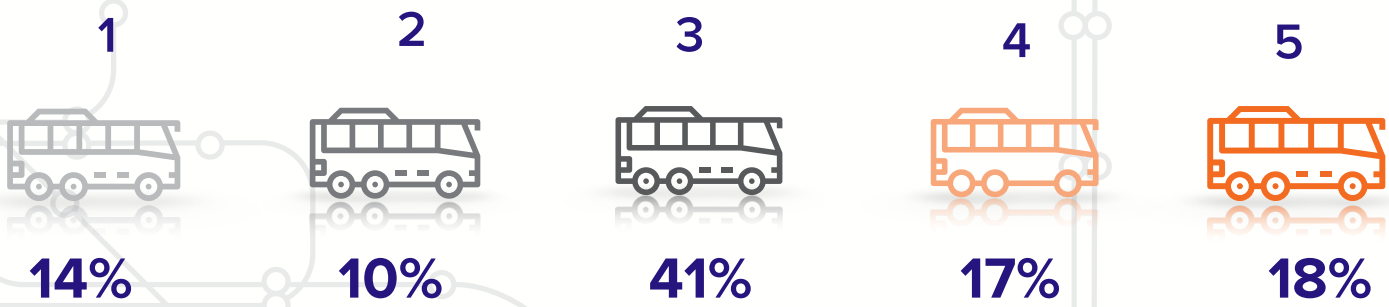


TOTAL

2.93

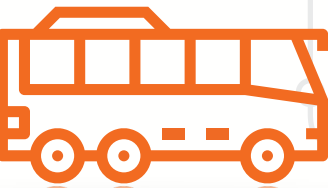


Passenger
information



TOTAL

3.15



5 SCALE: 1 = NOT SIGNIFIANT AND 5 = VERY SIGNIFIANT

Customer Satisfaction Index (CSI)

CSI Calculation Formula

$$CSI = \frac{\sum_{j=1}^n \sum_{i=1}^{10} W_{ji} * X_{ji}}{n * \sum_{i=1}^{10} W_{j1}}$$

Where:

- n** the sample size
- i** the *i*th quality attributes
- j** the respondents from the sample
- X_{ji}** the score given by the *j*th respondent for the *i*th quality attribute
- W_{ji}** the weight factor corresponding to the *i*th quality attribute according to the significance given by the *j*th respondent

CSI Nicosia

8.05

CSI Larnaca

8.96



The worldwide transition into the era of Big Data and digital transformation, have driven **IMR/University of Nicosia™**, one of the largest market research organizations in Cyprus, to invest in an all new Market Business Intelligence unit. The Business Intelligence unit, through its collaboration with multiple teams of experts both in Cyprus and abroad, offers new and innovative solutions based on real time data collection, advance analytics and tailored-made visualizations endorsing strategic business decisions.

Providing insights to your business™



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www.imr.com.cy

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