

RELATIONSHIP BETWEEN SERVICE QUALITY AND CONSUMER SATISFACTION IN KADUNA RAIL TRANSPORT, KADUNA STATE, NIGERIA

Binta Oziohu Issa and Ahmad Audu Maiyaki

Department of Business Administration and Entrepreneurship, Bayero University, Kano

Corresponding Author's email: bintaisah60@yahoo.com



Abstract

Customer is the real asset for an organization that ensures long-term profitability even in the era of great competition. Railway corporations in Nigeria today face poor administration systems which hinders the quality of rail service customer expected. The objective of this paper is to examine whether perceive service quality has significant relationship with customer satisfaction in Kaduna rail transport. Findings of the research show that there is positive relationship between service quality delivery and customer satisfaction at the Kaduna rail transport. The study recommended that. Management of rail cooperation should ensure that comfortable seat, parking facility are provided and procured as at when due, and replace dilapidated equipment at the rail so as to deliver quality services and rail facilities should be upgraded to meet up with the capacity of the customers that travelled from time to time.

Keywords: *Service quality, comfort, connectivity, customer satisfaction and rail transport.*