

# Road Transportation Service and Passengers' Satisfaction: A Study of Public Transport Passengers in Ogun and Oyo States, Nigeria

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## Abstract

The main objective of the study is to verify the effect of road transportation service on passengers' satisfaction among public transport passengers in Ogun and Oyo States, Nigeria. Survey research design was used for the study. Data was collected through the use of questionnaire. Convenience sampling technique was used for the study. Descriptive statistics was used to analyze the respondents' biodata while multiple regression analysis was used to test the hypotheses formulated. Findings of the study affirmed that road transportation service (passengers' comfort, passengers' safety, and drivers' reliability) had combined significant effect on passengers' satisfaction in Ogun State (Adj.  $R^2 = 0.29$ ,  $F = 14.393$ ,  $p < 0.05$ ). In addition, passengers' comfort, passengers' safety, and drivers' reliability had combined significant effect on passengers' satisfaction in Oyo State (Adj.  $R^2 = 0.36$ ,  $F = 28.293$ ,  $p < 0.05$ ). The study concluded that passengers of public road transportation service in Ogun and Oyo States will be satisfied when public transport service providers make them comfortable while in transit, protect them from harm, injuries, and all kinds of risks associated with travelling, and enhance the efficiency and effectiveness of transport drivers.

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**Key words:** Road Transportation Service, Passengers' Comfort, Passengers' Safety, Drivers' Reliability, Passengers' Satisfaction

## Introduction

Transportation is a vital component of human activity, and it serves as the foundation for all socio-economic exchanges in many ways. To enable economic growth and development, a good transportation system is required.

Transportation is an important component of any country's social and economic life; it facilitates trade and serves the country's manufacturing, industrial, tourism, and distribution needs. As a result, Nigeria's economic development and critical responsibilities in the global economy will benefit from a lively, responsive, effective, and efficient transportation infrastructure. During the colonial time, Nigerians began to develop a modern transportation infrastructure. The rail, river, and road networks that were established at the time were designed to facilitate the exportation of cash crops and the importation of mass-produced consumer items. They were designed to be as cost-effective as possible, but they later proved insufficient (Oyeobu, Oyebisi, Olateju & Sesede, 2014).

In today's Nigerian economy, the road transport sector is one of the largest employers of labor. The influence of road transporters may be felt across Nigerian society. Nigeria's primary form of transportation is the road. Inland waterways and rail travel are two more modes of intra-urban and inter-urban transportation in Nigeria, however they are limited to a few urban centers with unique terrain (water) (Oyeobu *et al.*, 2014).

As stated by Ologunagbe (2022), the transportation sector is a key engine for economic growth, with infrastructure upgrades enhancing trade and accelerating chances for international investments to grow the economy. The sector is referred to as essential to national growth since it involves the process of gathering, assembling, transferring, and distributing goods, services, and people from one location to another in a timely, safe, and secure manner. During the 1973 oil boom, there was a huge demand for products needed to get to places, which led to a

boom in the transportation industry, which made it possible for the sector to explore all of its choices. It is impossible to carry people and goods to their final destinations without transportation, making it essential to Nigeria's economic success. The transportation industry encompasses a variety of modes of transportation, including air, road, rail, and pipeline.

According to Onokala (2015), the aim of transportation is to move people, commodities, information, and services through place shaped by cultural and physical limits like distance, time, political boundaries, and geography. Without transportation, the basic essentials of existence, such as food, clothing, and shelter, are impossible to get in any civilization; thus without transportation, life as we know it today would be unimaginable. Transportation is especially important for the survival of human settlements, and the presence of such settlements increases demand for transportation. Transportation routes are built to move resources from regions where they are plentiful to places where they are scarce. It is an essential component of every society's social, political, and economic existence since it plays a significant part in the spatial relationships between different locales on a global, national, and regional scale. The importance of transportation may thus be seen in daily human activity on the earth's surface in rural, urban, and regional settings. This helps to explain why transportation is regarded as one of the most vital human activity in the world.

Individual commuters, as well as producers, suppliers, and industrial users, benefit from transportation. The most frequent mode of transportation is land

transport, which comprises moving goods and people from one location to another by road and rail. The use of a vehicle, motorcycle, or bicycle to transport products and passengers from one location to another is referred to as road transport (Chama & Ejem, 2021).

