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EFFECTS OF TICKETING TECHNOLOGIES ON THE QUALITY OF WORK-LIFE IN TRANSPORT CORPORATIONS

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Abstract:-Quality of work-life is less researched aspect among the transport corporation employees and hence, a need was felt to study the same. While numerous studies have pointed out larger benefits of maintaining good QWL from organisational perspectives, a gap in the existing literature on its importance in determining the acceptance of technology in the work place still exists. In recent times, Transport corporations in Tamilnadu, India have incorporated latest ticketing technologies into the operation such as Electronic Bus Ticketing Machines (EBTM) and On-line ticketing facilities. Hence, an attempt is made to find out the effects of this ticketing technology adoption into the perceived Quality of Work Life in transport corporations. With a survey data comprising 300 drivers and conductors working in transport corporations, the regression results suggest that the perceived QWL significantly depends on both the dimensions of technology acceptance such as EBTM acceptance and Online ticketing acceptance. Also, the perceived QWL is found to be homogenous across different levels of demographic profiles considered in the work and corresponding implications were discussed.

Keywords: Quality of work-life, Transport Corporations, Ticketing Technology, Online-Ticketing, Technology adoption, Technology acceptance, Electronic Bus Ticketing Machines, EBTM acceptance, Online ticketing acceptance,

INTRODUCTION

1.1 Quality of work-life (QWL)

QWL aims at changing the entire organizational climate by Humanizing work, individualizing organizations and changing the Structural and managerial systems. It takes into consideration the socio-psychological needs of the employees. It seeks to create such a culture of work commitment in the organizations which will ensure higher productivity and greater job satisfaction for the employees. Thus, Quality of work-life (QWL) refers to the favourableness or unfavourableness of the job environment of an organization for its employees. It is a generic term which covers a person's feelings about every dimension of his work e.g. economic incentives and rewards, job security, working conditions, organizational and interpersonal relationships etc. Further, Deborah show and Cohan et al., (1979) "Quality of Work Life is a process of joint decision making, collaborations and building mutual respect between management and employees."

1.2 EIGHT MEASUREMENT TECHNIQUE OF (QWL)

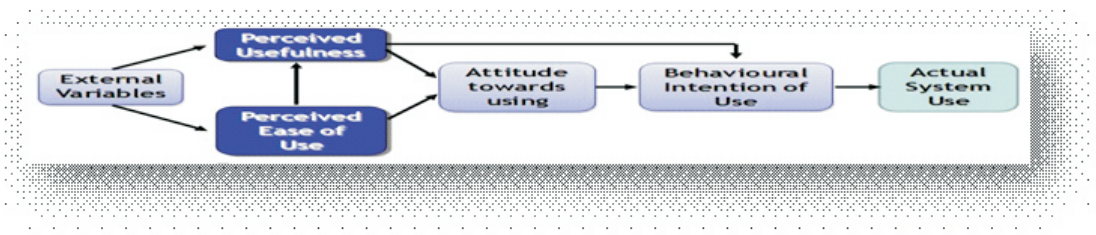
Quality of work-life thought (Walton, 1973) becomes popular in 90s and organizations realised its potential to enhance the productivity in the new era based on eight dimensions as a comprehensive model. The eight dimensions of Quality of Work life proposed in this model include: 1. Adequate and fair compensation, 2. Safe and healthy working conditions, 3. Opportunity of use and develop human capacities, 4. Growth and security, 5. Social integration, 6. Constitutionalism in the work organization, 7. Work and the total life space, and 8. The social relevance of work life

1.3 RECENT TICKETING TECHNOLOGIES ADOPTED IN TRANSPORT CORPORATIONS

In recent times the state transport corporations in Tamil Nadu have adopted ticketing technologies like Electronic bus ticketing machine (EBTM) and On-line ticketing facilities in their operations. According to Nathan Rosenberg (1972), Technology refers to the making, modifications, usage, and knowledge of tools, machines, techniques, crafts, systems, and method of organizations, in order to solve a problem, improve a pre-existing solution to a problem, achieve a goal, handle an applied input/output relation or perform a specific function. “In the history of diffusion of many innovations, one cannot help being struck by two characteristics of the diffusion process. It's apparent overall Slowness on the one hand, and the wide variations in the rates of Acceptance of different inventions, on the other.” (Nathan Rosenberg, 1972)

