Identifying Passengers Satisfaction in Transportation Quality: An Empirical Study in Bangladesh

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Abstract: *Customer satisfaction in transportation quality is a crucial aspect of the transportation industry**.** This study aims to identify the factors that impact passengers' satisfaction with transportation quality. A total of 450 data were collected, and 416 were found valid for analysis. The convenience method was applied for collecting data. Various factors like Condition of the vehicle, Fare of the vehicle, Service of the Staff, Security, Schedule of the Vehicle, Number of the Vehicle, Services for the Women, Types of the Bus, and Passengers' Satisfaction were simultaneously examined by utilizing the SEM approach. From the results, we found that the vehicle's condition and the passengers' security are the most significant factors that impact passengers' satisfaction with transportation quality. Besides these, the fare of the vehicle, service of the staff impact on passengers' satisfaction. The transportation owner's, policy makers and government can utilize these findings to enhance the service quality of transportation. Future researchers could further extend this result and combine with other models and theories for upgrading the available structures for measuring passengers' satisfaction nationwide.*

Keywords: *Transportation, Quality, Structural Equation Model (SEM), Passengers' Satisfaction, Bangladesh*

Introduction

Transportation is a daily necessity for passengers in today's urban mobility. It not only has effects on daily activities but also impacts passengers. Transportation service quality is the main driving force to attract and retain customers (Li et al., 2018). Researchers have agreed that customers are the sole judges of service quality(Eboli et al.,2015). Generally, higher quality tends to increase the satisfactionlevel. To attain thishigher quality, companies monitor passengers' perception of the service (Khanom et al., 2022. The passengers' behavioral intentions are a topic of research for practitioners and academicians. Customer satisfaction

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surveys are generally used to determine perceptions. These surveys inform the practitioners and academicians about the quality.

The strong connection between transportation quality and passenger satisfaction has also become a topic of research in Bangladesh. But the context of a developing country is different from elsewhere (Uzir et al., 2021). The capital of Bangladesh, Dhaka, is a densely populated city. The growth of the town needed proper planning. One of the reasons is the fast growth of its population and infrastructure.

The ability of a city to function effectively depends on an efficient and affordable transport system. All major cities, including Dhaka, experience significant traffic congestion, which leads to unpredictable travel times (Rahman et al., 2017). Though Bangladesh has one of the lowest motorization rates in the world, the transport system is inadequate. It is mainly due to heterogeneous mixed traffic sharing the same roadways. So, it would be interesting to see how passenger satisfaction goes with the transportation quality in the context of Bangladesh.

Previous research on public bus transportation facilities at both the local as well as national levels has concentrated on the effects of restrictions and traffic jams on the movement of vehicles(Venigalla et al., 2015). Few studies have been conducted on passenger satisfaction with bus services in Bangladesh(Quddus et al., 2019). A wide range of customer needs and requirements are required to maintain passenger satisfaction in bus transportation with high-quality services (Uzir et al., 2021).The following objectives of the study is stated below:

- ➢ To determine the service quality aspects that affect customers' satisfaction with Dhaka's bus transportation.
- ➢ To identify influencing factors for affecting service quality and passenger satisfaction in the public bus transportation system in Dhaka city.
- ➢ To assess the relative weight of these elements in order to prioritize quality enhancements that will increase passenger satisfaction in bus service.

Research Model and Hypotheses

Transportation service quality has recently buzzard not only nationally but also internationally among researchers. The geographical location and socio-economic factors are crucial for examining customer satisfaction, such as Airlines, Buses, Trains, etc. Transportation is regarded as society's lifeblood system. For economic growth, sustainability and well-being of a country, society, and individuals are interdependent with factors of transportation quality and services (Srivastava & Dash, 2019). Transportation industry facilities have influenced our careers, living, entertainment, etc.

Condition of the Vehicle, Fare of the Vehicle, and Passenger Satisfaction

The condition of the vehicle, especially bus transportation, is crucial for passenger satisfaction. Determining the number of servicing and adjustments are required and monitored for identifying a technical resource such as continuous operation and services (Alam et al., 2022). As a result, it is vital to understand the limiting norms of indicators of dynamics and the technical condition of their change dependent on the route, as the rules change in indicators allows one to predict the reserve until the next servicing (Franceschini et al., 2007). Bus priority over other modes of transportation is a catch-all term for various measures used to improve public transit in Bangladesh. Passenger satisfaction and the condition of the bus are correlated with each other.

