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The Impact of Social Behavior on Public Transport Services in Rwanda

A case of Jali Transport Company Limited.

RWIGEMA Robert

University Of Kigali, Rwanda.

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ABSTRACT

The general objective of this study was to assess the impact of social behavior on public transport services in Rwanda at Jali Transport Company Limited. The study sought to achieve the following Specific Objectives: To analyze the role of verbal, non-verbal, and digital communication in influencing passenger satisfaction and operational efficiency in public transport services, to evaluate how prosocial and antisocial behaviors of driver's impact passenger safety, reliability, and the overall experience, to examine the influence of social interaction elements, including status, conflicts, and power dynamics, on the quality and reliability of public transport services, to assess how emotional expressions, such as facial expressions, body language, and verbal content, contribute to resolving conflicts and improving passenger-driver relationships. The study mainly focused on evaluating the impact of social behavior on public transport services in Rwanda at Jali Transport Company Limited. The research was conducted at Jali Transport Company Limited, located in the Muhima Sector of Nyarugenge District in Kigali City. The research covered a four-year period from 2020 to 2023. For this research, the sample size consisted of 224 employees and managers from Jali Transport Company Limited. During data collection only 220 were able to respond and participate in the study. After the fieldwork, the data collected from various sources, including documentary reviews and field responses, were analyzed both qualitatively and quantitatively. In this study, the researcher applied several techniques such as editing, coding, and tabulation to organize the data, ensuring it was clear and ready for interpretation. The majority of respondents at Jali Transport Company Ltd. emphasized the critical role of effective communication in improving public transport services, with strong support for verbal (83.2%), non-verbal (81.8%), and digital (97.3%) communication methods. Digital communication, particularly through apps and SMS, was viewed as the most impactful in enhancing passenger satisfaction. Clear verbal announcements and consistent communication by drivers were also valued, though areas for improvement were noted. Additionally, respondents highlighted the importance of prosocial behaviors, such as helpfulness and cooperation, in fostering passenger trust and satisfaction, with 92.3% agreeing on their positive influence. In contrast, antisocial behaviors were linked to delays and reduced satisfaction. The findings further revealed that drivers' emotional states significantly affect driving efficiency and safety, underscoring the need for emotional regulation and professional conduct. To optimize service delivery, Jali Transport Company Ltd. should focus on enhancing communication strategies, fostering prosocial behaviors, and providing training to address emotional well-being and minimize antisocial tendencies.

Keywords: Communication, Drivers behavior, Social Interaction, Emotional Expression, public transport services

ABBREVIATIONS AND ACRONYMS

WBS: Work Breakdown Structures

GPS: Global Positioning System

JTC: Jali Transport Company

WSC: Women's safety concerns

WHO: World Health Organization

MININFRA: Ministry of Infrastructure

CHAPTER ONE

1.0 Introduction

In this chapter, the researcher focuses on the background of the study, the problem statement, the general and specific objectives, the research questions, the scope, the significance, and the limitation of the study.

1.1 Background of the study

Public transport in Rwanda is a crucial element of the nation's development, ensuring mobility for citizens and supporting economic activities. As the urban population grows, the demand for reliable, efficient, and affordable public transport services has surged (Nkurunziza et al., 2021). Jali Transport Company Limited has emerged as a key player in Kigali's public transport sector, employing modern technologies like automated ticketing and GPS tracking.

Social behavior significantly impacts the effectiveness of public services, including transport. In Rwanda, behaviors like queuing, ticket handling, and interaction with transport staff influence service delivery quality and user satisfaction (Umulisa et al., 2023). Understanding these dynamics is critical for improving public transport services. Rapid urbanization in Kigali has created unique challenges for public transport providers. Increased traffic congestion, overcrowded buses, and rising demand necessitate effective management of social behaviors to ensure smooth operations (UN-Habitat, 2021). This study aims to bridge this gap by exploring behavior's influence on transport.

Jali Transport is a government-regulated entity operating modern buses in Kigali and nearby areas. With its commitment to efficiency and passenger satisfaction, the company provides an ideal case to study the interplay between social behavior and public transport services (Jali Transport Annual Report, 2023). Passengers' behavior in Rwanda's public transport system includes orderly boarding, adhering to safety protocols, and payment compliance. Disruptive behaviors such as fare evasion or overcrowding strain transport services, reducing efficiency and increasing operational costs (Ngabonziza et al., 2022). Rwandan cultural norms, emphasizing respect and discipline, shape social behaviors in public spaces. However, modern influences and urban stressors sometimes lead to a mismatch between traditional expectations and contemporary realities (Rugege et al., 2021). Technological advancements, such as cashless payment systems and real-time bus tracking, influence social behaviors by encouraging timely boarding and reducing fare disputes. Jali Transport's adoption of these technologies exemplifies their impact on public transport (Nkusi & Mutangana, 2023). The Rwandan government's initiatives, such as the Kigali Urban Transport Master Plan, aim to promote efficiency in public transport. These policies emphasize the role of responsible passenger behavior in achieving sustainable mobility (MININFRA, 2022).