1.3.1 Technology Acceptance Models:

Technology Acceptance Model (TAM) replaces many of Theory of Recent Action (TRA) attitude measures with the two technology acceptance measures such as “ease of use and usefulness”. TRA and TAM, both of which have strong behavioural elements, assume that when someone forms an intention to act, that they will be free to act without limitation. In the real world there will be many constraints, such as limited freedom to act.



Originating author; Davis (1989)

1.3.2 Technology Adoption Measurements

The item technology adoption is measured in terms of Technology Acceptance among the end users of the technology. Since, the operating personnel in the transport corporations are drivers and conductors; their acceptance of the technology is a valid measure for measuring the technology adoption in terms of acceptance of the technology such as EBTM acceptance and Online Ticketing acceptance.

1.4 DETAIL OF TICKETING TECHNOLOGY ADOPTED BY TNSTC

(i) Electronic Bus Ticketing Machines (EBTM)

Tamilnadu State Transport Corporations (TNSTC) has introduced Electronic Bus Ticketing Machines (EBTM). The ticket machines would end the use of the hefty 1.5-kg ticket racks carried by TNSTC conductors. It would also end the practice of tearing out tickets and marking fare stages. Instead, the TNSTC conductor would just have to key in the details about the fare stage and the ticket machine would print out the ticket. The machine weighs only 800 grams and is convenient to carry. The parameters are almost like that of a railway ticket, the only difference being that the machine is portable. The machine can print out 2,300 tickets, including the journey report in order to facilitate inspection by the corporation's checking inspectors. Each machine costs Rs. 10,000 to Rs. 12,000. The TNSTC has budgeted Rs. 2 cores for this innovative step which would have the support of the Information Technology Department. In old days the TNSTC was spending Rs. 85 lakhs on printing tickets. The ticket machines would help prevent loss on account of malpractice. It would also help in providing adequate data to the corporation, particularly with regard to the boarding of passengers from fare stages and important points. This would help the corporation prepare and organize its schedules more efficiently on the basis of traffic demand. Besides, it would provide data on concessions given to various sections. Another additional feature is that the data in the ticket machine could be fed into the computer. This ticket machine is modularized comprising the modules towards executing the functions like (a) Management of Route (b) Managing Trip Details (c) Managing Bus Details (d) Locating the Bus Stops (e) Printing the Bus Tickets

(ii) On-Line Ticketing

The Tamil Nadu state Transport Corporations has the facilities to sell bus travel ticket through the website www.tnstc.com. Many travelers have benefitted because of this facilities offered On-Line. On-line ticket has reduced the burden of the conductors in their job. Also, the On-line ticket holder pays the travel cost On-line resulting in zero financial transaction while travelling.

2.0 QUALITY OF WORK LIFE BENIFITS

Meenakshi Gupta (2010) et al., have studied the quality of work life aspect among the employees of telecom sector with an aim to determine whether the quality of work life affects the satisfaction level of employees of telecom employees. The implications of the findings based on this work suggest that the quality of work life in BSNL can be enhanced by taking appropriate intervening measures on all the eight dimensions of QWL proposed Walton et al.(1973) such as Adequate Income & Fair Compensation, Safe & healthy working conditions, Opportunities to use & develop human capacity, Opportunity for career growth, Social integration in the work force, Constitutionalism in work organization, Eminence of Work Life and Social relevance of work.

Valarmathi and hema (2013) have studied the effects of quality of work life on employees of textile mills with an aim to identify the acceptance of current working policies practices and issues of textile sector in Coimbatore region. Several remarkable factors that influence quality of work life are noted in the above work in line with the Walton et al. (1973) framework on Quality of Work life. They are: Fair Compensation; Healthy Working Conditions; Safety; Opportunity to develop Human Capabilities; Opportunity for Career Growth, implementing alternative programs, etc. Through this work the importance of balanced relationship among work, non- work and family aspects of life of the workers are well explained.

