

## Original Research Article

# Analysis on Improving the Quality of Railway Passenger Transport Service

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### ABSTRACT

It is an opportunity and a challenge for the railway passenger transport in China to serve the railway. In order to gain a firm foothold in the increasingly fierce market competition, the most important thing is to strengthen the passenger service quality management. This paper analyzes the current situation of railway passenger service quality, points out the difficulties and problems in the current railway passenger service, puts forward the main measures to improve the quality of railway passenger service, such as innovative service concept, ensure the quality of equipment, integrate passenger quality standards, Quality of passenger services.

**KEYWORDS:** railway; passenger transport; service quality

## 1. Introduction

With the development and improvement of the market economy, the pattern of transport market is taking shape. Railway transport enterprises in the transport market to continue to develop, passenger traffic continues to grow in the case of market competitiveness, expand the share of the passenger market share, you must provide for the community and passengers more adapt to market development and demand for transport products. Today, the market competition is the product quality competition, the passenger market competition in the final analysis or the quality of passenger service competition. Passenger transport is the focus of rail transport, as a popular means of transport, rail passenger transport in the transport market has played an important role, and in order to maintain the vitality of sustainable development of railways, rail transport enterprises must continue to enhance the quality of passenger services to high quality service Passenger demand, improve passenger satisfaction, maintain market competitiveness, and further promote the development of railway passenger transport market.

At the same time, today's society is also a service-oriented society, with the service of the community, the railway passenger transport in China is both an opportunity and a challenge, the railway in order to gain a firm foothold in the increasingly fierce market competition, the most important thing is to strengthen passenger services Quality management, improve service quality. With the rapid development of transport market and the rapid development of three-dimensional traffic, railways, civil aviation and road competition is becoming increasingly fierce, in order to enhance their competitiveness, the railway transport sector to adopt new customer satisfaction tools and methods, and through The implementation of these methods to enhance the efficiency of the operation of rail transport enterprises and improve customer satisfaction.

Through the analysis of improving the quality of railway passenger service, we can find the weak links in the work of railway passenger service, feedback the existing problems to the decision-making level, make the decision-makers timely make judgments and improve them, and then improve the railway passenger service level To meet the development needs of the times, to maintain its long-term competitiveness in the passenger market.

## 2. Research Status at Home and Abroad

### 2.1. Status of domestic railway passenger service development

In recent years, while the total passenger volume has steadily increased, the passenger volume and passenger turnover in China have decreased year by year, and the average passenger distance has been gradually extended. With the gradual easing of the railway passenger tensions, the market share of railway transportation has continued decline. Railway freight rates have been low for a long time, and a large number of short-distance passengers have been carried

out, which has not only obtained the economic benefits due to the railway transport capacity, but also hindered the improvement of the quality of railway passenger services. In recent years, with the adjustment of railway transport policy and ticket prices, a considerable part of the short-distance passenger flow diversion to other modes of transport (mainly roads), so that the iron step stage, to promote long-term development of railway passenger transport, rail transport industry Need to establish and improve the passenger service system to meet the socialist market economy development.

## **2.2. Status of foreign railway passenger transport services**

Hitoshi Ieda, Yoichi Kanayama, Masafumi Ota (2001) and others examined prerequisites and policy provisions affecting the quality of railway services. Revealing the need to further study the improvement of passenger service quality and put forward the obstacle to the reform of Tokyo railway: the organizational structure characterized by territorial division. Therefore, from the perspective of social benefits to analyze, want to further effective investment on the need to reform the rules of the railway organization. At the same time, the new methodology used to simulate the upgrading of private rail services is also very important, including financial support for investment and organizational transformation.

Through the analysis of improving the quality of railway passenger service, we can find the weak links in the work of railway passenger service, feedback the existing problems to the decision-making level, make the decision-makers timely make judgments and improve them, and then improve the railway passenger service level To meet the development needs of the times, to maintain its long-term competitiveness in the passenger market. Let us know what is the railway passenger service.

### **Passenger services**

#### **1.1 What is service?**

In a broad sense, the service is for the country, for the collective, for the enterprise, for a cause and the interests of others and work. The service of the railway passenger transport department is to provide passengers with a certain degree of service through the passenger transport personnel, that is, to provide safe, fast and comfortable service to meet their travel aspirations and travel life needs for their real work, Send them convenience, send warmth, for them to solve problems, so that they are satisfied. The basic guarantee of the relationship between the whole society and the people.

Railway passenger transport 'product' is the passenger 'displacement'. Travel and services provided by railways and workers are carried out simultaneously with the travel of passengers and passengers to travel and services. It can be seen that the railway passenger transport and the service of this kind of labor that can create special use value make it become a kind of social service which satisfies the material life of people's culture.