Awareness campaigns play a significant role in educating passengers on proper behavior. Programs focusing on queuing discipline, respecting drivers, and cleanliness have shown positive results in Kigali's transport sector (Rura et al., 2021). Jali Transport faces challenges such as overcrowding during peak hours, fare evasion, and disputes among passengers. Addressing these issues requires a thorough understanding of underlying social behavior patterns (Niringiyimana et al., 2022). Disruptive social behaviors, such as littering and fare evasion, lower operational efficiency and increase maintenance costs. Conversely, cooperative behavior improves punctuality and user satisfaction (Mugisha et al., 2021). Studies from other countries highlight that passenger behavior significantly affects public transport efficiency. For example, proper queuing systems in Singapore have minimized boarding time, a lesson applicable to Rwanda (Liu et al., 2020). Income levels, education, and employment status influence passenger behavior. Low-income individuals may prioritize cost over service quality, leading to overcrowding and fare disputes (Habumuremyi & Bizimana, 2023), Gender differences in behavior are evident in Kigali's public transport. Women's safety concerns and differing usage patterns require tailored strategies to improve their experience (Uwase & Hirwa, 2021).

Youths form a significant portion of Kigali's public transport users. Their tech-savvy nature and adaptive behaviors offer opportunities to promote digital ticketing and other innovations (Nsengimana et al., 2022). Behavioral economics principles, such as nudging, can encourage desirable behaviors among passengers. For instance, visual cues for queuing can minimize boarding conflicts (Thaler & Sunstein, 2021). Social behaviors like idling engines during stops and improper waste disposal contribute to environmental degradation. Jali Transport's eco-friendly policies aim to mitigate these issues (Mukiza et al., 2023). The pandemic changed social behaviors significantly, with mask-wearing and social distancing becoming critical in public transport. Compliance with these measures has varied among passengers (WHO, 2022). Passenger safety is influenced by social behavior, including reporting suspicious activities and adhering to rules. Jali Transport has implemented measures to enhance safety, such as CCTV surveillance (Karangwa et al., 2023).

Comparisons with Kenya and Uganda reveal similarities and differences in social behavior affecting public transport. Insights from these countries can guide improvements in Rwanda's systems (Achieng et al., 2022). Passenger satisfaction is directly linked to

their social interactions within public transport. Friendly and cooperative behaviors among passengers enhance the travel experience (Ngendahimana et al., 2023). Training drivers and conductors to manage social behaviors effectively is vital. Jali Transport invests in staff training to handle disputes and ensure smooth operations (Jali Transport HR Report, 2023). Social media campaigns can influence public behavior by promoting positive practices. Jali Transport's use of social platforms to educate passengers has shown promising results (Nyiransabimana, 2022). Recognizing and respecting cultural diversity among passengers can reduce conflicts. Jali Transport's multicultural training for staff addresses this need (Mukamana et al., 2021). Digital tools like mobile apps for ticketing and tracking have reshaped social behaviors, encouraging punctuality and reducing cash handling issues (Rukundo & Ndayambaje, 2023).

Public transport is more than a means of travel; it's a space for social interaction. Behavioral norms in such shared spaces influence overall satisfaction and harmony (Mbonyinshuti et al., 2022). Negative social behaviors, such as vandalism and fare evasion, lead to financial losses for transport providers. Addressing these behaviors is critical for sustainability (Mukandoli et al., 2021). Case studies from cities like Lagos and Johannesburg show how targeted interventions in social behavior can improve public transport. Lessons from these cities are applicable to Kigali (Olusola et al., 2020). Sustainable transport systems rely on positive social behaviors, such as proper waste disposal and energy-efficient practices. Jali Transport's green initiatives align with these goals (Habimana et al., 2022). Despite progress in Rwanda's public transport sector, gaps remain in understanding the full impact of social behavior on service delivery. This study addresses these gaps, providing insights for policymakers and transport providers to enhance public transport services.

1.2 Statement of the Problem

Public transport serves as the backbone of urban mobility, especially in developing nations like Rwanda, where the urban population continues to grow. However, the increasing pressure on public transport systems, particularly in Kigali, is accompanied by complex social behaviors that hinder service efficiency and quality (Nkurunziza et al., 2021). For Jali Transport Company Limited, managing these behaviors is critical for maintaining seamless operations. Social behavior encompasses a range of actions, including queuing habits, compliance with payment protocols, and interaction with drivers and fellow passengers. In Kigali's public transport, challenges such as overcrowding, fare disputes, and disorderly boarding often result from inconsistent passenger behavior, directly affecting operational efficiency and user satisfaction (Ngabonziza et al., 2022). While cultural norms in Rwanda generally emphasize respect and discipline, urban stressors and the diverse backgrounds of passengers create conflicts that strain the transport system (Rugege et al., 2021). Addressing these behavioral issues requires an understanding of their roots and impacts on public transport services.

Jali Transport Company faces recurring issues linked to social behaviors, such as non-compliance with safety protocols, littering in buses, and delayed boarding. These issues not only increase operational costs but also deteriorate the quality of service, undermining the company's mission to provide reliable and efficient transport (Jali Transport Annual Report, 2023). Despite significant investments in technology, including automated ticketing systems and GPS tracking, the expected behavioral shifts among passengers have not fully materialized. Problems such as misuse of digital platforms and resistance to new systems persist, indicating a gap in user adaptability and awareness (Nkusi & Mutangana, 2023). Behavioral disruptions also impact the financial sustainability of public transport providers. Fare evasion and vandalism result in economic losses, further burdening service providers already grappling with rising operational costs (Mukandoli et al., 2021). Understanding these issues is imperative for developing strategies that foster cooperative passenger behaviors.

