

STUDYING THE OPINION OF PASSENGERS ON INCREASING THE ATTRACTIVENESS OF THE SERVICES OF "UZTEMIRYO`LYO`LOVCHI" JSC

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ABSTRACT

This article examines the existing shortcomings and problems of passenger opinion research in increasing the attractiveness of the company's transport services. Directions for correct and effective use of marketing communications in increasing the attractiveness of railway transport services are suggested. Also, the relationship between consumers' use of railway transport services and their attitude towards the company's brand is studied based on an in-depth analysis.

Keywords: community transport, marketing research, marketing communications, railway transport services.

INTRODUCTION

In addition to the strong competition in the market of transport services, the full and timely satisfaction of the needs of the population for transport services requires the maximum use of the available opportunities from the transport companies. As a result of this, the quality of services will be increased, quality services will be provided in accordance with the needs and wishes of passengers. In the conditions of strong competition, it is necessary to search for optimal solutions not only for transport enterprises, but also for other sectors that provide the transport system with resources and equipment.

Nowadays, consumers have different needs for transportation services. Considering these circumstances, transport enterprises, including railway enterprises, require the proper organization of passenger transport using innovative approaches and marketing tools. One of the optimal solutions to satisfy consumer demand in the state of economic development is the rational use of marketing communication tools. This allows us to meet consumer demand as much as possible and strengthen our position in the market.

The transport complex of the country plays an important role in solving the social and economic tasks of the national economy, including the transport network occupies a significant place in the economy of the Republic of Uzbekistan. Passenger transport services are of particular importance in the transport system. In addition, the role of the society in the socio-economic situation is related to the freedom of movement, that is, the implementation of the state's programs guaranteeing the movement. Therefore, the development of passenger transport services has a positive effect on the development of the national economy, the transport mobility of the population and the increase in the standard of living.

Transport activities are closely related to the development of other economic sectors. Therefore, when predicting the future economic situation of the country, it is necessary to deeply analyze the direct and indirect impact of the transport sector on various systems of the republic.

Passenger transportation services are a part of the government program that provides transportation services to the people of the country, which is necessary to strictly support the daily work. The system of passenger transport services in the Republic of Uzbekistan is not a new one, it has a long history and established traditions, so support for the development of the market of passenger transport services in our country.

Several factors affect the market of passenger transportation services, including internal and external environment, regional and local, cultural-educational, scientific-technical, micro-macroeconomic, population income and several other factors. The population and its income indirectly affect the market of passenger transport services. Because the population is the main consumer of passenger services.

Precisely because of marketing approach, the railways of foreign countries were able to find a "mechanism" for adapting to the constantly improving conditions of market relations, to quickly respond to market changes, and to find ways to meet the demands of passengers.

Analysis of Literature on the Topic

The theoretical and methodological foundations of increasing the attractiveness of railway passenger transport services are reflected in the scientific research of several domestic and foreign scientists. In particular, Asian scholars Chalerm Sap Lieophaipot and Nuttawut Rojniruttikul have studied how the factors influencing the choice of railway passenger transport services by passengers are corporate image, service quality, motivation to use the service, and service satisfaction levels [1]. At the end of the scientific research, it was determined that the most important factor influencing the choice of passengers is the quality of services. This scientific work of scientists makes a great contribution to the scientific study of the factors affecting the decision to use railway transport.

Also, Aniko Kelemen Erdős described the factors that can change the trend of development by increasing the competitiveness of railway markets in the work titled "Increasing the competitiveness of railway passenger transport markets" [3]. A comparative analysis was carried out to study the indicators related to the economy, railway infrastructure and the activities of the EU countries and to identify the factors that help to improve the market performance. The results show a significant positive stochastic correlation between performance and infrastructure quality (e.g. electrification and presence of two or more road lines). In addition, it was found that railway tariffs are directly correlated with the company's activity. It is argued that improving these attributes can increase the competitiveness of railway markets.

