

# "THE ROLE OF DIGITALIZED SERVICES IN ENHANCING CUSTOMER SATISFACTION OF GEN Z GSRTC USERS"

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## ABSTRACT

The Gujarat State Road Transport Corporation (GSRTC) is a major force behind the transportation industry's development. This study aims to assess how Gujarat State Road Transport Corporation's (GSRTC) digital services contribute to a higher level of customer satisfaction among Surat's Generation Z. The research design of the study is descriptive. Data was collected from approximately 200 GSRTC users using a structured questionnaire. The study aims to assess how factors such as reliability, transaction security, ease of use, and accessibility impact their overall degree of satisfaction with their journey. According to the findings, there is a relationship between the factors that affect customer satisfaction and overall satisfaction with digital services. Additionally, the findings might be used to enhance public transport policies and digital service plans in comparable urban regions.

**KEYWORDS** Digital Services, Customer Satisfaction, Gen Z, GSRTC

## INTRODUCTION

The transport sector has seen a transformation due to the rapid progress of digital technology, which has improved customer satisfaction, accessibility, and efficiency. Digitalization has completely changed the way people utilize public transportation, making travel easier, more convenient, and more user-friendly. By incorporating digital payment methods, real-time bus tracking, online booking platforms, and mobile applications, Gujarat State Road Transport Corporation (GSRTC) has embraced digital transformation and improved the commuters' overall experience.

On May 1st, 1960, GSRTC was established by reorganizing the Bombay State Road Transport Corporation. (Basu & Ravichandran, 2010). Gujarat State Road Transport Corporation holds a special position on the global transportation map. It provides direct employment to approximately 52000 people whose professional skills are kept in high regard even by people outside GSRTC. (Trivedi, 2022). GSRTC offers a range of bus services for both intra-city and inter-city travel. To improve transportation for every sector of society, GSRTC plays a vital role in advancing larger societal goals, including environmental sustainability, economic growth, and public welfare in addition to providing a means of transportation. The necessity of assessing the service quality of GSRTCs has gained more attention in recent years. This study analyzes how Gen Z GSRTC users' satisfaction levels are affected by digitalized services. It seeks to evaluate how elements like user experience, transaction security, dependability, and simplicity of access affect their overall level of travel satisfaction. By being aware of these factors, GSRTC can promote the usage of public transportation among younger travellers and further enhance its digital services to satisfy changing customer demands. **GSRTC includes:**

- **Express buses:** These are long-distance, non-air-conditioned buses that make few stops between cities and towns.
- **Gurjarnagri Buses:** These semi-luxury, non-air-conditioned buses are more comfortable than express buses for long-distance travel.

- **Volvo and Premium AC Buses:** These luxurious buses with air conditioning, such as Volvo models, are designed for pleasant long-distance transportation between major cities.
- **Sleeping Buses:** Featuring sleeping seats for long-distance overnight trips, these buses come in both AC and non-AC versions.
- **Mini Buses:** These are smaller buses that travel shorter distances in rural areas or places with less demand for passengers.
- **Ordinary (Non-AC) Buses:** Low-cost buses that are utilized for shorter intercity and rural routes.



## REVIEW OF RELATED LITERATURE

**DIGITALIZED SERVICES:** The digital transformation of transport systems is one of the priority areas of the country's strategic development and requires joint participation and interaction of the state, transport industry enterprises, and innovative companies - developers of new technologies and equipment. (Vasilenko et al., 2021). The world has been transformed by digitalization. The digital revolution has supported the Internet as the technological framework of our society. Digital technologies are now more interconnected to our economy and society, which creates new possibilities for economic growth. (Vehmas et al., 2015).

**Customer Satisfaction:** Customer satisfaction in the Gujarat State Road Transport Corporation (GSRTC) is crucial to evaluating its overall service quality and effectiveness. It is influenced by multiple factors related to service quality, social relevance, social inclusion, infrastructure and facilities, and digital and technological factors.

Sensitivity or perception differs from person to person. In similar circumstances, different people see different things. The term "customer" refers to any individual who rides in a vehicle but has little to no responsibility for the chores necessary for the vehicle to reach its destination. (Gajendran & Kaliyaperumal, 2012)

**Gen Z:** Generation Z, also known as Zoomers. People born in the mid-1990s to early 2010s are referred to as Generation Z. They are also known as "digital natives" because they are the first generation to have grown up with the internet. The majority of Generation Z members are the kids of younger Generation X or baby boomers. Generation Z's young adult segment includes those born between 1997 and 2012. (Goldring & Azab, 2021).