#### **1.2 Classification of Railway Passenger Transport Services.**

Railway passenger transport services are divided into two categories: tangible services and intangible services. The tangible services include ticket service, waiting service, ticket service and guide service. Intangible service mainly refers to the moral character, professional ethics, social morality, courtesy, behavior, service spirit and work attitude of the passenger service staff. The work of the station is the service, how to better serve the passengers, which is the real meaning of the service.

#### **1.3 What is the quality of service?**

The basic needs of passenger travel can be divided into two categories: material and spiritual needs. Material is the foundation, it is an important condition for the quality of service. Such as safety punctuality, facilities and equipment, food and sanitation, comfort and convenience, these are the material requirements of service requirements. The quality of these quality will affect the quality of service, their quality is an important part of the quality of service. With the material basis of passenger satisfaction, this is only part of the quality of service. It is necessary to know that the transportation and services provided by the passengers to the passengers and passengers are carried out simultaneously with the consumption needs of travel and services. They not only require good material conditions, but also require the respect and friendship of the service to them, civilization and courtesy, enthusiasm and Sincere, cordial and caring and other good service attitude, which will make the preparedness services to be psychological and spiritual satisfaction. The meaning of quality of service, refers to the work through the service to meet the travel needs of tourists in the material needs and spiritual needs, so that the service is satisfied. This is the basic standard of service quality.

1.4 Railway passenger transport sector is open to the whole society, the railway passenger service quality of service is a measure of China's railway passenger transport development level of the mark. Railway passenger transport staff should think of the passengers think, the urgency of the passengers, to help passengers through the service to the passengers sent to the convenience and warmth, to meet the travel needs of passengers in travel.

## The status of railway passenger transport

### 2.1 Connotation of railway passenger quality

The quality of passenger transport is the quality of the whole process of passenger transport, including the quality of the means of transport, the quality of the relevant facilities, the quality of the work of the staff and the quality of the means of delivery. The quality of railway passenger transport is not comprehensive enough to measure only the quality standards of railway passenger service. Because the quality of passenger service is only for the railway passenger transport staff, including ticket, waiting, travel, outbound and other aspects of the service is the traveler in the travel staff can see the quality of behavior, in addition, should also have Vehicles and vehicles in the various spare parts and other passengers in the travel experience of the quality of the facilities, as well as the smoothness of the train, punctuality, comfort and rationality and other travelers feel the perceived quality of travel. The three aspects are the connotation of the quality of railway passenger transport. The standard of measuring the quality of railway passenger transport is the recognition of the quality of the passenger's behavior, the quality of the facilities and the quality of the traffic. It should make the passengers feel safe, Convenient and comfortable.

### 2.2 Status of Railway Passenger Transport Quality in China

In 2003 the Ministry of Railways issued a 'passenger service quality standards' for the majority of passenger workers to clarify the service methods and service standards, in the railway passenger quality has been improved at the same time, also exposed some problems.

#### 1. Passenger facilities and equipment defects

The defects of passenger infrastructure equipment are the important factors that affect the quality of railway passenger service. To the passenger station, for example, the current passenger terminal is generally new, the new station is indeed a well-equipped environment and now the new railway station construction concept has been modern, multi-functional direction change, very representative Sexuality that is the new Beijing South Railway Station, the new Tianjin station, its internal decoration, commercial facilities and large hub airport has been close. But the new station away from the city's central city caused by passenger travel is not convenient, because the lack of new stations and other transport facilities to establish a good convergence, so that passengers and other means of transport transfer has caused serious difficulties! And many new station passengers From the entrance to the train to the distance is still very long escalator set less, plus no baggage service. Dragging luggage with the crowded flow of people is not very comfortable experience.

#### 2. Passenger service quality is difficult to accurately evaluate and effectively control

1) Passenger service quality is difficult to accurately evaluate. The accurate evaluation and determination of passenger service quality is an important link in the work of railway passenger service. Although the corresponding passenger transport indicators are established to reflect the quality of passenger transport work, such as the safety, accuracy, speed, economy, convenience and comfort of the characteristics of railway passenger transport products, there are certain quantitative indicators to measure. However, due to the railway transport service products is different from tangible products, passenger service product quality evaluation depends on the passenger's perception. Because the perception of the quality of transport is carried out through both technical quality and functional quality, the technical quality can be measured and evaluated by certain indicators, but the quality of the function is difficult to be quantitatively evaluated by the passenger. It depends more on the passenger The subjective feelings. Moreover, due to the level of awareness of each passenger, travel expectations and other factors are different, for the received railway passenger transport services, different travelers feel different. Therefore, it is difficult to accurately measure the quality of the transport service.