Nasl Saraji and Dargahi et al. (2006) reported that a high quality of work life (QWL) is essential for organizations to continue, attract and retain employees. This work highlighted that QWL is a comprehensive program designated to improve employee satisfaction. This research has provided insights into the positive and negative attitudes of Tehran University of Medical Sciences (TUMS) Hospitals' employees on their quality of work life. The results showed that the majority of employees were dissatisfied with occupational health and safety, intermediate and senior managers , their income, balance between the time they spent working and with family and also indicated that their work was not interesting and satisfying. TUMS hospitals' employees responding to this survey have a poor quality of work life. Hence, this work has suggested more training and educations for TUMS hospitals' managers to overcome the shortcomings in the operations.

2.1 TECNOLOGY ADOPTION BENEFITS

Mohammad (2012) studied the adoption of information technology in Malaysian Industrial sector and investigated how government policy affected the adoption of information technologies. The findings of this work provide national and international policy options to encourage the information technology adoption characterized by control influence, productivity gains and innovation of the industrial sectors in Malaysia. Further, this work identifies that the Information technology plays a crucial role for the industrial sector to become more innovative and competitive and may direct towards economic growth if it is employed prevalently.

Jenny Meyer (2007) studied the relation between the age structure of the workforce and the probability of adopting new technologies among German ICT and knowledge intensive service providers. The results of this study show that firms with a higher share of younger employees are more likely to adopt new technologies and the older the workforce are less likely to adoption new technologies. Furthermore, the results exhibit that the age structure of the workforce should be accompanied by appropriate workplace organization. A part of the firms with enhanced teamwork or flattened hierarchies are actually more likely to adopt new technologies and software when they have a higher share of older employees, whereas they are less likely to introduce new technologies if they have a higher share of younger employees.

Alessandro and Bronwyn (2008) have reported that the contribution of new technology to economic growth can only be realized when and if the new technology is widely diffused and used. Diffusion itself results from a series of individual decisions on using the new technology, decisions which are often the result of a comparison of the uncertain benefits of the new invention with the uncertain costs of adopting it. According to this work, an understanding of the factors affecting this choice is essential both for economists studying the determinants of growth and for the creators and producers of such technologies.

Hamed and Shamsul et al., (2011) have studied the adoption of smart card technology that is being used in a number of ways around the world. According to them, security has become significant in information technology, especially in those application involving data sharing and transactions through the internet. With a primary data comprising of 640 University students, this research in information technology acceptance has identified the security as one of the factor that can influence on smart card adoption in terms of acceptance among the University students

Mohd et al., (2012) provided the factors influencing the technology adoption decision process into four groups such as: technology related factors, organizational and environmental factors, assurance related factors, and government related factors. The major contribution identified through this work is the discovery that technology related factors and assurance related factors are the most crucial factors influencing Information and communication technology (ICT) adoption towards establishing control in transport operation. Also, the above study identifies that the government standards established for logistics and transport operations acts as the major deciding factor towards adopting ICT in transport and related business. More specifically this work points that the government related factors are very important in the reducing the main barriers and the creation of the atmosphere of ICT adoption in transport sector.

3.0 STATEMENT OF THE PROBLEM:

Quality of work-life is less researched aspect among the transport corporation employees and hence, a need was felt to study the same. In recent times, Transport corporations incorporated latest technologies into the operation such as Electronic Bus Ticketing Machines (EBTM) and On-line ticketing. These technologies were incorporated without talking into consideration the opinion of operating personal like drivers and conductors. Since, thrusting of technology was done on top-down basis, measuring the reactions of operating personals like drivers and conductors is a worthwhile exercise. Further, the impact of technology adopted on the perceived quality of work-life among drivers and conductors will help in drawing new insight and critical valuable theoretical propositions. Hence, the present study is being carried out to address these problems and requirements.

3.1 Objectives:

1.To identify the effects of ticketing technology adoption in the perceived Quality of Work-life among the employees of Transport corporation.
2.To identify the variations in perceived Quality of Work-life with reference to the Demographic profile of the employees of Transport Corporation.

