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ABSTRACTS

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Identifying the Hidden Factors Affecting to the Commuter Satisfaction on Public Transport Service: A Case on Government and Private Bus Services in Sri Lanka

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An increase in the travel demand for private transport modes create rapid motorization in many countries. When considering the current situation in Sri Lanka, people are highly attracted towards private transport modes than public transport services. Main objective of the study is identifying the hidden factors affecting on commuter satisfaction level (CSL). The primary data was gathered from personal interviewed method based on questionnaire. Using cluster sampling method, the sample of hundred and twenty (120) commuters were selected from both state and private bus transport services. A specific composite index construction methodology based on weights of multiple corresponding analysis was applied to measure CSL. Data was analyzed by using descriptive statistics, t-test. There was mean different of CSL between public and private commuter satisfaction indices (CSI). Factor analysis method was used to identify the hidden factors affecting on CSL. They are timeliness, quality of service supply, information, safety, comfort and professionalism.

Key Words: *Commuter Satisfaction Level, Public Transport Services, Private Transport Service, Hidden Factors, Quality Attributes*