The COVID-19 pandemic introduced additional layers of behavioral challenges, such as adherence to mask-wearing and social distancing protocols. Non-compliance by a segment of passengers created safety concerns and operational disruptions, underscoring the need for targeted behavioral interventions (WHO, 2022). Studies from other regions demonstrate that improved passenger behavior can enhance the efficiency and sustainability of public transport systems. For instance, Singapore's emphasis on orderly queuing and cleanliness has significantly improved user experience and operational fluidity, lessons that could inform strategies in Kigali (Liu et al., 2020). Despite government policies promoting sustainable and efficient public transport, the interplay between passenger behavior and service outcomes remains underexplored in Rwanda. This gap hinders the development of effective interventions tailored to the local context (MININFRA, 2022). This study addresses the pressing need to investigate how social behavior influences public transport services in Rwanda, using Jali Transport Company Limited as a case study. By analyzing behavioral patterns, their impacts, and potential strategies for improvement, this research aimed to contribute to the development of a more reliable and user-centered public transport system in Kigali.

1.3 The General Objective of the study

The general objective of this study was to assess the impact of social behavior on public transport services in Rwanda at Jali Transport Company Limited.

1.3.1 Specific Objectives

i. To analyze the role of verbal, non-verbal, and digital communication in influencing passenger satisfaction and operational efficiency in public transport services.

ii. To evaluate how prosocial and antisocial behaviors of driver's impact passenger safety, reliability, and the overall experience.

iii. To examine the influence of social interaction elements, including status, conflicts, and power dynamics, on the quality and reliability of public transport services.

iv. To assess how emotional expressions, such as facial expressions, body language, and verbal content, contribute to resolving conflicts and improving passenger-driver relationships.

1.4 Research Questions

i. How do different forms of communication (verbal, non-verbal, and digital) impact the efficiency and passenger satisfaction in public transport services?

ii. What is the effect of prosocial versus antisocial driver behavior on the safety and reliability of public transport services?

iii. In what ways do social interaction elements such as status, conflicts, and power dynamics influence public transport operations?

iv. How do emotional expressions (e.g., facial expressions and body language) among drivers and passengers contribute to conflict resolution and service delivery in public transport?

1.5 Scope of the Study

The scope of this research is made of: content scope, geographical scope and time scope.

1.5.1 Content scope

The study mainly engrossed on evaluating the impact of social behavior on public transport services in Rwanda at Jali Transport Company Limited.

1.5.2 Geographical scope

The research was conducted at Jali Transport Company Limited, located in the Muhima Sector of Nyarugenge District in Kigali City.

1.5.3 Time scope

The research covered a four-year period from 2020 to 2024.

1.6 Significance of the study

The study is significant to the following stakeholders:

To the researcher: This study allows the researcher to contribute new knowledge to the field of social behavior and public transport. By focusing on a localized case, the researcher adds depth to existing literature on transport efficiency in urban African contexts. Conducting this study helps the researcher refine skills such as data collection, analysis, and interpretation of social behavior impacts in real-world settings. Insights gained from this research may open opportunities in urban planning, transportation management, or academic fields, enhancing the researcher's career prospects.

University of Kigali Students: The study serves as a learning tool for students in fields such as social sciences, urban planning, and transportation management, providing a practical example of integrating theory with real-world applications. Students can draw inspiration from this research for their academic projects or theses, particularly those interested in understanding how social behavior affects various sectors. University of Kigali students, especially those commuting, may directly relate to the research findings and reflect on their own behaviors and interactions in public transport settings.

Jali Transport Company Limited: By identifying specific social behaviors that impact service delivery, the study provides actionable insights to improve operations, reduce costs, and enhance customer satisfaction. Understanding passenger behavior helps Jali Transport design targeted campaigns to encourage positive behaviors, such as proper queuing or timely boarding. The research aligns with Jali Transport's goals of sustainability and efficiency, supporting their strategic plans to enhance service delivery in a rapidly urbanizing Kigali.

1.7 Organization of the study

This study is organized in three chapters; the first chapter is the general introduction which includes introduction, background of the study, statement of the problem, objectives of the study (General objectives and the specific objectives), research questions, the significance of the study, the scope of the study, limitations of the study, organization of the study and definition of terms. The second chapter is literature review and includes the theoretical literature and also the Empirical literature plus the conceptual framework of the study. The third chapter is titled research methodology which discusses research design, target population and data analysis procedures followed by the research during data collection. Chapter Four consists of research finding presentations and interpretations while Chapter five is made up of summary of findings m conclusion, recommendations and area for further studies.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter presents theoretical literature review, empirical literature review, and conceptual framework. Theoretical literature review covers various theories related to the impact of social behavior on public transport services. Empirical literature review covers studies conducted by other researchers on the same topic while conceptual framework shows the relationships between various variables of the study.

2.1 Conceptual Review

According to Nyambane (2023), a conceptual review refers to an analysis or examination of the theoretical foundations, key concepts, and existing literature related to a particular topic or research question. It involves synthesizing and critically evaluating the theoretical frameworks and ideas that form the basis of a given subject. Conceptual reviews are valuable in the early stages of research, helping researchers develop a solid theoretical foundation and guiding the formulation of research questions and hypotheses. They also contribute to the scholarly conversation by summarizing and synthesizing existing knowledge in a particular field.

2.1.1 Communication

According to Onyango and Owino (2021), effective communication plays a vital role in the delivery of public transport services in Rwanda, particularly in urban centers like Kigali. The introduction of smart card payment systems in 2014 and the shift from manual fare collection highlight the critical role of communication in enhancing operational efficiency and improving service delivery. These advancements are part of broader strategies, such as the National Transport Policy, which stresses the importance of effective communication between passengers, service providers, and authorities (Mwangi, 2019; Dai et al., 2023).In addition, public transport operators like Jali Transport have adopted digital platforms and automated ticketing systems to manage fare collection and route scheduling. This move has significantly reduced delays and disputes, which in turn improves passenger satisfaction. Furthermore, public transport communication extends beyond technology; the ability of drivers to manage their emotions and engage in positive communication during conflicts is a key element that contributes to improved passenger experiences (Mitullah, 2022; Freire, 2023). Positive verbal and non-verbal communication between drivers and passengers help create a social atmosphere that supports operational reliability. The integration of technology, alongside effective communication strategies between operators, authorities, and passengers, is crucial for fostering improved service delivery in Rwanda's public transport system. This approach reflects the broader role of social behavior in enhancing the overall performance of public transport services (Easterling et al., 2021; Perkersen & Canöz, 2022). Exploring these dynamics will continue to be essential for advancing Rwanda's transport sector.

