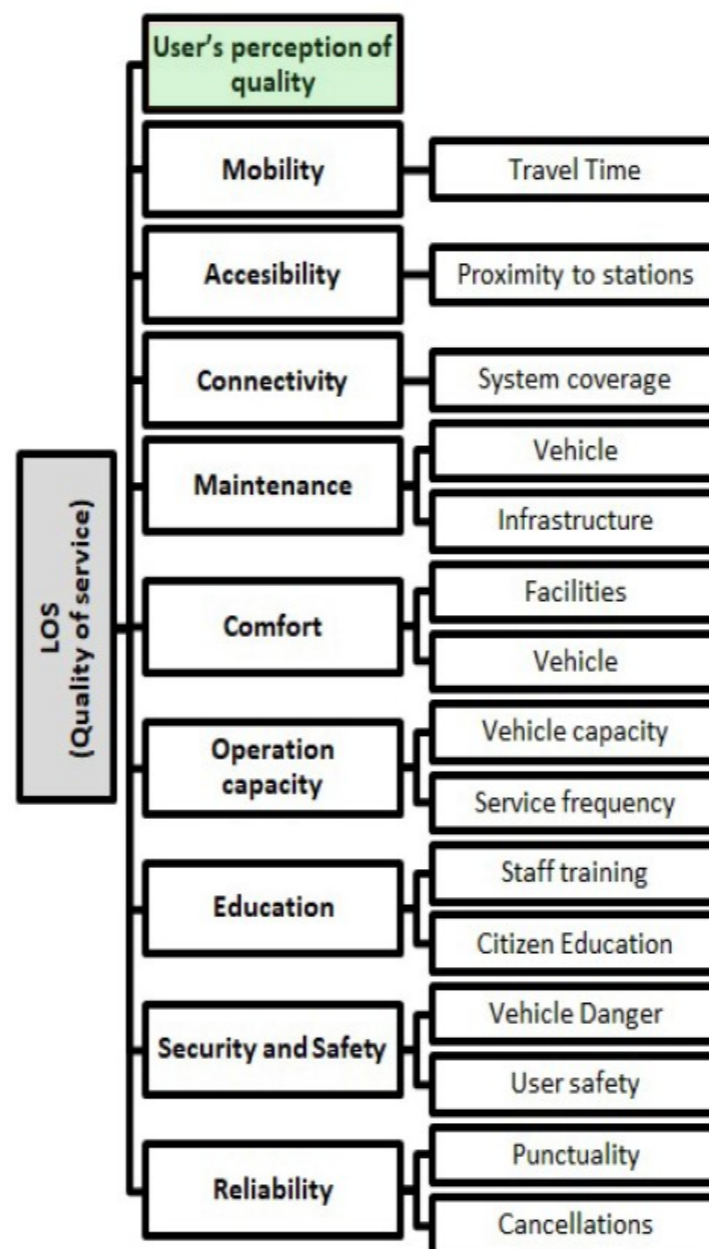


Master Thesis

Investigation of service quality in relation to public transport level of service for Mexican public transport systems which aim at satisfying typical and non-typical public transport users

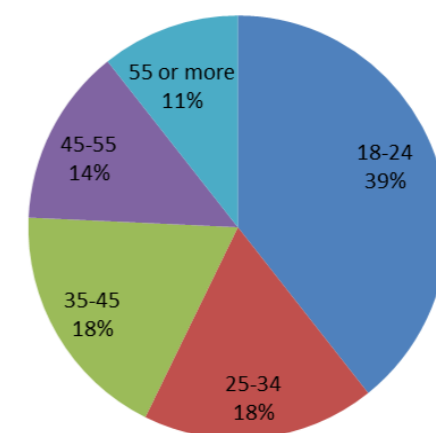
This Master's Thesis is part of a broader study which intends to evaluate the attributes to be improved for the Mexican PuT in order to reach a quality of service comparable to that of the German PuT. This model will only focus on the user's perception of service quality.