According to Russian scientists Irina Ulitskaya and Yulia Vasileva, they proposed to increase the efficiency of the suburban transport logistics system, which ensures the achievement of the set goals from the point of view of the customer-oriented approach [4]. According to them, to achieve this goal, it is necessary to solve several specific tasks: to justify the priority of the value-oriented approach as the basis for the organization of logistics systems of suburban

passenger transport in the conditions of new mobility, to identify and systematize vehicles. The basis of their research is fundamental and practical work in the field of concepts of marketing and service logistics, transport and logistics services, theory of passenger transport, theory of consumer value.

RESEARCH METHODOLOGY

To collect information, in-depth surveys were conducted in selected target market segments. In addition, all research participants were informed about the confidentiality of their data. This study investigated the factors influencing participants' willingness to use passenger train service. The survey began in October 2023 and continued until December 2023.

ANALYSIS AND RESULTS

4,130 respondents took part in the survey organized by "Uztemiryolyolovchi" JSC and Tashkent State Transport University, respondents from all geographical regions of our republic, that is, from all regions and the Republic of Karakalpakstan participated in it. The distribution percentage of participating respondents by region was analyzed in Table 1.

Table 1 The percentage of passengers who took part in the survey by region.

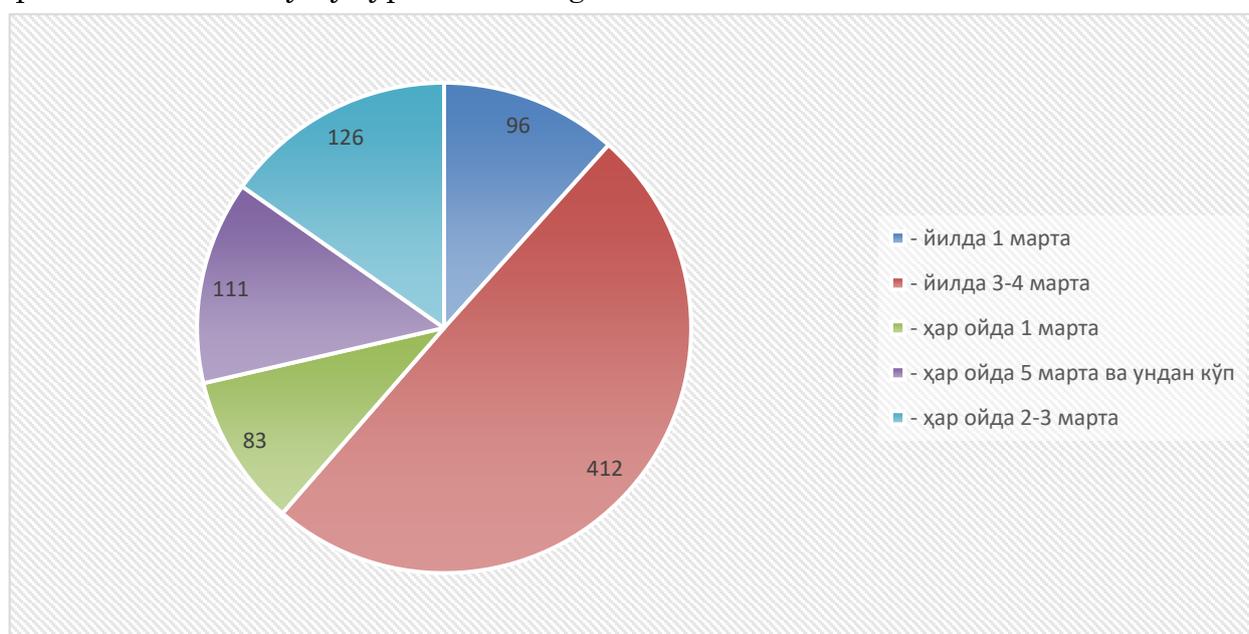
Administrative regions	Number of passengers	In percent
Andijan	255	6,2
Bukhara	280	6,8
Fergana	240	5,8
Jizzakh	40	1,0
Namangan	170	4,1
Navoiy	90	2,4
Kashkadarya	270	6,5
Republic of Karakalpakstan	520	12,5
Samarkand	195	4,7
Syrdarya	30	0,7
Surkhgandatya	495	12,0
Tashkent city	815	19,6
Tashkent region	65	1,6
Kharezm	665	16,1
Total	4130	100