**GSRTC:** In Gujarat, GSRTC acts as a lifeline for the entire state. It has shown to be a reliable form of transportation in every part of the state during the last 52 years of operation. The majority of the state's rural areas are served by it. (Trivedi, 2022). It began simply with seven divisions, 76 depots,

seven divisional workshops, and 1767 buses. Over the next fifty years, it expanded to sixteen divisions, 125 depots, 226 bus stations, 1554 pick-up stands, and 7750 buses. (Basu & Ravichandran, 2010).

### PROBLEM STATEMENT

Several industries, like public transportation, have seen a revolution in service delivery due to the swift digital change. Understanding the expectations and satisfaction levels of Generation Z is essential for Gujarat State Road Transport Corporation (GSRTC), as this technologically savvy group depends more and more on digital services for efficiency and convenience. This study looks at how Gen Z customers of GSRTC in Surat are satisfied with their experiences using digital services. To satisfy this generation's changing needs, it looks for the major digital touchpoints that improve their trip experience and offers practical advice for raising service standards.

### RESEARCH METHODOLOGY

In this study, a descriptive research design will be used to describe the characteristics of the Population.

### SCOPE OF THE STUDY

This study focuses on evaluating the role of digital services provided by the Gujarat State Road Transport Corporation (GSRTC) in enhancing customer satisfaction among Generation Z in Surat. The scope includes determining the digital services of GSRTC. It looks into how aware Gen Z travellers are of various digital platforms, how they use them, and what they like. Additionally, the study intends to evaluate how these services affect important satisfaction indicators like user experience, accessibility, convenience, and dependability. The research offers insights that can help GSRTC optimize its digital products to match the expectations of Gen Z by concentrating on a particular demographic and geographic region. Additionally, the results can help improve digital service plans and public transit regulations in similar urban areas.

### RESEARCH OBJECTIVES

1. To assess the demographic profile and usage patterns of GSRTC digital service of Gen Z users in Surat.
2. To analyze the relationship between factors affecting customer satisfaction and overall satisfaction.
3. To analyse the opinion of Gen Z on factors affecting the customer satisfaction level of GSRTC digital services.
4. To check the association between the frequency of travel with GSRTC and the use of digital services offered by GSRTC.

### RESEARCH VARIABLES:

- **Independent variables:** Digital Services
- **Dependent variables:** Customer Satisfaction.

**Likert Scale: Statements on "The Role of Digitalized Services in Enhancing Customer Satisfaction of Gen Z GSRTC Users"**

<b>Easy to book online tickets.</b>	(Shankar Sumita & Mishra Neha, 2023)
<b>Easy to view ticket.</b>	(Shankar Sumita & Mishra Neha, 2023)
<b>Availability of Seats.</b>	(Shankar Sumita & Mishra Neha, 2023)

<b>Convenience.</b>	(Shankar Sumita & Mishra Neha, 2023)
<b>Checking PNR Status.</b>	(Shankar Sumita & Mishra Neha, 2023)
<b>Availability of Buses.</b>	(Shankar Sumita & Mishra Neha, 2023)
<b>Refund Process.</b>	(Shankar Sumita & Mishra Neha, 2023)
<b>Safety and Security in transactions.</b>	(Qteishat et al., 2014)
<b>Smoothness in transaction Process.</b>	(Shankar Sumita & Mishra Neha, 2023)
<b>Provide Accurate Information on time.</b>	(Qteishat et al., 2014)
<b>Time-Saving.</b>	(Muhtasim et al., n.d.)
<b>Prompt Response.</b>	(Toor et al., 2016)
<b>Easy Ticket Cancellation.</b>	(Shankar Sumita & Mishra Neha, 2023)
<b>Updation of Websites/Applications.</b>	(Ozretic-Dosen & Zizak, 2015) (Wang & Tang, 2001)
<b>Complaints Mechanism.</b>	(Toor et al., 2016)

### DATA ANALYSIS AND INTERPRETATION

Statistical tools such as descriptive statistics (mean, median, mode) and inferential techniques (correlation, regression, and ANOVA) will be applied using software like SPSS or Excel.