In many rural and urban areas of many nations, public bus services are among the most well-liked, reasonably priced, or fare, and often offered public transportation modalities. According to Ponrahono et al. (2016), excellent public bus service is essential to promote population growth, economic expansion, and the expansion of urban and rural actions. Though a comprehensive approach to transformation initiatives in urban public bus services is critical, the situation may be diverse in rural areas with a limited population and different activity places (McCormick et al., 2013). From Bangladeshi perspective, the price of bus services is dependent on quality and satisfaction of passengers. From the above discussion the following hypothesis are proposed:

H1: Condition of the vehicle has a positive impact on passengers' satisfaction.

H2: Fare of the vehicle has a positive impact on passengers' satisfaction.

Services of the Staff, Security and Passenger Satisfaction.

Service is referred to as the backbone of businesses, supporting the growth and expansion of economies. According to Lytle and Timmerman (2006), the service of the staff gives value to the consumer as well as promotes satisfaction. Moreover, it provides a competitive advantage and leads to profitability and growth. Hensher et al. (2003) demonstrated that travel duration and fare are connected to the most negative satisfaction at the current service level, but availability and frequency of seats are related to the maximum positive satisfaction. According to this brief assessment of customer satisfaction studies of transportation services, numerous service attributes can be believed overall for public transportation approaches. Price, safety, frequency, regularity, and travel duration are examples of universal service aspects.

Transport security (bus) is regarded as a point-to-point authentication, message integrity, and confidentiality techniqueAs the definition implies, air security is not confined to persons and technology systems, but also includes steps to be implemented. To attain this integrity level, security checks must be of excellent quality. Whether travelers are coming or leaving, their happiness with safety is influenced by their view of an airport's surroundings (e.g., stairs,

overall maintenance) as well as their entire transit experience (Choi et al., 2020). The findings advocate for more studies and treatments that treat passenger safety as a multidimensional phenomenon and take a whole-journey strategy for transit safety (Hagen, 2011). From the above discussion the following hypothesis are proposed:

H3: Service of the staff has a positive impact on passengers' satisfaction.

H4: Security of the passengers has a positive impact on passengers' satisfaction.

Schedule of the Vehicle, Number of the Vehicle and Passenger Satisfaction.

The vehicle Schedule is regarded as the list of vehicles committed to the lender following the security agreement, and it may be periodically updated by each Borrowing Base Certificate given to the lender by the Borrowers. Both load factor and passenger waiting time at bus stops were carefully observed and investigated. Timetable synchronization is thought to be a practical tactic used to decrease passenger wait times and enhance service connectivity. In order to save operating expenses and costs related to passengers, (Fonseca et. al., 2018) investigated the integration of vehicle scheduling and timetabling of bus services. However, the majority of research on the design of timetable synchronization was restricted to reducing transfer waiting times (Shang et al., 2019). Fewer buses, and no waiting time is the goal of several studies, however the costs of congestion or the impacts of crowding have not been adequately explored. Bus arrival times at stops should be as quick as possible so that passengers have as little waiting time as possible. Additionally, they aim to cut down on their overall in- and out-of-vehicle travel times. Numerous researches have so sought to understand the quality paradox between the availability of services and customer pleasure.

The transportation needs of large cities in Bangladesh currently create substantial issues for policymakers as unpredictable swings in population dynamics in response to the need for job, housing, and nutrition persist (Wachs, 2013). The rise of cities in Bangladesh, along with an expanding urban population, leads in increased demand for transportation services. This demand, however, has not always been met, and efforts to build suitable transportation infrastructure have been made. By definition, public transportation refers to the act or method of mass transit, as opposed to individual vehicle transportation, which typically carries only a small number of passengers at a time (Tirachini & Cats, 2020). Generally speaking, public transportation consists of trains, light rail, buses, and, when practical, water transport systems. The population and area of a city may have an impact on the decision to use any one or a mix of these public transportation options. Due to the lack of technical advancement in Bangladesh, the bus system was used for this investigation. The bus system is a mode of public transportation that makes use of buses, which come in a variety of passenger carrying capacities and performance levels, as well as fixed or flexible routing options.From the above discussion the following hypothesis are proposed:

H5: Schedule of the vehicle has a positive impact on passengers' satisfaction.

