

## Exploring Service Performance of Area-Based Bus Service for Dhaka: A Case Study of Dhaka Chaka

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**Abstract :** Dhaka North City Corporation introduced first area-based bus service on 10 August 2016 to run through Gulshan and Banani area to dilute sufferings of the people which started with the ban on movement of the bus in these areas after Holy Artisan terrorist attack. This study explores service quality performance of Dhaka Chaka on the basis of information provided by its riders on a questionnaire survey. Total thirteen service quality indicators have been ranked on a scale of 1-5, and they have been classified under three latent variables based on their correlation using eigenvalue and rotated factor matrix derived through factor analysis process. Mean, and skewness has been calculated for each indicator. It has been found that ticket price and ticketing system have relatively poor average service quality rank than other factors. All other factors have moderately good performance. The study also suggests some recommendation to improve service quality of Dhaka Chaka based on the interrelation between considered parameters.

**Keywords :** area based bus service, eigen value, factor analysis, correlation

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