If we pay attention to the percentage of respondents who took part in the survey, the largest number of respondents were 815 from the city of Tashkent. The lowest percentage of participants corresponded to Jizzakh and Syrdarya regions, respectively. In addition, 240 respondents from Fergana region, 280 from Bukhara, 255 from Andijan, 270 from Kashkadarya and 520 from the Republic of Karakalpakstan took part in the survey. We divided all participating respondents into 5 areas in total. (2 tables)

Table 2 The percentage of passengers who participated in the survey is in the cross-section of regions.

Territory	Number of respondents	In percent
Андижон, Фарғона, Наманган	665	16,1
Хоразм, Қорақалпоғистон республикаси	1185	28,6
Самарқанд, Навоий, Бухоро	485	11,7
Қашқадарё, Сурхондарё	765	18,5
Сирдарё, Жиззах	70	1,7
Тошкент шаҳри ва вилояти	880	21,3

Research results show that 50% of railway passengers use railway services 3-4 times a year. 10% of respondents who took part in the survey stated that they use railway passenger transportation services once a month, and 13% of respondents use passenger transportation services 5 times a month or more. If we look at it in terms of regions, Khorezm and Karakalpakstan have the largest share (29.5%). Tashkent city and region (20.4%) followed by Kashkadarya, Surkhandarya (18.3%). Below we will analyze the choices of the passengers who participated in the survey by types of carriages:



Picture 1. Intensity of passenger use of railway services.

Table 3 Distribution of respondents according to which types of carriages they use.

Carriage type	person in number	Person in percent
Coupe carriage	1680	40,6
Plas kart carriage	1495	36,1
Passenger sleeping carriage	530	12,8
General carriage	435	10,5

By type of carriage, 1,680 passengers used compartment carriages, 1,495 passengers used plat cart carriages, 530 passengers used sleeping carriages, and 435 passengers used general or sitting carriages. 860 passengers who choose Plats kart carriages in railway passenger transport services are passengers who use railway services 3-4 times during a year.

Most of the passengers who took part in the survey focused their thoughts on improving the quality of services, first, on the cleanliness of the carriages, improvement of the sanitary and hygienic conditions in the toilets, and elimination of various odors in the carriage. In the next place, they asked if there should be places for charging electronic devices, and if there are existing ones, they should be put in a suitable condition and they should monitor their operation. In the summer and winter seasons, they wrote to improve the temperature of the wagons, that is, to provide an air-conditioning system or to control its operation. Complaints were also made about the non-functioning of air conditioners in sleeping carriages. 72.5 percent of passengers said that the introduction of Internet services in railway stations and carriages is "very important", and 21.7 percent of passengers said that it is "important". In general, more than 94 percent of respondents indicated the importance of internet services during their travels.