In this study, the data will be collected from primary sources.

### Primary Data Collection Tool:

<b>Primary Data Collection Instrument</b>	Questionnaire
<b>Nature of Questionnaire</b>	A Structured Questionnaire
<b>Type of Questions</b>	Closed-ended, Multiple-choice questions, Open-ended, Likert scale.

### SAMPLING PLAN:

<b>Population</b>	Gen Z Passengers utilizing the GSRTC service
<b>Sampling Method</b>	Non-Probability – Convenience Sampling Method
<b>Sample Size</b>	Approx. 200 Respondents
<b>Sampling Area</b>	Gujarat State Road Transport Corporation– Surat

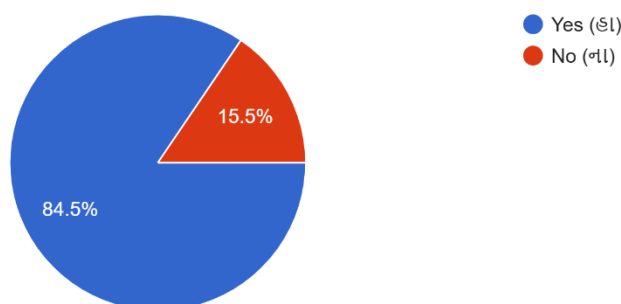
### FREQUENCIES:

FACTORS	CATEGORIES	PERCENTAGE (Figures in %)
<b>Area of Residence.</b>	<b>Surat</b>	92.3
	<b>Outside Surat</b>	7.7

<b>Are you using digitalized services?</b>	<b>Yes</b>	99.2
	<b>No</b>	0.8
<b>Year of Birth.</b>	<b>1997-2000</b>	12.3
	<b>2001-2004</b>	46.9
	<b>2004-2006</b>	33.8
	<b>2007-2009</b>	6.9
<b>Gender.</b>	<b>Male</b>	3.1
	<b>Female</b>	96.9
<b>Education Level.</b>	<b>No Formal Education</b>	0.8
	<b>High School</b>	11.5
	<b>Graduate</b>	65.4
	<b>Post Graduate</b>	22.3
<b>Frequency of Travel with GSRTC.</b>	<b>Daily</b>	30.8
	<b>Weekly</b>	5.4
	<b>Monthly</b>	6.2
	<b>Occasionally</b>	57.7
<b>Purpose of Travel.</b>	<b>Work/Business</b>	4.6
	<b>Education</b>	50.0
	<b>Outing</b>	20.0
	<b>Personal Visit</b>	25.4

Would you tell others about GSRTC's digital services (શું તમે GSRTCની ડિજિટલ સેવા ઓ વિશે અન્ય લોકોને જણાવશો)?

129 responses



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15.5% who are unwilling to suggest them might have faced problems like inadequate functionality, slow response times, or poor performance. In addition to improving consumer satisfaction, addressing these issues can boost confidence in GSRTC's digital services.

<b>FACTORS AFFECTING CUSTOMER SATISFACTION</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>Easy to book online tickets.</b>	47	57	18	5	2
<b>Easy to view ticket.</b>	48	61	16	2	2
<b>Availability of Seats.</b>	37	45	32	10	5

<b>Convenience.</b>	28	49	39	8	5
<b>Checking PNR Status.</b>	34	53	36	3	3
<b>Availability of Buses.</b>	35	52	27	10	5
<b>Refund Process.</b>	35	44	35	9	6
<b>Safety and Security in transactions.</b>	37	57	28	4	3
<b>Smoothness in transaction Process.</b>	42	53	28	3	3
<b>Provides Accurate Information on time</b>	33	54	35	3	4
<b>Time-Saving.</b>	40	45	30	8	6
<b>Prompt Response.</b>	34	45	37	8	5
<b>Easy Ticket Cancellation.</b>	38	50	32	6	3
<b>Updation of Websites/Applications.</b>	35	48	33	8	5
<b>Complaints Mechanism.</b>	27	45	37	12	8

5= Highly Satisfied

4= Satisfied

3= Neutral

2= Dissatisfied

1= Highly Dissatisfied

#### SPEARMAN'S CORRELATION:

			Median	How satisfied are you with GSRTC digital services?
Spearman's rho	Median1	Correlation Coefficient	1.000	.613**
		Sig. (2-tailed)	.	.000
		N	130	128
	How satisfied are you with GSRTC digital services?	Correlation Coefficient	.613**	1.000
		Sig. (2-tailed)	.000	.
		N	128	128