3.2 Hypothesis:

1.Perceived Quality of Work-life does not depend on Technology acceptance such as EBTM acceptance, On-line Ticketing acceptance, among employees.
2.Perceived Quality of Work-life do not vary with Demographic profile of the employees such as Age, Educational qualification, Monthly personal income, marital status and experience.

3.3 SURVEY DESIGN:

(a) Questionnaire Design

Questionnaire was framed for the present study comprising the measurement schemes for measuring the items (a) Demographic Profile of the respondents (b) Quality of work life and (c) Technology Adoption in terms of EBTM acceptance and online ticketing acceptance. The survey instrument was subsequently validated with appropriate reliability analysis comprising the computed value of Cron- Bach alpha as show in the table-1, were it can be noted that the alpha value for all the dimensions taken up in the survey instrument is found to be above the suggested value of 0.70 (Nunnaley, 1967)

(b) Survey instrument validity

Table 1: Results of the Quality of Work-Life CRONBACH'S ALPHA (α) Values

S: NO	FACTORS	NO: OF ITEMS	CRONBACH'S ALPHA
1	Fair & Appropriate compensation	5	0.870
2	Working Conditions	7	0.867
3	Use & Development of Capacities	3	0.858
4	Growth and security	2	0.814
5	Social Integration	3	0.878
6	Constitutionalism	3	0.865
7	Work space of life and Social relevance of the work in the life	5	0.843
Technology adoption CRONBACH'S ALPHA (α) Values			
S: NO	**FACTORS**	**NO: OF ITEMS**	**CRONBACH'S ALPHA**
1	Electronic Bus Ticketing Acceptance	13	0.842
2	On-line Ticketing Acceptance	4	0.860

Source: Computed from primary data.

(c)Sampling Details & statistical tools

The primary data for the present work is collected among the Drivers and Conductors working in Government Transport Corporation, Arni town, Vellore District. In order to measure the accurate response, the questionnaire employed was translated in Tamil Language appropriately and was subsequently administered. The filled up response could be collected successfully from 300 respondents out of 450 drivers and conductors on random basis. Hence, the sample size for the present work is 300 comprising the end users of the technology adopted or the operating personnel of the transport corporation bus services. The primary data for the present study is collected between the period May 2013 and July 2013. Since, the end user of the technology is considered as the appropriate respondents for the present work, they were identified based on convenient sampling procedure.The data collected were coded and transferred in to Statistical package for Social Science (SPSS) for the purpose of analysis and the tools employed include Regression model and One way ANOVA.

4.0 DATA ANALYSIS AND DISCUSSION

4.1 PERCEIVED QWL DEPENDENCIES ON TECHNOLOGY ACCEPTANCE

Table 2: Results of the regression for hypothesis – 2

Model		Un standardized Coefficients		Standardized Coefficients	T	F	Adjusted R Square
		B	Std. Error	Beta			
1	(Constant)	99.970	2.143		46.653	57.349*	0.274
	EBTM Acceptance	5.805	.819	.359	7.092*		
	Online Ticketing Acceptance	5.141	.833	.313	6.170*		

Dependent Variable: perceived quality of work life ;* significant at 5 percent level ;Source: Computed from primary data

The perceived QWL on the Technology acceptance such as EBTM acceptance, On-line Ticketing acceptance, among employees is defined in the hypothesis-2 taken up and its results are shown in table 2 as an outcome of regression model conceptualized. From the results, it can be inferred that the F value of 57.349 is found to be significant at 5 percent level and hence, the hypothesis 2 is rejected. These results suggest that the perceived QWL depends on the technology acceptance levels of the employees. Further, the adjusted R square value of 0.274 from the table-2 indicates that 27.4 percent of the perceived QWL among the employees significantly depend on the existing technology acceptance levels among them. Also, the "t" values of 7.092, and 6.170 corresponding to both the dimensions of technology acceptance such as EBTM acceptance and On-line Ticketing acceptance, are found to be having significant effects on the model conceived. More specifically the acceptance of EBTM among the employees is found to be having significant superior effects on the perceived QWL with a highest t value of 7.092. Similarly, online ticketing acceptance among the employees causes significant good effects on the perceived QWL with a next higher t value of 6.170.