2) Passenger service quality is difficult to effectively control. The organization of passenger trains. In the safe, accurate, reliable, convenient, speed and other aspects of the requirements are more stringent than the goods train. Railway transport is a large linkage, directly or indirectly involved in passenger transport departments, personnel, links are very much and any department cannot complete a complete passenger transport process. Moreover, passenger transport is carried out in an open space environment. Therefore, the factors that determine or influence the quality of passenger services include many aspects, both human factors and the impact of management level, there are a variety of environmental factors.

#### 3. There is a gap in passenger service management

1) Service awareness needs to be strengthened. As the railway passenger service is the railway passenger service personnel and passengers face to face, then, passenger service personnel language, behavior, attitudes and other external performance determines the evaluation of the quality of service. The quality of service depends on the service staff's sense of service. For a long time, subject to various factors, the railway passenger service personnel thinking behind, low sense of service. Although the passenger service staff received the relevant training before the job, but the

passenger service requirements also increased, the passengers have not satisfied with pour a glass of water, clean the simple passenger service, but the need for human services, and rail the meaning of the human services of enterprises is lacking.

2) The quality of service needs to be improved. On the whole, the quality of passenger transport services is increasing, but there are still more or less problems in the specific quality indicators than other modes of transport and passenger demand. Some long-standing problems are not fundamentally change. Such as the ticket point is too small, the ticket information is not smooth, the passenger ticket is not convenient, in the transport season, the situation is difficult to buy tickets, the railway in the construction of e-commerce behind too much, think about the crowded ticket office and repeated 'The yellow ticket', the result is not only a waste of the time of the passengers, but also bring huge external costs. This is one of the important reasons for passenger dissatisfaction with rail passenger transport. In the transport season health and security situation is poor; passenger service personnel service is not standard, not standardized, service measures are not meticulous, there is a gap between civilized services; passenger service links too much, cumbersome procedures.

### **3. Improve the quality of railway passenger transport approach**

#### **3.1. To establish the concept of passenger quality**

All railway departments, types of work and personnel related to passenger transport should establish the concept of passenger quality. Equipment design, manufacturing and maintenance personnel, transport organization planning, scheduling, management, and direct service personnel, should take the initiative to break the upper and lower out of touch, professional isolation, job gap and other boundaries, in their own work fully embodies 'all for Passenger thought' of the concept of passenger quality.

#### **3.2. Integration of passenger quality standards**

Due to the different requirements of the professional management, resulting in a system of work standards for passenger quality in terms of limitations. To this end it is necessary in the various departments of the work standards, the greatest extent embodied in the thinking of the passengers.

(1) Optimize the train running chart. From the flow of passengers, flow and flow time to start, respectively, across the railway bureau, the railway station tube passenger flow, compilation of bus operation map, and then make the relevant equipment and facilities to adapt to the bus diagram, so that the real map to become the market map.

(2) Optimize passenger facilities and facilities. Railway passenger quality should be based on equipment and facilities. It is necessary to make the facilities and equipment of passenger transport from the design, manufacture, construction, maintenance, accessories to fully reflect the forward-looking, security and comfort. To make visitors feel beautiful, practical, comfortable, so that passenger transport personnel feel safe and reliable, easy to use and management.

Optimize the crew facilities. Train doors and toilet doors, often occur crush accident, should be used for its safety to improve. At the same time to deal with a wide range of radio a machine switch, air conditioning, a full range of temperature; long-distance train marshals without office and other issues should be improved.

Optimize the safety facilities. Hand brake set in the station, safety hammer placed in the compartment, not easy to manage, but also easy to cause misuse. In the new design and manufacture of vehicles should pay attention to improvement.

Optimize service facilities. Some stations of the station, tunnel, flyover, ticket hall, waiting room, small pieces of storage and other service facilities, long-term simple, old, should be given as soon as possible to improve. Train power supply equipment should be added to some of the facilities for the passenger services; improved seats for high-level straight for the comfort and so on. Such as the service facilities, from design, manufacturing to installation, should be built on the basis of human services. At the same time to establish a convenient use and management of quality standards.

3) To optimize the operating standards. To establish the concept of passenger quality, there are close to the market operation plans and user-friendly facilities and facilities, but also the establishment of the relevant departments of daily passenger quality work standards, focusing on daily facilities and equipment maintenance, maintenance, replacement and operation of the continuous optimization, improve the quality of the work of the relevant personnel.