**Interpretation:** The above table shows the data regarding the correlation between factors affecting customer satisfaction and overall satisfaction in GSRTC digital services. The P-value in the above table is 0.000, which is less than 0.05, which means that the test is significant. In other words, there is a correlation between factors affecting customer satisfaction and overall satisfaction in GSRTC digital services. The Spearman Rank Correlation Coefficient Value is 0.613, which shows that there is a strong correlation between factors affecting customer satisfaction and overall satisfaction in GSRTC digital services.

#### KRUSKAL-WALLIS TEST:

**H0:** There is no difference in the opinion of Gen Z on factors affecting the customer satisfaction level of GSRTC digital services.

**H1:** There is a difference in the opinion of Gen Z on factors affecting the customer satisfaction level of GSRTC digital services.

**Test Statistics**

<b>FACTORS AFFECTING CUSTOMER SATISFACTION</b>	<b>Chi-Square</b>	<b>df</b>	<b>Asymp. Sig.</b>
Easy to book online tickets.	2.342	3	.505
Easy to view ticket.	4.487	3	.213
Availability of Seats.	2.977	3	.395
Convenience.	1.556	3	.669
Checking PNR Status.	7.555	3	.056
Availability of Buses.	7.451	3	.059
Refund Process.	7.695	3	.053
Safety and Security in transactions.	1.387	3	.709
Smoothness in the transaction Process.	5.673	3	.129
Provides Accurate Information on time.	4.408	3	.221
Time-Saving.	6.629	3	.085
Prompt Response.	2.144	3	.543
Easy Ticket Cancellation.	4.292	3	.232
Updation of Websites/Applications.	.403	3	.940
Complaints Mechanism.	1.856	3	.603

**Interpretation:** The above table shows the details of the Kruskal-Wallis Test carried out to check differences in the opinion of Gen Z concerning the factors affecting the customer satisfaction level of GSRTC digital services. As the p-value of all the factors is greater than 0.05, so null hypothesis has been accepted at a 5% level of significance, which means that there is no difference in the opinion of Gen Z on factors affecting customer satisfaction.

**CHI-SQUARE TEST:**

**H0:** There is no association between the year of birth and the use of digital services offered by GSRTC.

**H1:** There is an association between the year of birth and the use of digital services offered by GSRTC.

**Crosstab**

			<b>How do you mostly use to access the digital services offered by GSRTC?</b>		<b>Total</b>
			<b>Smartphone</b>	<b>Laptop/Desktop</b>	
<b>Year of Birth of Respondents</b>	<b>1997-2000</b>	<b>Count</b>	14	2	16
		<b>% within the Year of Birth of Respondents</b>	87.5%	12.5%	100.0%
	<b>2001-2004</b>	<b>Count</b>	55	6	61
		<b>% within the Year of Birth of Respondents</b>	90.2%	9.8%	100.0%
	<b>2004-</b>	<b>Count</b>	39	5	44

	<b>2006</b>	<b>% within the Year of Birth of Respondents</b>	88.6%	11.4%	100.0%
	<b>2007-2009</b>	<b>Count</b>	9	0	9
		<b>% within the Year of Birth of Respondents</b>	100.0%	0.0%	100.0%
<b>Total</b>		<b>Count</b>	117	13	130
		<b>% within the Year of Birth of Respondents</b>	90.0%	10.0%	100.0%

<b>Chi-Square Tests</b>			
	<b>Value</b>	<b>df</b>	<b>Asymp. Sig. (2-sided)</b>
<b>Pearson Chi-Square</b>	1.204 <sup>a</sup>	3	.752
<b>Likelihood Ratio</b>	2.090	3	.554
<b>Linear-by-Linear Association</b>	.354	1	.552
<b>N of Valid Cases</b>	130		

**Interpretation:** The Pearson Chi-Square value in the above table is 1.204 and the p-value related to it is 0.752 which is more than 0.05 so we accept the null hypothesis which means that there is no association between the year of birth and the use of digital services offered by GSRTC.

**H0:** There is no association between the frequency of travel with GSRTC and the use of digital services offered by GSRTC.

**H1:** There is an association between the frequency of travel with GSRTC and the use of digital services offered by GSRTC.