The efficient use of present traffic infrastructure is critical for people and goods movement; modernization and development of mobility infrastructure to meet future demand for efficient transport services must be considered for sustainable spatial interaction. This assertion is critical for road travel because it accounts for more than 90% of all passenger transit and more than 80% of all freight transport in most nations throughout the world, in terms of passengers and tonnes transported (Olorunfemi, 2021).

Adequate transportation infrastructure are generally the rule rather than the exception in many developing countries. As a result, a good transportation infrastructure is critical for economic growth and development. Nigerian transportation challenges have included substandard roads, insufficient bus or truck fleets, irregular, inadequate, and overcrowded railroads and airlines, and congested ports since the country's independence in 1960. These are typical characteristics of developing countries. Physical concerns such as a shortage of appropriately skilled transport managers and planners, capital restructuring bottlenecks, major issues with institutional reforms, and inadequate traffic rules are also prevalent in the Nigerian road transport system ([www.nigerianstat.gov.ng/pdfuploads/TR ANSPORT.pdf](http://www.nigerianstat.gov.ng/pdfuploads/TR%20ANSPORT.pdf)).

As noted by Etim (2019), since transportation connects people with places, it is one of the most important

aspects of a country's economic development and growth. As a result, road transportation in major cities around the world is made simple and accessible to everyone, regardless of culture, race, religion, or language differences. Lagos State is confronted with lots of problems in meeting public transportation demand of the people of the state. Some of the problems that hinders the delivery of effective road transport services in Nigeria include poor road maintenance, road congestion due to urbanization and increase in population, environmental pollution, and non-challant attitude of drivers and conductors when dealing with commuters.

Road maintenance remains a big problem throughout the country, not just in Lagos. The majority of these roads were built between the early 1980s and the late 1990s, and they now require comprehensive renewal or thorough repair because they are already worn out and the government is hesitant to address them. The cause of these substandard roads is primarily due to poor quality maintenance materials and lack of oversight over repair projects. Most repairs are carried out only when there is substantial surface damage and a high yearly accident rate. In Lagos State, public transportation is linked to noise and air pollution. The population of Lagos and its environs are at risk from air pollution caused by carbon monoxide, hydrocarbons, and nitrogen emissions from automobile exhaust pipes. The cacophony from car horns, faulty engines, and motorists calling the next destination all add to an unpleasant environment (Etim, 2019).

According to Babalola (2021), poor roads continue to be one of the major causes of road accidents in Nigeria. According to the Quarter 2-2020 Road Transport Data

report published by the National Bureau of Statistics in conjunction with the Federal Road Safety Corps, FRSC, 2,080 road crashes, many attributable to the bad conditions of the roads, occurred in Quarter 2-2020. While a total number of 5,353 Nigerians got injured in the road traffic accidents recorded, a total of 855 were killed. The total number of vehicles involved in accidents in Quarter 2-2020 was 3,334. Poor road infrastructure in Nigeria serve as an opportunity for kidnappers and bandits who take advantage of several potholes to carry out their evil operations on transport drivers and commuters who are forced to slow down whenever they fall into such potholes. Other consequences of bad roads in Nigeria include commuters' delay in arriving at their desired destinations, incessant strike of oil and gas workers due to regular oil and gas tank accidents and delay in moving goods and services to different point of sale/consumption.

Several studies such as Nwachukwu (2014), Ojo, Mireku, Dauda and Nutsogbodo (2014), Yao, Siali, Darin and Ismail (2014), Abeid (2015), Horsu and Yeboah (2015), Dana, Nane, Belete, Ergado and Labiso (2016), Nafiu, Hassan and Alogwuja (2018), Getachew (2019), Atombo and Wemegah (2021), Chama and Ejem (2021), Etuk, Anyadighibe, Edim and Mbaka (2021), Kospandani and Wahyudi (2021), Jayasakti, Widiyanto and Susanto (2021), etc. have been conducted on public transportation service delivery. None of these studies conducted a comparative study on road transportation service delivery and passengers' satisfaction in two different states. Hence, there is paucity of research on road transportation service and passengers' satisfaction among public transport passengers in Ogun and Oyo States,

Nigeria. This study filled this gap in knowledge by verifying the effect of road transportation service on passengers' satisfaction among public transport passengers in Ogun and Oyo States, Nigeria. The study also filled the gap in knowledge by examining the combined effect of the independent variables on the dependent variable as there exists dearth of research that examined the combined effect of the independent variables on the dependent variable in the literature.