### **3.3. Integration of passenger service capabilities**

Passenger service capacity, on the one hand, refers directly to passenger service personnel, train crew and other service capabilities, on the other hand, including passenger trains for various types of traffic and passenger management personnel. Will be the above aspects of personnel passenger service capacity to integrate, to enhance the quality of railway passenger greatly benefit.

(1) To optimize the overall passenger service. The establishment of the passenger sector as the main passenger service as a whole, where the services directly to the passenger departments should be under the leadership of the passenger sector to work to form a service together to enhance the quality of service.

(2) To optimize the passenger assessment mechanism. Directly for the passenger service department staff from the professional system leadership, assessment of their business skills, according to the skills distribution work, according to the work of the quality of work assessment paid labor compensation, its work in the labor attitude, operating standards and operating standards, Implementation of the main passenger service assessment. In the station to form a 'station' (station, station police station), in the train to form a 'three by one' (passenger crew, marshals, seizure), to ensure the formation of service together.

(3) Optimize the passenger management mechanism. To establish a comprehensive passenger management mechanism, led by the passenger transport department, the establishment of long-term comprehensive inspection, supervise the system, guidance and help the scene to solve the problems in the work to correct the problems that exist, to make it better for passengers. At the same time to avoid checking the long, overlapping; account of the diversification, repeated, in order to enhance the quality of passenger transport, the formation of comprehensive ability.

### **3.4. Improve the quality of workers**

First, improve the quality structure of workers. Pay attention to the introduction and training of high-level marketing talent, management personnel and psychological, etiquette and other professionals, improve the talent structure for passenger services to provide a reliable talent protection.

Second, to enhance the staff business capacity. Pay attention to the workers, especially passenger service personnel professional ethics education and professionalism to establish, correct work attitude, improve work responsibility. At the same time, with the railway passenger product innovation, to increase passenger service personnel service knowledge and service standards training.

Third, improve the quality of service assessment. In the development of scientific and rational assessment on the basis of indicators, change the past on the passenger service work assessment focused on internal management, ignoring the situation of external passenger supervision, the establishment of the main passenger assessment, passenger satisfaction or not as the main assessment criteria and scale.

Fourth, increase incentives. To change the past to re-test light incentives, heavy penalties for light incentives, heavy spirit to stimulate the practice of light material incentives to the needs of workers, improve the various incentives to improve the incentive effect, to mobilize the enthusiasm of workers.

### **3.5. Innovative service concept**

First, establish the 'customer first' concept. Emphasizing the importance of service functions and service quality of railway passenger transport. To make all levels of managers and workers, especially passenger service personnel to correctly understand the current pressure on the railway and their own shortcomings, change the incorrect ideas, the passenger as the core of passenger service work.

Second, establish the 'customer value maximization' concept. Philip Kotler believes that the customer's purchase of the product depends on the customer's delivery value, the customer transfer value is the total customer value (including product value, service value, staff value, image value) and total customer costs (including currency prices, Time cost, energy cost, physical cost). As the time and space efficiency of transportation is very obvious, the demand for rail passenger traffic is no longer just the satisfaction of the core demand. The demand for improving travel safety, improving travel environment and shortening travel time is obviously enhanced. The Therefore, the focus of service passengers is to continuously improve the total customer value and reduce the total customer costs, to achieve 'customer value maximization', which can serve as a passenger service objectives, but also measure the quality of passenger service work scale.

## **4. Conclusions**

By analyzing the current passenger service construction of the railway, we will understand the current situation of passenger service construction and find out the main problems in the construction of passenger service. We will

guide and encourage the construction of railway passenger service services correctly, so as to enhance the service quality of the railway industry and all employees. Reflect the 'passenger first, people-oriented' principle. So that the management of passenger services to a new stage, a new level, and ultimately to achieve the ideological self-conscious, self-management, behavioral self-control, which for improving the level of railway passenger service has a basic and strategic significance.

The ultimate goal of the analysis of the quality of passenger transport services is to improve the service level of enterprises and achieve the goal of continuously improving the efficiency of enterprises. For the railway management departments to provide the use of reasonable quality standards for railway passenger transport services, which can urge to guide the railway passenger transport enterprises to strengthen passenger management, and strengthen service awareness and improve work efficiency. The improvement of the quality of railway passenger transport services will have a profound positive impact on the railway passenger transport work, mainly can be summarized as the following aspects:

1) Is conducive to the railway transport enterprises to recognize the most impact on passenger satisfaction indicators, and then take targeted improvement measures. With the least investment to get the largest transport market share.

2) Make the responsibility clear, the performance of various departments can be directly reflected in the passenger score.

3) To help continuously improve the quality of service and improve passenger satisfaction, thereby enhancing the loyalty of passengers, to further attract passengers to achieve the long-term interests of enterprises.

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