H6: Number of the vehicle has a positive impact on passengers' satisfaction.

Services for the Women, Types of bus and Satisfaction.

The most recent effort to provide women in the city with a safe and harassment-free bus trip is the "Dolonchapa" dedicated bus service for women. The maximum number of women in Bangladesh are directly and indirectly involved with economic, cultural, political, and social activities. As a result, they are dependent on public transportation specially bus services to meet their daily requirements (Rahman et al., 2017). Everyone in the city suffers from insufficient transportation options, but commuter women have unique mobility challenges. Bus transportation services are currently hazardous and insecure for women (Umme et al., 2022). Due to extremely overcrowded buses, they are significantly hindered from using the facilities that are already in place (Jabin et al., 2022). Since most working women in Bangladesh make modest wages, particularly in Dhaka City, they lack the financial resources to pay for private or shared transportation. As a result of becoming more affordable and practical for commuters, public bus service is handier. Nowadays, as more women commute, demand for public bus services is rising quickly. In recent decades, researchers have also looked into the connection between accessibility and the caliber of transportation services.

The sort of bus service affects the bus circumstances. City buses, inter-district buses, bus rapid transit (BRT), regional buses, as well as shuttle buses are the four primary categories of public bus transportation (Targino et al., 2020). The sole difference between city buses and BRT is that BRT runs on designated passageways along the route to prevent road traffic. Both types of transportation are primarily used in and around city centers throughout the day. Shuttle buses, such as those at airports or universities, typically frequent trips from one or more sites to a single destination (Rayle et al., 2016). Regional bus service runs between cities and the nearby small towns or suburbs, while inter-district buses cover extensive distances between districts. There are significant differences between the various bus service kinds regarding driving conditions and passenger occupancy percentages. From the above discussion, the following hypothesis is proposed:

H7: Transportation service for women has a positive impact on passengers' satisfaction.

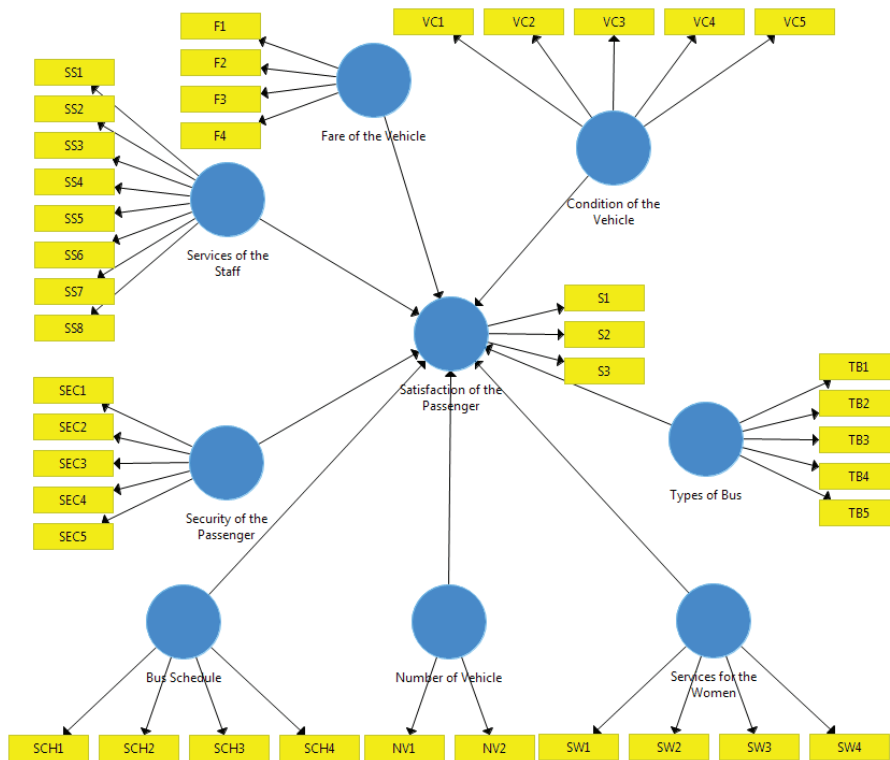***H8: Types of bus has a positive impact on passengers' satisfaction.***