The main objective of the study is to verify the effect of road transportation service on passengers' satisfaction among public transport passengers in Ogun and Oyo States, Nigeria. The specific objective is to:

- i. investigate the effect of road transportation service (passengers' comfort, passengers' safety and drivers' reliability) on passengers' satisfaction in Ogun and Oyo States, Nigeria. In order to achieve the main and specific objectives highlighted above, the research hypotheses was tested:

**H<sub>01</sub>:** Road transportation service (passengers' comfort, passengers' safety and drivers' reliability) has no significant effect on passengers' satisfaction among public transport passengers in Ogun and Oyo States, Nigeria.

## Review of Related Literature

### Conceptual Review

Transportation has a larger part in a country's economic and social development. Transportation in general, and road transport in particular, is the most frequently used means of transportation on the planet. It also serves as a hub for the movement of commodities and passengers on a local, national, regional, and international scale (Dana *et al.*, 2016). Through direct contributions to GDP and employment,

the road transport sector plays a key role in the national economies of emerging countries. It also delivers essential services in an indirect manner. Road transport is the most common means of motorized transport in Africa, accounting for 80% of goods traffic and 90% of passenger travel (Kassa, 2013).

According to Okotie (2022), despite the numerous challenges facing the transport sector in becoming secure, safer, and sustainable e.g. kidnappings, armed robbery, poor monitoring and tracking systems, poor infrastructure and operational standards, bad roads, well-tailored policies, etc., Nigeria's road transport sector still managed to be the best performing sector in the second quarter of 2022 with a 56.38% growth. Contribution of transport activities to Nominal GDP in the second quarter of 2022 was 2.79%. This was greater than the 1.60% contribution in the first quarter of 2022 and also higher than the 2.09% reported in the same period of 2021.

Road transportation refers to the movement of people, products and services from one location to another through the use of road transportation facilities such as cars, buses, bicycles, motorcycles, lorry and tricycles. Road transportation gives room for raw materials, production equipment, running inventories, semi-finished items, finished goods and people to be made available wherever and whenever they are needed for commercial activities and personal consumption (Olakunori, 2006).

As observed by Chama and Ejem (2021), road transportation is an important component of any country's social and economic life since it facilitates trade and serves the industrial, tourism, and distribution sectors. As a result, Nigeria's economic development and vital positions

in the global economy will benefit from a responsive and effective transportation system. Meanwhile, Nigeria's road transport sector is one of the largest employers of labor in the country. The influence of road transporters may be felt across Nigerian society. This is due to the fact that Nigeria's primary form of transportation is through road.

Criteria used to assess the quality of transportation services delivered at any point in time include reliability (providing a reliable service to customers), convenience (accessibility of the service, waiting time, and ease of payment), safety (driving standards of the drivers, vehicle conditions, and overloading), security (secured voyage without robbery), and comfort (availability of good seats and ventilation systems) (Iles, 2005).

According to Hansemark and Albinsson (2004), customer satisfaction is a general customer attitude toward a service provider, or an emotional reaction to the difference between what customers expect and what they get in terms of the fulfillment of some objectives, goals, or desires. It is the foundation upon which favorable and unfavorable impressions of a company's offerings are created. Customer satisfaction is the bedrock of any successful business because it leads to repeat purchases, brand loyalty, and positive word of mouth (Angelova & Zeqiri, 2011). Businesses that want to succeed engage in establishing and implementing initiatives that are aimed at realizing customer satisfaction (Horsu & Yeboah, 2015).

The degree to which passengers are comfortable with the seats, travel experience, vehicle temperature, and other experiential components of companies while in transit is referred to as passengers'

comfort (Njeru, Cheruiyot & Maru, 2019). Passengers' safety is defined by Nyongesa and Bwisa (2014) as the condition in which passengers are protected from harm, injury, risk, or other risks while at the service providers' facilities and while traveling to their final destinations.

A driver's reliability includes his driving skills, duration of driving experience, and knowledge of travel routes, because a driver is only regarded competent if he or she meets these minimal capabilities (Pawlasova, 2015). In transportation services, drivers' reliability is critical since it determines passengers' overall perceptions of the quality of service provided by transportation businesses. As a result, transportation businesses with more skilled and efficient drivers tend to attract and retain more passengers than those without such drivers. This is because an inexperienced driver transporting passengers to their destinations will be unable to ensure their safety and comfort during the transportation procedure, resulting in passenger dissatisfaction (Budiono, 2009).

