

## **EVALUATION AND ANALYSIS OF PERCEIVED SERVICE QUALITY DIMENSIONS OF URBAN PUBLIC TRANSPORT**

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### **Abstract**

More than half the world's population lives in urban areas. Without public transport these areas are hardly livable, unsustainable, and very far from equitable. To make public transport more attractive, public transport companies should be keen to ensure a high quality of service for their public transport system.

In this paper, the definition of service quality and effect on the attractiveness of urban public transport are initially discussed. An extended literature review of evaluation methods of the quality of services offered is also conducted. The commuters' perception on service quality offered by the public transport system of the city of Thessaloniki (Greece's second-largest city) is measured by using consecutive Customer Satisfaction Surveys and the results are compared to other cities abroad. Finally, an Exploratory Factor Analysis is performed to determine the principal components of service quality, in which public transport must focus on in order to improve its services offered, increase attractiveness, frequency of services usage, and in turn revenues.

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