2.1.2 Drivers behavior

Driver behavior is integral to the success of public transport services, and in Rwanda, it directly affects passenger satisfaction, safety, and operational efficiency. Research indicates that prosocial behaviors, such as politeness, punctuality, and maintaining a calm demeanor, enhance the overall travel experience by fostering positive interactions between drivers and passengers (Mwangi,

2019; Freire, 2023). These interactions are particularly important as drivers are often the first point of contact for passengers, making their communication skills and behavior vital for customer satisfaction (Onyango & Owino, 2021). Conversely, antisocial behaviors such as aggressive driving, speeding, and poor communication with passengers can severely impact service quality. Such behaviors may lead to accidents, delays, and increased operational costs due to maintenance needs, legal actions, or passenger complaints (Easterling et al., 2021; Cilliers, 2021). To address these issues, the Rwandan government has implemented driver training programs aimed at improving communication, conflict management, and professional conduct (Mitullah, 2022). This proactive approach is designed to improve both driver-passenger interactions and the overall quality of service delivery.

Furthermore, factors such as gender and social dynamics influence the driver-passenger relationship, which can contribute to either conflicts or positive interactions (Dai et al., 2023). In response, technological advancements like real-time tracking are being utilized to enhance driver accountability, helping reduce antisocial behaviors and ensuring higher operational efficiency (M'Ikiugu et al., 2012; Makworo & Mireri, 2011). In conclusion, improving driver behavior through comprehensive training, technological integration, and understanding of social dynamics is essential for enhancing Rwanda's public transport services. These initiatives, when combined, create an environment that improves both the operational efficiency and the passenger experience (Gataric et al., 2019).

2.1.3 Social Interaction

Social interaction plays a crucial role in shaping the quality of public transport services, especially in Rwanda's urban centers like Kigali. The interactions between passengers, as well as between passengers and drivers, directly affect the social atmosphere and operational dynamics within the public transport system. One important aspect of these interactions is communication, which can significantly influence the travel experience. Effective verbal and non-verbal communication by drivers, such as respectful engagement and conflict management, can lead to a more pleasant journey, thereby enhancing passenger satisfaction (Mwangi, 2019; Freire, 2023).In contrast, negative communication, including verbal aggression or a lack of interaction, can lead to discomfort and dissatisfaction among passengers (Easterling et al., 2021). Additionally, social dynamics within public transport systems, including gender relations and power structures, can affect the nature of interactions. Women, for instance, often face unique challenges related to safety and comfort, which can influence their overall experience. Addressing these issues through improved communication and driver behavior can lead to safer and more comfortable travel (Mitullah, 2022). Social hierarchies, such as differences in social status, can also influence passenger behavior, with some individuals asserting dominance or seeking to influence others during travel (Batchelor, 1969).

The integration of technology, such as real-time tracking systems, plays an essential role in regulating and improving these social interactions. These systems help minimize disputes over delays, foster better communication between passengers and drivers, and increase transparency, thereby reducing misunderstandings (Onyango & Owino, 2021; Cilliers, 2021). In Rwanda, these technological advancements, alongside efforts to address gender and power dynamics, have contributed to more efficient and cooperative environments within public transport, ultimately improving passenger satisfaction and service delivery (Makworo & Mireri, 2011).Thus, the effective management of social interactions, including improved communication, addressing gender dynamics, and leveraging technology, is critical for enhancing the public transport experience in Rwanda (Dai et al., 2023; Gataric et al., 2019).

2.1.4 Emotional Expression

Emotional expression is a critical component in shaping public transport experiences, especially in Rwanda's urban centers like Kigali, where interactions between passengers and drivers are essential for service quality. Both verbal and non-verbal emotional expressions can significantly affect the atmosphere within a vehicle, influencing passenger satisfaction and operational success.In Rwanda's public transport system, drivers' emotional expressions, such as warmth, patience, and calmness, can create a comfortable and welcoming environment. These positive emotional cues help build trust with passengers, fostering a sense of safety and comfort (Nyambane et al., 2016; Scott, 2015). Conversely, negative emotional expressions like frustration, anger, or impatience can have detrimental effects on the experience. For instance, when drivers express frustration during delays or fare disputes, it can increase passenger anxiety and lead to conflicts, reducing the overall quality of service (Easterling et al., 2021).

Passenger emotional expression also plays a significant role in shaping the dynamics within the transport environment. Factors like overcrowding, delays, or uncomfortable conditions can lead to heightened stress and negative emotions, potentially sparking conflicts between passengers. Effective emotional regulation by both drivers and passengers can mitigate such tensions, creating a more pleasant and cooperative atmosphere (Mitullah, 2022). Training drivers to recognize and manage emotional cues both from themselves and their passengers is crucial in improving conflict resolution and enhancing the overall experience (Mwangi, 2019). Additionally, technology, such as real-time tracking and digital payment systems, can reduce some of the emotional stress associated with uncertainty, helping passengers better manage their expectations regarding arrival times and delays. By increasing transparency, these technological tools can help alleviate frustrations and improve emotional regulation during travel (Makworo &

Mireri, 2011). Overall, emotional expression is central to shaping the transport experience in Rwanda. Managing both drivers' and passengers' emotions, supported by training and technological tools, is essential for enhancing satisfaction and operational efficiency within the public transport system (Dai et al., 2023; Cilliers, 2021).