## Theoretical Review

Stakeholder theory was reviewed in this study. This study was also anchored on stakeholder theory. Stakeholder theory was propounded by Edward Freeman. Stakeholder theory stresses the interconnected relationships between a business and its customers, suppliers, employees, investors, communities and others who have a stake in the organization. The theory argues that a firm should create value for all stakeholders, not just shareholders. It also posits that managers should put into consideration the interests of all its stakeholders when making decisions to maximize value (Jensen, 2001). An organization will maximize value for itself and the society at

large successfully when it carefully considers the interests of its stakeholders along with its own interests. These stakeholders include employees, customers, owners and investors, and the community in general (Jensen, 2001). Employees want the firm to provide a safe place to work, give them sufficient training to do their jobs, pay an equitable wage or salary, provide fringe benefits, and provide them after work benefits that can sustain their old age. Customers want fair prices, quality goods and services, and friendly and courteous service. Owners and investors who have invested their time and resources to ensure the successful operation of the business desire a return on their investment. It is therefore the responsibility of the business to integrate and reconcile the needs of its stakeholders along with the needs of the organization in order to operate successfully (Enikanselu, 2008).

Stakeholders in the transport sector include government regulatory bodies, transportation agencies, and environmental groups (Onyenucheya, 2023). Susniene and Jurkauskas (2008) emphasized that in order to meet the demands of the primary stakeholder (passengers), all other stakeholders' involvement in the provision of public transportation services, or the degree of relationships required between a transportation firm and its many stakeholders, is essential. Relationships between various stakeholders (municipality, public transportation service providers, state road maintenance agencies, etc.) are crucial for providing passengers with the best quality service. It is imperative to stress that municipalities and governmental entities play a significant role in managing public transportation service firms. Governmental entities have

an impact on them through laws and regulations, while municipalities, which are the largest shareholders, have an impact on the management team and the company through municipal budget subsidies. Therefore, it is crucial to keep this particularity in mind when managing public transportation businesses and their stakeholder interactions (Susniene & Jurkauskas, 2008).

This study was anchored on stakeholder theory. This is because an organization will attract and retain its customers when it is able to strike a balance between meeting the needs of the organization and the needs of its stakeholders (customers) and not satisfying the need of one group at the detriment of another.

### Empirical Review

Amponsah and Adams (2016) assessed the relationship between service quality and customer satisfaction of public transport operations in Vancouver Lower Mainland in the Province of British Columbia, Canada. Sample size comprised of 205 commuters in Vancouver Lower Mainland. Questionnaire was used to collect primary data for the study. The study found that service quality has significant relationship with customer satisfaction in terms of overcrowding of buses and overall satisfaction with service. In addition, late-hour services had negative significant relationship with overall satisfaction, value for fare paid and overall services provided by the operators.

Abeid (2015) assessed customer satisfaction with the public bus (Daladala) services provided by public bus operators in Zanzibar. Sample size of 40 commuters of public bus services in Zanzibar. Questionnaire was used to collect primary data for the study. The study revealed that

customers are not satisfied with public bus (Daladala) services provided by public bus operators in Zanzibar.

Also, the study ascertained that factors such as comfort, bus stop condition, waiting time and safety trips had higher influence on customers/passengers' satisfaction in public transport bus (Daladala) services provided in Zanzibar. Other factors that influenced customers' satisfaction include travelling time, transport cost, special buses and cleanliness.

Horsu and Yeboah (2015) examine the relationship and effects of service quality on customer satisfaction in minicab taxi services in Cape Coast, Ghana. Sample size consist of 281 commuters in four selected taxi terminals. Questionnaire was used to collect primary data for the study. Descriptive statistics was used to analyze the respondents' demography and responses on each item of the research instrument. Pearson correlation analysis and regression analysis were used to test the hypotheses formulated. Findings from correlation analysis showed that comfort, reliability, safety, driver behavior, continuous service and affordability had individual positive and significant relationship with customer satisfaction in minicab taxi services in Cape Coast, Ghana. Findings from regression analysis confirmed that continuous service, comfort, affordability of service and reliability of service had significant influence on customer satisfaction while safety and driver behavior had no significant influence on customer satisfaction.