More than 30 percent of the respondents said that new and convenient types of wagons will be introduced. Up to 5-7 percent of the cases are to make the seats on the upper floor more comfortable, to eliminate the cases of corruption in the carriage (giving seats to passengers without tickets, corruption in getting passengers on the train earlier in the districts, selling sugar added to tea, etc.). Also, 55-65 percent of passengers said that they would like to have a prayer hall in the carriages, to separate women's and men's carriages, to have the opportunity to know one's partner (woman, man) when buying an electronic ticket. 23 percent of the respondents asked for the creation and improvement of various facilities for inclusive (disabled, elderly) passengers, separate tickets for them, escorting at the station when entering and leaving the train, free transportation of their luggage. 7% of passengers ask not to use plast cart wagons as a common wagon (Tashkent-Termez route) and write to use a wagon with separate seats or another type instead. Percentage of respondents who complained about car monitors and cashiers. It was 45-53 percent and they made the following suggestions: improving the behavior of cashiers, preventing corruption among them, and increasing the possibility of providing information. They also made suggestions on retraining train attendants, replacing them with young staff, monitoring compliance with uniform culture (Navoi-Zarafshon, Tashkent-Andijan), ensuring politeness with passengers, adding female attendants, and increasing their number. 10-12% of passengers emphasized the need to organize a mother-child room at the stations and to ensure the operation of all facilities, to organize luggage storage rooms at the regional stations. 37-40 percent of respondents emphasized the need to control the prices and increase the quality of kitchens and shops in stations, to establish prayer rooms and toilets in small stations, and to pay attention to cleanliness. In addition, 7 percent of the respondents said that the design of the stations is the same and suggested changing it. Stations are also supposed to have chargers for electronic devices or paid power banks, to change station seats. They asked for additional services at the station (children's playgrounds, library, ticket office, television, free water (cooler), free tea or coffee in cold weather).

To ensure that the renewal of samovar-kettles in carriages will work in any case. They asked for hot water in the toilets. Announcing station arrivals at stations, setting up televisions and ensuring they are operational if available. Improvement of position between economy and business class carriages on Shark and Nasaf trains. To increase the speed of the trains, reduce the running time and ensure that they run according to the schedule (in some cases there are delays in arrival). Introduce free meals on long-distance trains (like Afrasiab). Launching Afrasiab train on Khorezm and Surkhandarya routes, increasing traffic on existing routes. In 2 percent of cases, sellers of products (worms, bread, etc.) were asked not to enter the train standing at the stations. The percentage of respondents who asked to establish a pharmacy and library service in the carriages, to control the non-drinking of alcoholic beverages, was 7 percent. 80% of the respondents were asked to renew the sheets provided (they complained about their old, dirty, poor condition), improve the quality of mattresses and pillows, 15-17% asked to improve the quality of the dishes and increase their number.

Ticket issue: 43-45 respondents indicated the presence of corruption in ticket sales, more than 60 percent of passengers asked to improve the online ticketing platform, to increase its capabilities, to have ticket vending machines in the ticket offices. In 7 percent of cases, unsold tickets were sold at a lower price closer to the departure time of the train, and the advance booking system was requested to be improved.

At the same time, they asked what services should be included in the price of each ticket or what should be provided, and additional tickets should be introduced. They asked us to reduce ticket prices or give discounts for a certain class.

In 10-12 percent of cases, they requested the establishment of new inter-regional and district transportation (electric or other). In 2% of cases, they wrote to repair the existing electric cars (Tashkent region, Valley regions, Zarafshan) or buy new types of cars, they complained that the air conditioner does not work.

CONCLUSIONS AND SUGGESTIONS

Analyzing the results of the survey, it was found that there is a positive correlation between the intensity of passenger use of railway services and the attitude of consumers towards the brand of "Uztemiryolyolyochchi" JSC. The high correlation coefficients between the intensity of use of railway services and the attitude of consumers towards the brand of "Uztemiryo`lyo`lovchi" JSC showed a strong correlation between the indicators. Therefore, considering that there is a strong correlation between these two indicators, it is necessary to develop marketing activities aimed at increasing the intensity of passenger use of railway services, and to further improve activities aimed at increasing passenger loyalty.

To regularly use such questionnaires in the future and to organize them more efficiently, we offer the following: Upload a questionnaire with a separate QR code for each direction, i.e.

Separately for the Tashkent-Andijan train, so we can know which train the passenger who voted is traveling on and which employee served. It increases our chances of learning exactly which carriage or train is not clean enough, or which service is not good.

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