2.2 Theoretical Review

The following part includes several theories underpin the impact of social behavior on public transport services in Rwanda.

2.2.1 Social Exchange Theory

Social Exchange Theory, first introduced by sociologist George Homans in 1958, posits that social interactions are based on an implicit cost-benefit analysis. According to the theory, individuals engage in interactions with the expectation of receiving rewards or benefits in return for their investments of time, energy, or resources. These interactions can be seen as a form of social exchange, where individuals weigh the potential gains against the costs involved. In the context of public transport, the theory helps explain the relationship between passengers and drivers. If a passenger perceives the interaction with the driver to be positive through calm communication, helpfulness, or friendly behavior this is viewed as a rewarding experience. As a result, the passenger is more likely to express satisfaction, offer positive feedback, and contribute to a harmonious social environment, benefiting both parties (Homans, 1958).

Conversely, negative interactions, such as those involving verbal aggression, impatience, or frustration from either party, are perceived as costs. If a driver exhibits these behaviors, it can create discomfort, dissatisfaction, and frustration for the passenger, diminishing the overall quality of the journey. The theory suggests that passengers will weigh these costs and may choose to avoid future encounters with that service or provide negative feedback, thus harming the reputation and operation of the transport service. Additionally, if the passenger expresses dissatisfaction through complaints or disruptive behavior, the cost of the interaction is increased, leading to potential conflicts. As a result, negative emotional exchanges contribute to a decline in the quality of service, impacting both driver and passenger satisfaction (Homans, 1958; Blau, 1964).

Moreover, Social Exchange Theory can also help explain how emotional expression influences passenger behavior. According to the theory, individuals adjust their behavior based on how they perceive the rewards and costs of their interactions. Passengers may mirror the emotional state of the driver or adjust their actions depending on how they feel treated during their journey. For example, if a driver is patient and empathetic, the passenger may feel more at ease, leading to cooperative behavior. In contrast, if a driver is rude or dismissive, the passenger may respond with frustration or withdrawal, escalating the negative interaction. Emotional expressions, therefore, act as cues that inform the ongoing exchange and influence the overall experience of both passengers and drivers, reinforcing the need for emotional intelligence in public transport systems (Gateric et al., 2019).

2.2.2 Affect Theory of Social Exchange

The father of Emotional Contagion Theory is John T. Cacioppo, with the theory gaining prominence in the early 1990s, particularly through his work on the social transmission of emotions. However, Emotional Contagion, as it relates to social interactions, has its roots in the broader fields of Social Exchange Theory (which was developed by George Homans in 1958). Cacioppo's research on emotions and their impact on interpersonal behavior and social contexts built on earlier theories that studied the social transmission of emotional states. His key contributions to this theory were made through studies in the 1990s, which underscored the influence of emotions in shaping behavior and interactions in groups, including public transport systems.

The Emotional Contagion Theory, an extension of Social Exchange Theory, specifically examines how emotions are transferred between individuals during social interactions. This theory emphasizes the importance of emotional expressions in shaping the dynamics of these exchanges, particularly in public transport settings. In these environments, the emotional tone of both drivers and passengers can greatly influence the quality of the travel experience. When drivers express empathy, patience, or calmness, passengers are more likely to feel understood and valued, fostering a positive and cooperative atmosphere. This aligns with research on emotional intelligence, which has shown that such expressions not only reduce anxiety but also increase satisfaction and trust in service interactions (Barsade, 2002; Gateric et al., 2019).

Conversely, negative emotional expressions from drivers such as frustration, anger, or impatience can provoke similar negative responses from passengers, escalating the emotional intensity within the vehicle. This emotional contagion can disrupt the social dynamic, creating a tense or hostile environment that diminishes overall satisfaction and may lead to conflicts. This theory highlights the critical role of emotional intelligence in managing public transport interactions. Drivers with high emotional intelligence are better equipped to regulate their own emotions and respond to passengers' emotional cues in ways that maintain a calm and constructive atmosphere (Mayer, Salovey, & Caruso, 2004).

Furthermore, understanding the role of emotional expression in public transport can help inform policies and training programs for drivers. By emphasizing the importance of emotional regulation, transport companies can ensure that drivers are equipped to handle the inevitable stressors of their job, from crowded conditions to potential conflicts. In turn, this can improve service quality, enhance passenger satisfaction, and foster a more positive social environment. Emotional intelligence training can thus become a crucial component of public transport systems, helping to manage the emotional tone of interactions and contribute to the overall efficiency and harmony of urban transport services (Goleman, 1995; Gateric et al., 2019).

2.2.3 The Theory of Planned Behavior

The Theory of Planned Behavior (TPB), developed by Icek Ajzen in 1985, is a psychological framework that explores how attitudes, subjective norms, and perceived behavioral control influence an individual's actions. In the context of public transport, this theory can be used to explain how a driver's personal attitudes towards passengers, as well as the broader societal norms governing behavior, shape their actions. The theory posits that a driver's attitude toward passengers, combined with external social pressures (subjective norms), and their perception of control over their driving situation (behavioral control), directly influences their behavior and interactions on the road.For instance, if a driver believes they have good control over the operational aspects of the bus, such as adhering to schedules or managing conflicts effectively, they are more likely to engage in positive behaviors like patience, empathy, and clear communication with passengers. This leads to a more professional and emotionally regulated experience for the passengers, which is shown to enhance overall satisfaction and reduce conflicts (Ajzen, 1991). In contrast, a driver who feels a lack of control perhaps due to external factors like delays, overcrowding, or technological failures may express frustration or impatience, negatively affecting the emotional climate of the journey.