Getachew (2019) assessed the effect of transportation service quality on customer satisfaction in Debre Markos city, Amhara Region, Ethiopia. Sample size consist of

344 commuters of Bajaj transport service providers in Debre Markos city. Questionnaire was used to collect primary data for the study. Descriptive statistics was used to analyze the respondents' demography and responses on each item of the research instrument. Pearson correlation analysis and multiple regression analysis were used to test the hypotheses constructed. Findings from correlation analysis affirmed that convenience, safety, reliability, comfort and security had individual significant relationship with customer satisfaction among commuters of Bajaj transport in Debre Markos city. Findings from multiple regression analysis showed that convenience, safety, reliability, comfort and security had combined significant effect on customer satisfaction.

Adeniran, Olorunfemi and Aipoh (2020) investigated the factors influencing passengers' satisfaction of minicab services in Akure, Ondo State, Nigeria. Primary data was collected through the use of questionnaire. Sample size comprised of 384 passengers of minicab services in Akure. Descriptive statistics was used to analyze the respondents' demography and responses on each item of the research instrument. Spearman's rank correlation analysis was used to test the hypotheses constructed. The study found that transport fare, time and vehicle condition had individual significant relationship with passengers' satisfaction of minicab services. Convenience and drivers' professionalism had no significant relationship with passengers' satisfaction.

Adeniran and Fadare (2018) examined the relationship between passengers' satisfaction and service quality in Murtala Muhammed International Airport, Lagos State, Nigeria. Sample size consist of 384 passengers of the airport. Questionnaire

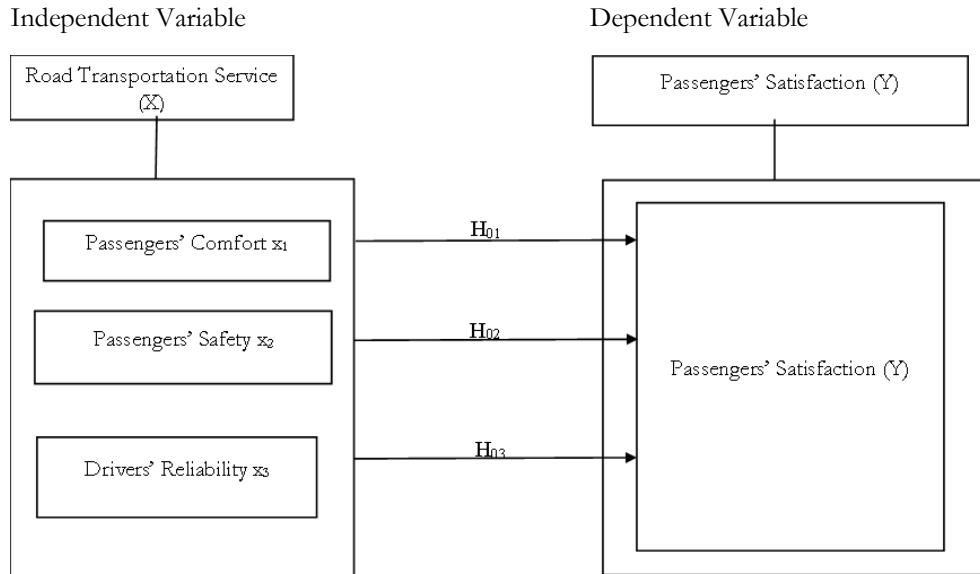
was used to collect primary data for the study. Correlation analysis was used to test the research hypothesis. The study found that passengers' satisfaction had significant relationship with service quality in Murtala Muhammed International Airport.

Etuk, Anyadighibe, Edim, and Mbaka (2021) examined the effect of service quality on passengers' loyalty in public transportation companies in Calabar, Cross River State. Sample size comprised of 303 passengers. Questionnaire was used to collect primary data for the study. Descriptive statistics was used to analyze the respondents' demography and responses on each item of the research instrument. Multiple regression analysis was used to test the hypotheses constructed. The study found that passengers' safety, passengers' comfort, travel time, drivers' competence and vehicle cleanliness had combined significant effect on passengers' loyalty in public transportation companies in Calabar, Cross River State. Also, except for travel time, passengers' safety, passengers' comfort, drivers' competence and vehicle cleanliness had individual significant effect on passengers' loyalty.

### **Conceptual Model**

A research conceptual model was developed to show the combined effect of the independent variables (passengers' comfort, passengers' safety, and drivers' reliability) on the dependent variable (passengers' satisfaction) among public transport passengers in Ogun and Oyo States, Nigeria.