Table 3: Descriptive Statistics on QWL, EBTM and Online ticketing

Factors	Low		Medium		Good		mean	Std: division
	Frequency	Percent	Frequency	Percent	Frequency	Percent		
QWL	98	32.7	109	36.3	93	31.0	1.98	0.799
EBTM acceptance	106	35.3	83	27.7	111	37.0	2.02	0.852
Online ticketing acceptance	112	37.3	90	30.0	98	32.7	1.95	0.837

Source: Computed from primary data.

Among the three factors QWL, EBTM acceptance and Online ticketing acceptance considered in the work, the high mean value of 2.02 with a high standard deviation of 0.852 is noted for EBTM acceptance among the employees as provided in the table-3.However, the lower mean value of 1.95 with a standard deviation of 0.837 is observed for the factor Online ticketing

acceptance among the employees. The second highest mean vale of 1.98 with lower standard deviation of 0.799 is observed for the factor perceived QWL among the employees. Also, from table-3, it can be inferred that the perceived QWL is good for 31 percent of the employees, medium for 36.3 percent of the employees and low for 32.7 percent of the employees. As far as EBTM acceptance is concerned, it is good among 37 percent of the employees, medium among 27.7 percent of the employees and low among 35.3 percent of the employees. In similar lines, Online ticketing acceptance is observed to be good among 32.7 percent of the employees, medium among 30 percent of the employees and low among 37.3 percent of the employees.

4.2 PERCEIVED QWL ON DEMOGRAPHIC PROFILES

The perceived QWL variations between different Demographic profile of employees such as Age, Educational qualification, Monthly personal income, Marital status and Experience in the present organization among the employees are defined in the hypothesis-4 taken up and its results are shown in table 4 as an outcome of one way ANOVA model conceptualized. From the results of this one way ANOVA model shown in table 4, it can be inferred that the F values of 0.122, 0.022, 0.144, 1.759, and 0.599 corresponding to each Demographic profile of employees such as Age, Educational qualification, Monthly personal income, Marital status, and Experience in the present organization are found to be not significant at 5 percent level.

Table 4: Results of the ANOVA for hypothesis-4

Variables	Sources of variables	Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	0.191	2	0.095	0.122	0.886
	Within Groups	233.329	297	0.786		
	Total	233.520	299			
educational qualification	Between Groups	0.048	2	.024	0.022	0.978
	Within Groups	320.948	297	1.081		
	Total	320.997	299			
monthly personal income	Between Groups	0.191	2	0.095	0.144	0.866
	Within Groups	196.996	297	0.663		
	Total	197.187	299			
marital status	Between Groups	3.000	2	1.500	1.759	0.174
	Within Groups	253.250	297	0.853		
	Total	256.250	299			
experience in the present organization	Between Groups	1.191	2	0.595	0.599	0.550
	Within Groups	295.406	297	0.995		
	Total	296.597	299			

Dependent Variable: perceived quality of work life;* significant at 5 percent level; Source: Computed from primary data

Hence, the hypothesis-4 is accepted at 5 percent level of significance. This result clearly shows that there is no significant variations in the perceived QWL among Demographic profile of employees such as Different Age groups, Different Educational qualifications of the employees, Different income groups, marital status, and level of experience in the present organization. In this context, the difference age groups of employees considered include 19-29, 30-40, 41-51 and above 52. The different educational qualification considered in the work comprises as 10th qualified, 12th qualified, Diploma holders and Degree holders. Different income groups considered comprises of Rs.5000-15000, Rs.15000-25000, Rs.25000-35000 and Rs.35 above. In similar lives, the different levels of experience considered below 5 years, 5-15 years, 15-25 years, and 25-30 years and above 30 years. Also, the marital status considered in the study has two levels such as married and unmarried.