Figure 1: The Proposed Research Model

Methodology

Measure

The study is a quantitative basis research. For this study,researcher designed a questionnaire that contains 44 questions. It has two parts: (1) Demographic information and (2) research questions. Part 1 contains 4 demographic questions and part 2 contains 40 research questions. Researcher uses five-point Likert that ranges from 1 (strongly disagree) to 5 (Strongly agree).

Data collection and sample:

Data were collected from the users of transportation in Dhaka city. This is a self-administered questionnaire. So, some of our trained data collectors collected data from different bus stoppages in Dhaka city from February 2023 to March 2023. A convenience sampling technique was used for data collection. Total of 450 questionnaires were distributed from which 416 were found valid. So, 416 valid data were used for our final data analysis.

Table 1 represents that our sample data contains 73.80% male and 26.20% female participants. This data ranges from age 20 to more than 60 years. It is seen that 35.34% belongs to the range 20-29, and this age range is the highest in this data set. Only 5.05% of participants were citizens of Dhaka city. The second largest number of participants from the age range 30-39. It symbolizes that the age ranges from 20-29 and 30-39 use Dhaka city transportation more than any other age group in this city. It is satisfactory information that from the collected data, most of the participants are graduates (58.89%), whereas only 10.10% of the participants are secondary-level educated. From this table, we can also see the monthly salary or income of the transportation users of this survey. It shows that 30.83% of survey participants' income ranges from 30000-40000, and only 1.44% have a higher income than 60000. From the participants, 39.18% participants use the transport of Dhaka city 11-15 times a week. At the same time, only 6% of participants use the transport more than 20 times a week.

Table 1. Demographic description:

Particulars	Items	N=416	%
Gender	Male	307	73.80
	Female	109	26.20
Age	20-29	147	35.34
	30-39	127	30.53
	40-49	78	18.75
	50-59	43	10.34
	60 and above	21	5.05
Education	Secondary	42	10.10
	Higher Secondary	19	4.57
	Graduate	245	58.89
	Post Graduate	110	26.44
Salary/Income (Monthly)	<20000	103	24.76
	20000-30000	82	19.71

	30000-40000	127	30.53
	40000-50000	57	13.70
	50000-60000	41	9.86
	>60000	6	1.44
Usage frequency (weekly)	1-5	72	17.31
	6-10	103	24.76
	11-15	163	39.18
	15-20	51	12.26
	>20	27	6.49

Data Analysis and Results

Measurement Model

Researchercompletely analyzed the proposed research model in this section to assess the measurement model. The reliability results of the measurement model are shown in table 2. According to Ong et al., (2021) factor loading less than 0.5 should be removed for better model fit. Here from Table 2 we see that all the factor loading is above 0.7. The value of Cronbach's alpha and composite reliability (CR) is above the threshold value of 0.70, which indicates that all the constructs used in our study contain internal reliability(Straub et al., 2004). Researcher evaluated convergent validity through average variance extracted (AVE) and item loading, both above the threshold value of 0.50, indicating this study's convergent validity(Hair et al., 2005). Researcher assessed discriminant validity(Fornell & Larcker, 1981) by examining the squared correlation between a pair of latent variables.

Table 2: Measurement model

Constructs	Items	Loadings	C.R	Cronbach's Alpha	AVE
Bus Schedule	SCH1	0.715	0.782	0.788z	0.662
	SCH2	0.919			
	SCH3	0.661			
	SCH4				
Condition of the Vehicle	VC1	0.711	0.716	0.745	0.562
	VC 2	0.896			
	VC3	0.897			
	VC4	0.756			
	VC5	0.796			
Fare of the Vehicle	F1	0.779	0.717	0.730	0.676
	F 2	0.902			
	F 3	0.715			
	F4	0.766			
Number of Vehicle	NV1	0.708	0.794	0.724	0.551
	NV 2	0.918			
Satisfaction of the Passenger	S1	0.725	0.724	0.774	0.557
	S2	0.790			
	S3	0.765			
Security of the Passenger	SEC1	0.703	0.756	0.866	0.634
	SEC2	0.773			
	SEC3	0.709			
	SEC4	0.765			
	SEC5	0.741			