**Figure 1:** Road Transportation Service and Passengers' Satisfaction

**Source:** Researchers' Conceptual Model (2023).

## Methodology

Survey research design was adopted for this study. This was done for three reasons. First, it has the ability to gather data from big samples of the population. Second, it works well for compiling demographic information that outlines the make-up of the sample (McIntyre, 1999). Thirdly, it allows for a wide range of variables to be explored, while also requiring little effort to create and implement and making generalizations very simple (Bell, 1996 cited in Glasow, 2005). The population of this study comprised of public transport passengers in Ogun and Oyo States, Nigeria. Convenience sampling technique was used for the study. Convenience sampling technique allows a researcher to select the respondents who are readily available and willing to participate in a research study (Latham, 2007). The research instrument used for this study was a structured

questionnaire. The questionnaire makes it possible for the respondents to comprehend the purpose of the study. The researcher can also easily gather information from the respondents (Asika, 2004). The study adapted the questionnaire of various authors on the variables of the study. The study adapted the research instrument of Adeleke and Aminu (2012) on passengers' satisfaction. Also, the study adapted the research instrument of Nwachukwu (2014) and Getachew (2019) on passengers' comfort, passengers' safety, and drivers' reliability. The research instrument comprised of 20 items.

Internal consistency method of reliability was used to test the reliability of the research instrument. Cronbach alpha was used to test the internal consistency of the research instrument. In order to assess the

reliability of a survey research instrument, the Cronbach alpha co-efficient calculates the internal consistency or average correlation of each question (Santos, 1999). The reliability of the research instrument is indicated by a value of 0.70 or higher (Santos, 1999). The questionnaire comprised of two major sections: Section A (demographic profile of the respondent) and Section B (Research construct items). The questionnaire comprised of major construct items.

However, modified Likert's interval rating scale with options ranging from strongly agree, agree, partially agree, partially disagree, disagree, and strongly disagree were used as the response patterns on the construct items. Copies of the questionnaire were administered to 200 public transport passengers in Ogun State and 200 public transport passengers in Oyo State. The pilot study was carried out by administering copies of the questionnaire to Ten (10) percent of the respondents who filled them and returned back to the researchers. Thereafter, the reliability of the research instrument was tested using Cronbach Alpha co-efficient. Descriptive statistics using simple percentages and frequency distribution tables was used to analyze the respondents' bio-data (gender, age, marital status, and educational qualifications) and responses on each item of the research instrument while multiple regression analysis was used to test the hypothesis formulated. These methods of data analysis were used with the aid of the Statistical Package for the Social Sciences (SPSS) version 23.

**Table 1: Cronbach Alpha Value of the Research Instrument**

**Source:** Researchers' Computation (2023).

| Variable                 | No. of Items | Ogun State | Oyo State |
|--------------------------|--------------|------------|-----------|
| Passengers' Satisfaction | 5            | 0.88       | 0.79      |
| Passengers' Comfort      | 6            | 0.76       | 0.83      |
| Passengers' Safety       | 3            | 0.75       | 0.74      |
| Drivers' Reliability     | 6            | 0.85       | 0.71      |
| <b>Total</b>             | <b>20</b>    |            |           |

Table 1 showed the Cronbach Alpha value for each item of the research instrument tested which ranged between 0.71 and 0.88. This showed that the research instrument tested was reliable. As stated by Santos (1999), a value of 0.70 and above indicate the reliability of the research instrument.

## Data Analysis, Results, and Discussion

Copies of the questionnaire were administered to 200 public transport passengers in Ogun State and 200 public transport passengers in Oyo State; out of which only 179 copies were filled and returned back in Ogun State and 165 copies were filled and returned back in Oyo State.

From the analysis of respondents' demography in Ogun State, 113 (63%) of the respondents are male while 66 (37%) are female. The marital status showed that 98 (55%) of the respondents are single while 81 (45%) are married. The age distribution of respondents showed that none of the respondents is within the age of 16-20 years, 54 (30%) are within the age of 21-30 years, 73 (41%) are within the age of 31-40 years, 47 (26%) are within the age of 41-50 years, and 5 (3%) are within the age of 51 years and above. The educational qualification showed that 4 (2%) of the

respondents are SSCE holders, 115 (64%) are bachelor's degree holders, 52 (29%) are master's degree holders while 8 (5%) of the respondents possess a doctorate degree.