The Theory of Planned Behavior has been extensively used in various domains, including transportation behavior, and its application in public transport highlights the significant role of perceived control in shaping emotional expression and communication. Studies have shown that when drivers perceive that they are in control of their environment such as through technologies like real-time tracking or route management systems they tend to engage in more positive interpersonal communication, fostering a better experience for both passengers and drivers. Conversely, when perceived control is low, due to factors like stress, operational delays, or social expectations, negative emotional expressions can arise, impacting the overall efficiency and satisfaction of the transport system (Ajzen, 2023).

2.3 Empirical Review

2.3.1 Communication and public transport services

Effective communication between drivers and passengers is indeed essential for enhancing the quality of public transport services. Research highlights that clear, respectful, and empathetic communication can significantly improve passenger satisfaction by addressing issues proactively, resolving conflicts, and managing expectations (Mwangi, 2019; Perkersen & Canöz, 2022). In Rwanda, where urban centers like Kigali are seeing rapid growth, public transport providers like Jali Transport have integrated automated ticketing systems and digital communication platforms to streamline operations and reduce misunderstandings. These systems help facilitate clearer interactions between passengers and transport companies, reducing the likelihood of disputes related to fare collection and route management (Mocák et al., 2022; Freire, 2023).

Additionally, the communication style of drivers plays a critical role in setting the emotional tone inside the vehicle. Drivers who respond empathetically to passenger concerns, especially during delays or disputes, can defuse tension and foster a more positive atmosphere. Studies indicate that calm and professional conflict management enhances passenger comfort and reduces frustration, which is crucial in maintaining a smooth travel experience (Cilliers, 2021; Dai et al., 2023). In Rwanda, the use of real-time tracking systems and mobile apps also supports better communication by providing passengers with timely updates on vehicle locations and expected arrival times, contributing to a sense of reliability and reducing uncertainty (Makworo & Mireri, 2011). Moreover, communication in Rwanda's public transport system is influenced by social and cultural dynamics, including gender and power relations. Women, in particular, face unique challenges such as concerns over safety and harassment in public transport environments. Addressing these issues requires not only better communication from drivers but also cultural shifts in how passengers interact with each other. Encouraging respectful and equitable communication can make public transport more inclusive and accessible, particularly for vulnerable groups (Onyango & Owino, 2021; Mwanzu et al., 2022).

Conflict resolution within public transport settings is another area where effective communication is paramount. Drivers who employ active listening and de-escalation techniques are better able to prevent conflicts from escalating, ensuring that issues such as overcrowding, delays, or fare disputes do not disrupt service quality (Gataric´ et al., 2019). In conclusion, communication is not merely an informational tool in Rwanda's public transport systems; it is essential for building trust, managing social dynamics, and ensuring operational efficiency. The integration of technology, combined with a focus on improving driver-passenger interactions

and addressing social challenges, is key to enhancing the overall customer experience and operational success in Rwanda's rapidly urbanizing public transport landscape.

2.3.2 Drivers behavior and public transport services

Driver behavior significantly influences the quality of public transport services, and this is particularly evident in Rwanda's urban centers, such as Kigali, where public transport systems have been undergoing modernization. Research underscores the critical role of driver conduct in shaping passenger satisfaction, operational efficiency, and safety. Positive behaviors, such as courteous communication, punctuality, and patient driving, create a more pleasant and safe travel environment, directly impacting passenger experiences. In contrast, negative behaviors such as aggressive driving, inconsiderate actions, or poor communication can lead to discomfort, stress, and even accidents (Mwangi, 2019; Perkersen & Canöz, 2022).

In Rwanda, companies like Jali Transport have implemented policies that focus on improving driver behavior. These policies emphasize not only technical driving skills but also soft skills, such as conflict management and emotional regulation. This is essential in managing the dynamic interactions between drivers and passengers, especially in challenging situations such as delays or fare disputes. The importance of emotional intelligence in driver behavior is supported by research, which shows that drivers who display patience and empathy during stressful moments can de-escalate tensions and contribute to a better overall experience for passengers (Cilliers, 2021; Gataric´ et al., 2019).

Driver behavior also directly impacts the operational efficiency of the public transport system. When drivers adhere to schedules, avoid unnecessary delays, and manage their routes efficiently, they contribute to smoother operations, reduced fuel consumption, and lower maintenance costs. Technologies like GPS tracking and real-time tracking systems play a crucial role in ensuring drivers are accountable for their actions. These tools help minimize disruptions caused by negative behaviors, ensuring that service quality is maintained (Makworo & Mireri, 2011; Scott, 2015). Conflict management is another critical area where driver behavior influences the effectiveness of public transport services. In Rwanda, where overcrowding and fare disputes are common, the ability of drivers to manage conflicts calmly and professionally is essential to maintaining safety and order. Studies show that drivers trained in conflict resolution and emotional regulation can prevent disputes from escalating, creating a safer and more pleasant travel environment for passengers (Nyambane et al., 2016; Easterling et al., 2021).