			AVE	CR	
Services for the Women	SW1	0.810	0.747	0.806	0.683
	SW2	0.710			
	SW3	0.724			
	SW4	0.913			
Services of the Staff	SS1	0.844	0.714	0.701	0.585
	SS2	0.705			
	SS3	0.773			
	SS4	0.769			
	SS5	0.743			
	SS6	0.724			
	SS7	0.844			
	SS8	0.717			
Types of Bus	TB1	0.873	0.799	0.833	0.586
	TB2	0.777			
	TB3	0.716			
	TB4	0.783			
	TB5	0.768			

AVE= Average Variance Extracted, CR= Composite Reliability

The researcher has discriminant validity as the diagonal elements of the matrix (representing the square roots of the AVE) are greater than the off-diagonal elements of the corresponding row and column. The results of the discriminant validity are depicted in Table 2.

Table 3: Correlation matrix and square root of the AVE

	Bus Schedule	Condition of the Vehicle	Fare of the Vehicle	Number of Vehicle	Satisfaction of the Passenger	Security of the Passenger	Services for the Women	Services of the Staff	Types of Bus
Bus Schedule	0.712								
Condition of the Vehicle	0.431	0.702							
Fare of the Vehicle	0.899	0.493	0.725						
Number of Vehicle	0.016	0.063	0.130	0.742					
Satisfaction of the Passenger	0.267	0.396	0.295	0.079	0.798				
Security of the Passenger	0.249	0.376	0.285	0.099	0.986	0.784			
Services for the Women	-0.075	0.053	-0.029	0.111	0.689	0.673	0.819		
Services of the Staff	0.127	0.335	0.217	0.351	0.491	0.493	0.594	0.730	
Types of Bus	0.763	0.827	0.763	0.113	0.399	0.380	0.004	0.288	0.835

Structural model

In order to perform and evaluate the model fitness SEM was used. For examining the model fitness, different tests were done (Table 4). The test result shows that X2 of this model is 281.271, along with 147 freedom (X2/df=1.897). The comparative fit index (CFI) value, goodness of fit index (GFI) value, and normed fit index (NFI) values are greater than 0.90. The value of the root mean square error of approximation (RMDEA) is below 0.08, where

the values of PNFI and PCFI are higher than 0.5, which indicates the model fitness (Bentler, 1990; Byrne, 2001).

Table 4: Goodness of Fit

	X^2	Df	X^2/df	CFI	GFI	NFI	RMSEA	PNFI	PCFI
Accepted Values	N/A	N/A	<3.0	>0.9	>0.9	>0.9	<0.08	>0.5	>0.5
Model values	281.271	147	1.897	0.924	0.912	0.927	0.056	0.697	0.767

From Table 5, we can see a significant positive relationship between the condition of the vehicle and the satisfaction of the customer as β=0.121; P=0.001, t=0.916 thus, we found H1 is accepted. Here we see that fare of the vehicle has a positive relationship with the passenger's satisfaction because it has β=0.141; P=0.031, t=0.562, which indicates that the values support the proposed H2. Tables H3 and H4 are also accepted as their beta values, P value, and T value are acceptable. We also found a negative relationship between the schedule of the vehicle and passenger satisfaction through H% is rejected as its p-value is above 0.5 and the beta value is lower than 0.1. Among all the proposed hypotheses, H5, H6, H7, and H8 were also rejected.

Table 5: Structural Model

Hypothesis	Path	(β)	P-value	t- statistics	Comments
H1	CV->S	0.121	0.001	0.916	Accepted
H2	FV -> S	0.141	0.031	0.562	Accepted
H3	SS -> S	0.152	0.003	0.327	Accepted
H4	SEC -> S	0.864	0.012	0.875	Accepted
H5	SV -> S	-0.003	0.781	0.152	Rejected
H6	NV -> S	0.003	0.625	0.426	Rejected
H7	SW -> S	0.166	0.812	0.520	Rejected
H8	TB -> S	0.029	0.732	0.352	Rejected

NB. CV=Condition of the vehicle; S=Satisfaction of the passengers; FV=Fare of the vehicle; SS=Service of the staff; SEC=Security; SV= Schedule of the vehicle; NV= Number of the Vehicle; SW= Services for the Women; TB= Types of the Bus.