From the analysis of respondents' demography in Oyo State, 89 (54%) of the respondents are male while 76 (46%) are female. The marital status showed that 36 (22%) of the respondents are single while 129 (78%) are married. The age distribution of respondents showed that none of the respondents is within the age

of 16-20 years, 36 (22%) are within the age of 21-30 years, 51 (31%) are within the age of 31-40 years, 53 (32%) are within the age of 41-50 years, and 25 (15%) are within the age of 51 years and above. The educational qualification showed that 15 (9%) of the respondents are SSCE holders, 68 (41%) are bachelor's degree holders, 58 (35%) are master's degree holders while 25 (15%) of the respondents possess a doctorate degree. The state of residence showed that 179 (52%) of the respondents reside in Ogun State while 165 (48%) reside in Oyo State.

**Table 2: Multiple Regression Analysis Results on Road Transportation Service and Passengers' Satisfaction among Public Transport Passengers in Ogun and Oyo States, Nigeria**

| Variables            | Passengers' Satisfaction |                 |
|----------------------|--------------------------|-----------------|
|                      | Ogun                     | Oyo             |
| Constant             | $\beta = 6.938$          | $\beta = 7.999$ |
|                      | $t = 3.967$              | $t = 5.179$     |
|                      | $p = 0.000$              | $p = 0.000$     |
| Passengers' Comfort  | $\beta = 0.381$          | $\beta = 0.582$ |
|                      | $t = 3.754$              | $t = 7.475$     |
|                      | $p = 0.000$              | $p = 0.000$     |
| Passengers' Safety   | $\beta = 0.083$          | $\beta = 0.032$ |
|                      | $t = 0.809$              | $t = 0.409$     |
|                      | $p = 0.420$              | $p = 0.683$     |
| Drivers' Reliability | $\beta = 0.192$          | $\beta = 0.020$ |
|                      | $t = 1.868$              | $t = 0.242$     |
|                      | $p = 0.065$              | $p = 0.809$     |
| R-Squared            | 0.306                    | 0.368           |
| Adj. R-Squared       | 0.285                    | 0.355           |
| F-statistic          | 14.393                   | 28.293          |
| Prob (F-statistic)   | 0.000                    | 0.000           |

**Source:** Researchers' Computation (2023).

Results of the study in table 2 confirmed that passengers' comfort ( $\beta = 0.381$ ,  $t = 3.754$ ,  $p < 0.05$ ) had significant effect on passengers' satisfaction, passengers' safety ( $\beta = 0.083$ ,  $t = 0.809$ ,  $p > 0.05$ ) had no significant effect on passengers' satisfaction, and drivers' reliability ( $\beta = 0.192$ ,  $t = 1.868$ ,  $p > 0.05$ ) had no significant effect on passengers' satisfaction among public transport passengers in Ogun State. The adjusted R square of 0.29 showed that road transportation service (passengers' comfort, passengers' safety, and drivers' reliability) explained only 29% of the variation in passengers' satisfaction in Ogun State. This implies that only 29% of the changes in passengers' satisfaction could be attributed to road transportation service in Ogun State. The results indicated that the overall model was statistically significant as represented by  $F = 14.393$  with  $p$ -value  $(0.000) < 0.05$ .

The regression model showed that holding road transportation service to a constant zero, passengers' satisfaction would be 6.938 which implies that without road transportation service, passengers' satisfaction in Ogun State was 6.938. Based on these findings, the null hypothesis ( $H_{01}$ ) which states that road transportation service (passengers' comfort, passengers' safety, and drivers' reliability) has no significant effect on passengers' satisfaction among public transport passengers in Ogun State is hereby rejected.

In addition, results of the study in table 2 revealed that passengers' comfort ( $\beta = 0.582$ ,  $t = 7.475$ ,  $p < 0.05$ ) had significant effect on passengers' satisfaction, passengers' safety ( $\beta = 0.032$ ,  $t = 0.409$ ,  $p > 0.05$ ) had no significant effect on passengers' satisfaction, and drivers'

reliability ( $\beta = 0.020$ ,  $t = 0.242$ ,  $p > 0.05$ ) had no significant effect on passengers' satisfaction among public transport passengers in Oyo State. The adjusted R square of 0.36 showed that road transportation service (passengers' comfort, passengers' safety, and drivers' reliability) explained only 36% of the variation in passengers' satisfaction in Oyo State. This implies that only 36% of the changes in passengers' satisfaction could be attributed to road transportation service in Oyo State. The results indicated that the overall model was statistically significant as represented by  $F = 28.293$  with  $p$ -value  $(0.000) < 0.05$ .