In addition to conflict management, drivers in Rwanda's public transport systems must navigate social and cultural dynamics, such as gender-based safety concerns. Women, in particular, may face challenges related to safety and comfort, making it essential for drivers to be aware of these issues and adopt respectful behaviors. Sensitivity to social hierarchies and power dynamics within vehicles can further contribute to a more inclusive and harmonious atmosphere (Onyango & Owino, 2021; Freire, 2023). Overall, effective driver behavior is crucial for enhancing the passenger experience, improving operational efficiency, and fostering a safer and more inclusive public transport system in Rwanda. Addressing these issues through targeted training, the use of technology, and a focus on conflict resolution can significantly improve the quality of public transport services in the country.

2.3.3 Social Interaction and public transport services

Social interaction within public transport systems plays a pivotal role in shaping both the passenger experience and the operational efficiency of the services. In Rwanda, particularly in Kigali, the dynamics of these interactions are influenced by several factors, including driver behavior, passenger behavior, cultural contexts, and the integration of technology. Driver-Passenger Interactions: Effective communication between drivers and passengers is crucial for enhancing passenger satisfaction. Positive interactions, where drivers communicate clearly, respectfully, and with patience, help create a welcoming and safe atmosphere. This reduces the likelihood of conflicts and enhances reliability. On the other hand, negative behaviors like impatience or aggression from drivers can increase stress and discomfort for passengers, detracting from the overall experience. Studies have shown that courteous drivers contribute to better passenger experiences, particularly in urban areas like Kigali, where public transport is expanding and modernizing (Mwangi, 2019; Perkersen & Canöz, 2022).

Passenger-to-Passenger Dynamics: In crowded public transport settings, social dynamics among passengers also significantly affect the travel experience. Social status, gender, and familiarity with the system can shape interactions. Positive behaviors like mutual respect contribute to a harmonious atmosphere, while conflicts, such as disputes over seating or fares, can lead to tensions. Gender dynamics are particularly significant in Rwanda, where women face specific safety and comfort challenges during their commute. Acknowledging and addressing these concerns through both driver and passenger behavior can create a safer, more inclusive environment (Nyambane et al., 2016; Cilliers, 2021).The Role of Technology: Technology has become an important facilitator of social interaction within Rwanda's public transport system. The introduction of digital payment systems, real-time tracking, and mobile apps for scheduling and route information has improved communication and transparency, reducing the ambiguity that often leads to conflicts (Scott, 2015; Makworo & Mireri, 2011). Passengers who are well-informed through these technological tools are less likely to experience frustration, thus minimizing potential tensions. However, these technologies also introduce new dynamics,

such as increased reliance on digital interfaces, which can lead to a sense of disconnection among passengers, potentially reducing social engagement during the commute.

Conflict Resolution and Emotional Expression: Managing conflicts effectively is essential for maintaining smooth operations in public transport. Drivers trained in conflict resolution, emotional regulation, and active listening can de-escalate tensions and prevent minor disputes from becoming major issues. Emotional expression, both from drivers and passengers, also plays a role in this process. Drivers who express empathy and remain calm during stressful situations foster cooperation, while negative emotions such as frustration can exacerbate conflicts (Gataric´ et al., 2019; Freire, 2023). Therefore, social interactions within Rwanda's public transport system are multi-faceted and influenced by driver behavior, passenger dynamics, and technological interventions. By fostering a culture of respectful communication, promoting inclusive behavior, and leveraging technology, Rwanda's public transport systems can improve both operational efficiency and passenger satisfaction. Addressing these social dynamics is key to creating a safer, more effective, and harmonious transport environment.

2.3.4 Emotional Expression and public transport services

Drivers' emotional expression is a critical factor in determining the atmosphere within public transport environments. When drivers express patience, empathy, and calmness, passengers are more likely to have positive experiences, even during challenging circumstances like delays or disruptions. For instance, research has demonstrated that drivers who can maintain control over their emotions by showing emotional intelligence (EQ) help reduce passenger anxiety and foster a sense of safety and comfort. In Rwanda's growing urban transport network, including services like Jali Transport, drivers who manage stress well and exhibit professionalism during traffic or crowded conditions can significantly contribute to smoother operations. Conversely, negative emotional expressions, such as anger or frustration, can create tension among passengers, resulting in conflict and reduced satisfaction. Drivers who regulate their emotions well are more likely to achieve higher customer retention and improve the operational efficiency of the service (Gateric et al., 2019; Cilliers, 2021).

Passenger emotional expression also plays a major role in public transport dynamics. In the crowded environments typical of Kigali's buses and taxis, passengers may experience stress or frustration, particularly during peak hours, delays, or fare disputes. These emotions can manifest as aggressive language or body language, which, in turn, may trigger similar responses from others, escalating tensions. However, when passengers manage their emotions effectively showing patience or understanding they contribute to a more peaceful and cooperative atmosphere. Research highlights that emotional contagion among passengers means that one person's negative reaction can spread, intensifying the emotional tone of the entire vehicle (Gateric et al., 2019; Franks & Kapp, 2021).