Discussion

Dhaka is a metropolitan city. Most of the government and private headquarters are situated in Dhaka. Besides these, a huge number of industries, especially ready-made garments industries, are located in Dhaka. It has around 10.2 million population (Wikipedia) as of 2022. Most people use the public vehicles for their transportation. Transportation quality plays a vital role in passengers' satisfaction.

Passengers' satisfaction with transportation quality depends on various factors. In our study, we identified eight factors of transportation quality that affects passengers' satisfaction. These factors are: condition of the vehicle; fare of the vehicle; service of the staff; security; schedule of the vehicle; number of the vehicle; services for the women; types of the bus. Based on the literature review, we proposed eight hypotheses in this study. SEM PLS examines our proposed hypotheses. From the analysis, we see that condition of the vehicle is significantly associated with the passengers' satisfaction regarding transportation quality. This indicates that if the condition of the vehicle is better, passengers get more satisfied by using that transportation service. The condition of the vehicle means the physical condition. This result supports the previous study (Alam et al., 2022). The condition of the vehicle sometime depends on the transportation route (Franceschini et al., 2007).

The fare of the vehicle as a latent variable has had a significant impact on passengers' satisfaction, but this is not as significant as the condition of the vehicle as the P value of fare of the vehicle is very close to 0.5, and t value is less than the condition of the vehicle. It indicates that if the fare of the vehicle is reasonable, passengers get satisfied. But this is not true for every transportation service. Public transportation service and short-distance service fare should be reasonable so that most of the passengers can avail the services. This result is the same as the study of Ponrahono et al. (2016).

The service of the staff is seen as positively associated with the passengers' satisfaction. But is not so much significant (Beta value 0.152, P value 0.003 and t value 0.327). This to some extent, result supports the study of Timmerman (2006). Security of the vehicle is strongly connected with the passengers'' satisfaction. It is positively related to satisfaction. It has a significant relation with the passengers' satisfaction (Beta value 0.862, P value 0.012 and t value 0.787). This result denotes that more the security of the passengers' the more the satisfaction of the passengers. This result strongly supports the previous study of Choi et al., (2020) and Hagen, (2011).

The schedule of the vehicle has been found to be negatively correlated with the passengers' satisfaction. This hypothesis is rejected as Beta value -0.003, P value 0.781 and t value 0.152. This indicates that our proposed thoughts are not proved by the analysis. But negative relation indicates that more and more schedules of the vehicle confused the passengers. Besides this variable, the other variables, named number of the vehicle, services for the women, types

of the bus, were found insignificant regarding passengers' satisfaction. A number of vehicle and passengers" satisfaction (H6), services for women and passengers' satisfaction (H7), and types of bus passengers' satisfaction (H8) were rejected as their beta values, P values, and t values are not in the accepted range.

The number of vehicles has no significant impact on the satisfaction of the passengers' according to this result which contradicts the previous research result Fonseca et al., (2018) and Shang et al., 2019).

Service for women in transportation plays a vital role in passengers' satisfaction. This is also established by previous studies. A different service for women comforts them in transportation (Rahman et al., 2017). Bus transportation services currently need to be more secure for women (Umme et al., 2022). Due to extremely overcrowded buses, they are significantly hindered from using the facilities that are already in place (Jabin et al., 2022). Since the majority of working women in Bangladesh make modest wages, particularly in Dhaka City, they lack the financial resources to pay for private or shared transportation. But in our study, we found a different result from the previous study. One of the main causes may be most of our respondents (>73%) are male. So, they expressed their views based on their comfort, not on women.

Types of the bus also have no significant relation with the passengers' satisfaction. Our result denotes that this hypothesis is rejected. But the studies by Targino et al. (2020) and Rayle et al. (2016) concluded that the type of bus has some impact on the satisfaction of passengers.