The regression model showed that holding road transportation service to a constant zero, passengers' satisfaction would be 7.999 which implies that without road transportation service, passengers' satisfaction in Oyo State was 7.999. Based on these findings, the null hypothesis ( $H_{01}$ ) which states that road transportation service (passengers' comfort, passengers' safety, and drivers' reliability) has no significant effect on passengers' satisfaction among public transport passengers in Oyo State is hereby rejected.

The study ascertained that road transportation service (passengers' comfort, passengers' safety, and drivers' reliability) had significant effect on passengers' satisfaction in Ogun and Oyo States, Nigeria. This implies that efforts made by public transportation service providers to make passengers comfortable while embarking on any journey, protect them against harm and all the risks involved with traveling, and employ and retain highly competent drivers will increase the level of satisfaction passengers derive whenever they board transportation facilities to their various destinations.

Passengers' satisfaction will become a reality in public transport sector when passengers derive comfort, experience safety in every journey they embark on, and drivers carry out their duties effectively.

Also, the study discovered that passengers' comfort had an individual significant effect on passengers' satisfaction in these two states while passengers' safety and drivers' reliability had no individual significant effect on passengers' satisfaction. This implies that the comfortable experience alone passengers get whenever they patronize public transport services determine their level of satisfaction.

Findings of this study agree with the study of Getachew (2019) which found that transportation service quality had significant effect on customer satisfaction in Debre Markos city, Amhara Region, Ethiopia. Also, results of the study support the study of Etuk, Anyadighibe, Edim, and Mbaka (2021) which affirmed that service quality had significant effect on passengers' loyalty in public transportation companies in Calabar, Cross River State. In addition, results of the study tally with the study of Abeid (2015) which discovered that factors such as comfort, bus stop condition, waiting time and safety trips had higher influence on customers/passengers' satisfaction in public transport bus (Daladala) services provided in Zanzibar. Finally, findings of the study contradict the study of Adeniran, Olorunfemi, and Aipoh (2020) which showed that convenience and drivers' professionalism had no significant relationship with passengers' satisfaction of minicab services in Akure, Ondo State.

## Conclusion and

## Recommendations

Based on the findings of the study, the study concluded that passengers of public road transportation service in Ogun and Oyo States will be satisfied when public transport service providers make them comfortable while in transit, protect them from harm, injuries, and all kinds of risks associated with travelling, and enhance the efficiency and effectiveness of transport drivers. Continual efforts made by road transport employers to increase the level of satisfaction passengers derive each time they make use of transport facilities (vehicles and buses) will encourage them to keep patronizing them frequently and as well spread the good news about the services they offer.

The study recommended that employers/management of road transport service organizations should always make their passengers more comfortable whenever they board their vehicles and buses and ensure they are safe from harms and all the risks related to transit by putting their transport facilities in good conditions, employing skilled and competent drivers, and educating them on how to treat passengers well whenever they are on transit in order to retain their existing passengers and attract more passengers. Also, road transport service managers should carry out frequent survey in order to ask passengers how they were treated by road transport drivers each time they embark on any journey and as well inquire from them on better ways they can improve the services they render.

Management within the transportation sector must embrace service quality strategies, such as investments in vehicle maintenance, interior amenities, and safety measures. Also, transportation managers are encouraged to cultivate a culture of

ongoing driver training, focusing not only on technical proficiency but also on enhancing soft skills. Moreover, to extend the conversation beyond immediate travel experiences, managerial discussions should embrace the power of data-driven decision-making, such as passenger feedback, that can be used for strategic planning. Furthermore, stakeholders, including government bodies, regulatory agencies, and industry associations, should leverage these findings to initiate dialogues on policy and infrastructure improvements such as quality benchmarks, road safety regulations, and incentives for adopting

environmentally sustainable practices.

In order to pave way for future research, additional studies should explore the efficacy of emerging technologies, such as smart transportation systems, within the Nigerian context, investigate the integration of cultural nuances and regional variations in passenger preferences, and as well conduct an in-depth analysis of the economic implications of passengers' satisfaction in order to provide a comprehensive understanding of the sector's overall impact on the Nigerian economy.

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