#### Crosstab

			<b>How do you mostly use to access the digital services offered by GSRTC?</b>		<b>Total</b>
			<b>Smartphone</b>	<b>Laptop/Desktop</b>	
<b>Frequency of Travel with GSRTC</b>	<b>Daily</b>	<b>Count</b>	36	4	40
		<b>% within Frequency of Travel with GSRTC</b>	90.0%	10.0%	100.0%
	<b>Weekly</b>	<b>Count</b>	7	0	7
		<b>% within Frequency of Travel with GSRTC</b>	100.0%	0.0%	100.0%
	<b>Monthly</b>	<b>Count</b>	8	0	8



		% within Frequency of Travel with GSRTC	100.0%	0.0%	100.0%
		Count	66	9	75
		% within Frequency of Travel with GSRTC	88.0%	12.0%	100.0%
Total		Count	117	13	130
		% within Frequency of Travel with GSRTC	90.0%	10.0%	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	2.000 <sup>a</sup>	3	.572
<b>Likelihood Ratio</b>	3.476	3	.324
<b>Linear-by-Linear Association</b>	.222	1	.638
<b>N of Valid Cases</b>	130		

**Interpretation:** The Pearson Chi-Square value in the above table is 2.000 and the p-value related to it is 0.572 which is more than 0.05 so we accept the null hypothesis which means that there is no association between the frequency of travel with GSRTC and the use of digital services offered by GSRTC.

**H0:** There is no association between the education level and the use of digital services offered by GSRTC.

**H1:** There is an association between the education level and the use of digital services offered by GSRTC.

### Crosstab

			How do you mostly use to access the digital services offered by GSRTC?		Total
			Smartphone	Laptop/Desktop	
Education Level of Respondents	No Formal Education	Count	1	0	1
		% within Education Level of Respondents	100.0%	0.0%	100.0%
	High School	Count	11	4	15
		% within Education Level of Respondents	73.3%	26.7%	100.0%
	Graduate	Count	77	8	85
		% within Education Level of Respondents	90.6%	9.4%	100.0%

		% within Education Level of Respondents	90.6%	9.4%	100.0%
		Count	28	1	29
		% within Education Level of Respondents	96.6%	3.4%	100.0%
Total		Count	117	13	130
		% within Education Level of Respondents	90.0%	10.0%	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	6.157 <sup>a</sup>	3	.104
<b>Likelihood Ratio</b>	5.391	3	.145
<b>Linear-by-Linear Association</b>	4.148	1	.042
<b>N of Valid Cases</b>	130		

**Interpretation:** The Pearson Chi-Square value in the above table is 6.157, and the p-value related to it is 0.104, which is more than 0.05, so we accept the null hypothesis, which means that there is no association between the education level and the use of digital services offered by GSRTC.

### LIMITATIONS OF THE STUDY

- The study is limited to Gujarat State Road Transport Corporation (GSRTC) users in Surat only.
- The study focuses solely on Gen Z.
- The study only concentrates on digital services provided by GSRTC.
- Customer satisfaction is subjective.

### CONCLUSION

Gen Z is the first generation to be raised in an entirely digital environment. They are defined by their strong connection to technology, social media, and various online platforms. They use digitalized services like online ticket booking, checking status, etc. Gen Z is consistently connected through smartphones, social media platforms, and cloud services. They anticipate effortless online reservations, real-time updates, and immediate transactions in their everyday lives. Focused on speed and convenience, they are all mobile-oriented users. The majority of their transaction take place through mobile applications. Digital wallets, QR code payments, and one-tap services are their preferred options. They expect transparency and immediate feedback. They appreciate straightforward policies, particularly regarding refunds, cancellations, and customer service. Companies that do not promptly address complaints risk losing their loyalty.

Gen Z users generally view these digitalized services as either consistently satisfactory or unsatisfactory to their customer satisfaction. The lack of differing opinions indicates a shared perspective on their influence—either they all enhance satisfaction, are regarded as insignificant, or are uniformly inadequate and in need of enhancement. Spearman's correlation also suggests that there is a strong relationship between digitalized services and their satisfaction. On the other hand,

chi-square suggested that all the Gen Z users are using all the digitalized devices equally, though they are daily using GSRTC, weekly, monthly or occasionally. Their level of education doesn't affect their usage of digital devices.

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