5.0 FINDINGS

1.Perceived Quality of work-life, among the employees has very strong significant dependencies on their Technology acceptance behaviour. Both the dimensions of technology acceptance such as EBTM acceptance and On-line Ticketing acceptance are found to be having significant effects on the dependencies established between perceived Quality of work-life and technology acceptance behaviour. More specifically EBTM acceptance among the employees has superior significant effects on the dependencies between perceived Quality of work-life, and technology acceptance. The second dimension of the technology acceptance which is an on-line ticketing acceptance is found to be having next significant effects on the

dependencies between perceived Quality of work-life, and technology acceptance. These findings can be substantiated by the following details.

(a)The high mean value of 2.02 is obtained for EBTM acceptance, the second high mean vale of 1.98 is obtained for perceived QWL and the lower mean value of 1.95 is obtained for Online ticketing acceptance.
(b)The variations in the EBTM acceptance among the employees are found to be higher with standard deviation value of 0.852.The next higher variations among the employees is observed for Online ticketing acceptance with a standard deviation of 0.832. The variations in the perceived QWL are found to be less with among the employees with a high standard deviation of value 0.799.
(c)The perceived QWL is good for 31 percent of the employees, medium for 36.3 percent of the employees and low for 32.7 percent of the employees.
(d) EBTM acceptance is good among 37 percent of the employees, medium among 27.7 percent of the employees and low among 35.3 percent of the employees.
(e)Online ticketing acceptance is observed to be good among 32.7 percent of the employees, medium among 30 percent of the employees and low among 37.3 percent of the employees.

2.Perceived Quality of work-life among the employees does not vary significantly on different demographic profile considered for the employees. Thus, the perceived QWL is found to be homogenous with insignificant variations on different demographic profile such as Age, Educational qualification, Monthly Personal Income, Marital Status and work experience of employees. In this regard, the difference age groups of employees considered include 19-29, 30-40, 41-51 and above 52. The different educational qualification considered in the work comprises as 10th qualified, 12th qualified, Diploma holders and Degree holders. Different income groups considered comprises of Rs.5000-15000, Rs.15000-25000, Rs.25000-35000 and Rs.35 above. In similar lines, the different levels of experience considered comprise below 5 years, 5-15 years, and 15-25 years, 25-30 years and above 30 years. Also, the marital status considered in the study has two levels such as married and unmarried. Further, the different levels of perceived Quality of work-life comprise the levels such a (a) Low perceived QWL (b) Medium perceived QWL and (c) Good perceived QWL.

5.1 IMPLICATIONS & CONCLUDING REMARKS

Based on the findings made in the present study the following implications are mentioned in terms of Managerial and theoretical implications

(a)Since, the technology acceptance levels of the employees depends on their perceived QWL, the organizations planning for adopting any kind of technology in their operations should ensure the existence of higher levels of QWL to achieve higher levels of acceptance of the technology intended to be introduced. In this regard, the various transport corporations that have adopted various ticketing technologies should identify and rectify the inadequacies towards enhancing the better QWL in corporations.
(b)The organizations adopted technology in their operations should come forward to identify the acceptance levels of the technology adopted or intended to be adopted. This will enhance the schematic and seamless conversion of the technology into the work place. In this regard, the various transport corporations that have adopted various ticketing technologies should identify the existing levels of acceptance of the technology incorporated and fix the inadequacies causing shortcomings in the acceptance levels of ticketing technologies.
(c)Most of the technology adoption schemes comprises schematic technology conversion schedule comprising of appropriate feedback from the end users followed by sufficient training. This methodology of adoption or conversion to a new technology presents opportunities for the organizations to evaluate the existing QWL and address the training need both from the perspectives of QWL and technology adoption.
(d)The organisations that have failed in successful adoption of new technology in the work place can evaluate the shortcomings in the Quality of Work Life in addition to their evaluation of the shortcomings in the technology. While shortcomings in the technology acceptance is identified in terms of perceived usefulness and ease of use, the shortcomings in the intention to adopt the technology among the employees should be identified in terms of lack of adequate QWL.
(e)The organisations that have succeeded in adopting new technology in the work place can improvise existing Quality of Work Life in terms of supporting seamless upgrading of the current technology in operations. In this regard, it becomes extremely important for transport corporations to successfully plan and implement any future technology that would form the basis for future successful operations.

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