From the above discussion, we found that the vehicle (CV), Fare of the vehicle (FV), Service of the Staff (SS), Security (SEC) are most significant factors those impact on the satisfaction of the passengers. It is crucial for the transportation policy makers to take proper action on these issues. In Dhaka city most the public vehicles are out of date means the condition of vehicle are not good at all. So. the policy makers should impose the strict rules to transportation owners to upgrade the vehicle condition. Fare of the vehicle of Dhaka city is uniformed by the authority but it is seen that the bus conductor is not following the fixed rate rater they charge more and argue with the passengers. It should be monitored strongly and randomly. Service of the staff are not good at all, so concerned authority should train their staff to behave well with the passengers. The security issue is now a big concern for public transport in Dhaka city. Policy makers should emphasis on this issue.

Bus owners are the powerful community in our country. Government should control them by strong monitoring and imposing strict rules. So that, they can be bound to ensure the security of the passengers, improve the vehicle condition. Owners should also ensure that their bus conductor are maintain the fixed fare rate directed the government.

Passengers are the main issues for the public transport. If they are satisfied with the service and overall factors regarding public transport in Dhaka city, the transport sector can gain

more profit. But problem is that Dhaka city is over crowded and public use the transport whatever they get, they don't have any choice for that. To ensure the security, ensure the proper fare passengers should raise their voice.

Theoretical and Practical Implications

After collecting the data, SEM was applied to examine the association between eight latent variables and their impact on passengers' satisfaction. These variables are the Condition of the vehicle (CV), Fare of the vehicle (FV), Service of the Staff (SS), Security (SEC), Schedule of the Vehicle (SV), Number of the Vehicle (NV), Services for the Women (SW), Types of the Bus (TB), and Passengers' Satisfaction (S). According to our result Condition of the vehicle (CV), Fare of the vehicle (FV), Service of the Staff (SS), Security (SEC) are found to be significant factors those impact on the satisfaction of the passengers. Our result can be considered for future research on public vehicles and passengers' satisfaction. Moreover, this model can be utilized solely or as an extension combing with other models and theories for justifying passengers' satisfaction on public transportation services.

In our study we found vehicle condition and security of the passengers are the two most significant factors for passengers' satisfaction. So, these two factors should be considered as most important by the transportation industry to satisfy the passengers. Vehicle owners and businessmen should consider these two factors to earn business profit as we know that satisfied passengers will avail the ride frequently. The fare of the vehicle and service of the staff is also an important factor for passengers' satisfaction. So, the transportation owner's association should consider the fare of the transport. The fare should be reasonable for the passengers. And the fare should be the same for all seasons. The transportation owner's association should train their staff so that they behave cordially with the passengers. Stuff's behavior and attitude should be soft toward the passengers.

Limitations and Future Research

Though this study has made a significant contribution to the existing research, it has some limitations. We would like to state the limitations of our study. Firstly, this study mainly focused on Dhaka city. Future researchers should consider more cities/divisions like Chittagong, Sylhet, and Rajshahi or may conduct this research nationwide. Secondly, we collected 450 data, of which 416 were valid. Future researchers may collect more data for analysis. Thirdly, this study was conducted only on public transportation (Bus). Future researchers may consider other rides like private taxis, CNG, motorbikes, auto rikshaw, etc.

Conclusion

Transportation is now an integrated part of our daily life. It is the only mode of urban mobility. It has many impacts on our lives. If we get satisfied with this service, our daily life becomes

comfortable. Transportation service quality is the main driving force to attract and retain customers (Li et al., 2018).

Our analysis revealed that the Condition of the vehicle (CV), Fare of the vehicle (FV), Service of the Staff (SS), Security (SEC) are found significant factors those impact on satisfaction of the passengers. It also shows that Schedule of the Vehicle (SV), Number of the Vehicle (NV), Services for the Women (SW), Types of the Bus (TB) are not significant for impacting passengers' satisfaction. But these factors are important to be considered as the hypothesis test accepts them. One more important finding is that we found a negative relationship between the schedule of the vehicle and passengers' satisfaction though the result rejects this assumption. Besides the above factors, the other Schedule of the Vehicle (SV), Number of the Vehicle (NV), Services for the Women (SW), Types of the Bus (TB), and Passengers' Satisfaction (S) is not significant at all and all this hypothesis are rejected due to unaccepted result. This study will be vital in future research and policymaking.

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