In order to have an objective perception of the service quality in both PuT systems, the Mexicans who have lived for more than one year in Germany and have experienced both systems were interviewed. Results showed that for the indicator price, PuT users in Mexico are more satisfied than PuT in Germany. Punctuality, information about the service and driver's abilities are attributes that if improved and due to their importance for the users would have a stronger impact in the overall score of user's perception of service quality. 1 represents the highest satisfaction; 5 represent the lowest satisfaction

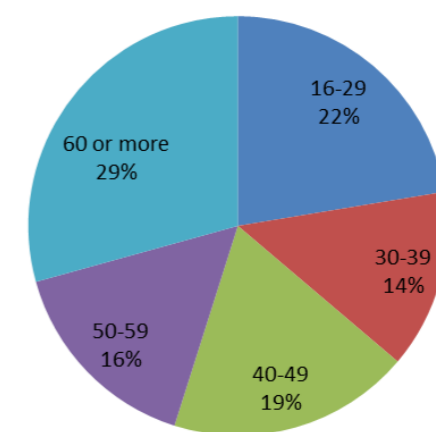


Ramon Alberto Jimenez Medina

Public Transport Users by Age Xalapa



Public Transport Users by Age Stuttgart

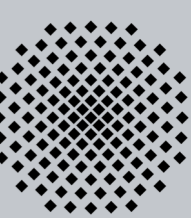


Previous studies made in Xalapa and Stuttgart were taken as a reference. The change in PuT users who enter an economically productive age in Xalapa was from 39% to 18% which represents a decrease of 21% in PuT users. In Stuttgart the change is less dramatic, decreasing from 22.4% to 13.8%; representing a loss of only about 8% of PuT users.

	A	B	C	D	E	F
	Problem Mean Overall Satisfaction Rating	No Problem Mean Overall Satisfaction Rating	B-A=C Gap Score	Reported Problem Occurance Rate	C*D=E Impact Score	Criticality
Punctuality/fixed schedules	3.9848	2.4905	1.4943	0.861257	1.286976	High
Information about the service (maps and route identification, time schedules, mobile apps, etc.)	4.0033	2.6419	1.3614	0.786842	1.071207	High
Accessibility to stations (elevators, ramps for the disabled, electric stairs, etc.)	4.0372	2.8	1.2372	0.842932	1.042875	High
Driver's ability and qualifications	3.8729	2.6052	1.2677	0.801567	1.016146	High
Lines and route network (coverage)	3.3986	2.1022	1.2964	0.770833	0.999308	Medium-High
Access to ticketing (ticket machines, mobile applications, web pages, stands, etc.)	3.8185	2.4732	1.3453	0.706806	0.950866	Medium-High
Cleanliness in the stations	3.8708	2.7012	1.1696	0.796834	0.931977	Medium-High
Cleanliness of the vehicle	3.8653	2.8309	1.0344	0.814621	0.842644	Medium-High
Travel time to reach destination (speed of service)	3.6138	2.5657	1.0481	0.799472	0.837927	Medium-High
Vehicle conditions and maintenance	3.896	2.9272	0.9688	0.856021	0.829313	Medium-High
Personal security inside the vehicle	4.1568	3.2391	0.9177	0.880208	0.807767	Medium-High
Reliability (amount of cancelled or postponed services)	3.686	2.6944	0.9916	0.811024	0.804211	Medium-High
Behavior of the other users	3.8993	2.9125	0.9868	0.78836	0.777953	Medium-High
Personal security in the stations	3.9756	3.0754	0.9002	0.861257	0.775303	Medium-High
Frequency of service	3.3348	2.0522	1.2826	0.597368	0.766185	Medium-High
Location of the stations (walk time to stations)	3.554	2.3525	1.2015	0.587302	0.705643	Medium-High
Vehicle temperature control	4.2149	3.387	0.8279	0.83812	0.69388	Medium-High
Comfort inside the vehicle in non-peak hours	3.696	2.8195	0.8765	0.652742	0.572128	Medium-Low
Comfort inside the vehicle in peak hours	4.4744	3.8709	0.6035	0.91906	0.554653	Medium-Low
Price	3.8708	2.7012	1.1696	0.464567	0.543357	Medium-Low

Conclusion: Investing in the improvement of certain attributes in PuT can stimulate the attraction non-typical users and reduce the change to the use of private means of transportation.

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