

Service Quality in the South African Road Public Transportation Industry - Comparing Bus and Mini-bus Taxi Service

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ABSTRACT Although more than 80% of the commuting public in Johannesburg, South Africa rely on bus and minibus taxi as their primary mode of public transport, very little evidence exists of research in South Africa to compare the two modes of transport in terms their reliability, comfort, availability, safety, and affordability (RECSA). This research is a also deviation from the usual practice of measuring service quality using SERVQUAL, since it uses the RECSA dimensions, because these are deemed to be more relevant for public transportation studies. From a study in a world call African city in South Africa it was ascertained that: bus commuters have a higher perception of the quality of service compared to minibus taxis commuters, who cited amongst others, punctuality and timely arrival at destination as matters of concern. Furthermore, reliability, comfort, service and safety influenced the overall service quality that the public buses provided whereas reliability, affordability and service influenced the overall service quality of the minibus taxis.