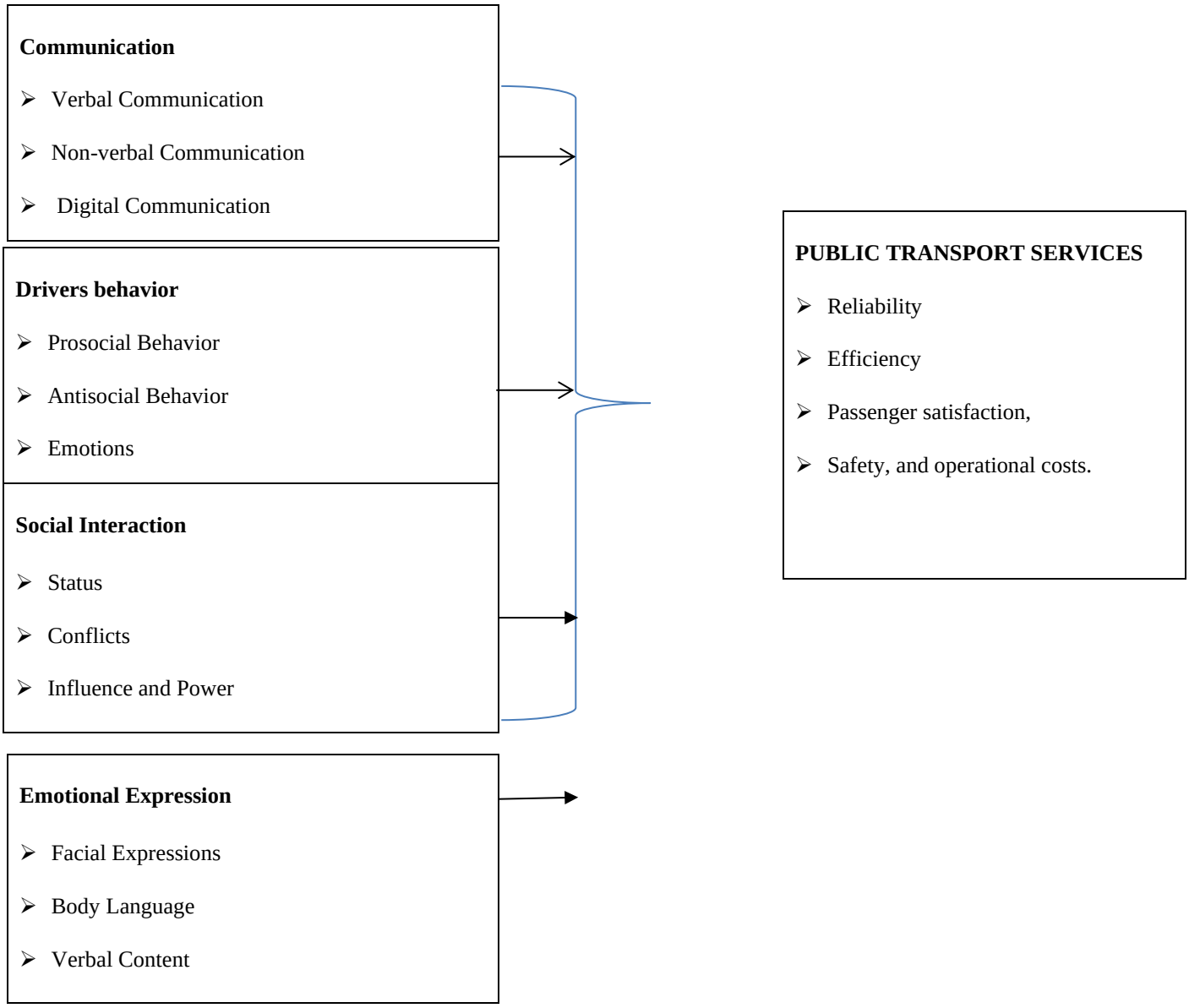
In Rwanda's public transport context, emotional intelligence (EQ) is a valuable tool for conflict resolution. Drivers trained in emotional regulation and conflict management are better equipped to handle disputes between passengers or with the driver, such as disagreements over seating or fares. By remaining calm and empathetic, drivers can guide the resolution process without escalating the situation, ultimately promoting social harmony and reducing operational disruptions. As Rwanda's public transport systems expand, particularly in urban areas facing rapid growth and increased passenger demand, the ability to manage emotional responses effectively becomes a critical factor for improving service quality and customer satisfaction (Makworo & Mireri, 2011; Scott, 2015).

Cultural factors also play a significant role in shaping emotional expression in Rwanda's public transport system. In many African cultures, including Rwanda, there is a strong emphasis on respect and politeness in social interactions. Public transport environments are no exception, and both drivers and passengers are expected to show courtesy and restraint in their emotional expressions. Violating these cultural norms such as through overt anger or disrespect can create social friction and negatively affect the overall experience for all involved. This highlights the importance of emotional intelligence in ensuring that interactions remain respectful and culturally appropriate (Perkersen & Canöz, 2022). The emotional dynamics within public transport systems also influence operational costs. Disruptive passenger behaviors driven by frustration or anger can lead to delays, increased vehicle maintenance costs, or even physical damage. Furthermore, when conflicts escalate to the point of requiring driver intervention or law enforcement, additional time and resources are expended. Promoting emotional intelligence and conflict management through driver training and awareness campaigns for passengers can mitigate these operational challenges, leading to smoother and more cost-effective services (Gateric et al., 2019; Scott, 2015).

2.4 Conceptual Frame work

Independent Variables **Dependent Variable**

SOCIAL BEHAVIOR



Source: Researcher (2025)

2.5 Research Gap

Another important gap is the underexplored impact of drivers' prosocial and antisocial behaviors. While some studies have examined general driver behavior, there is limited focus on how drivers' emotional expressions and conflict management skills influence service quality. In Kigali, as the public transport system modernizes, the way drivers handle interactions particularly in high-stress environments such as overcrowded buses can significantly affect both the passenger experience and operational costs (Abt et al., 2018; Gateric et al., 2019). For instance, the ability of drivers to manage emotions, engage with passengers professionally, and de-escalate conflicts is crucial for maintaining a positive environment.

Urbanization, especially in Kigali, introduces unique social dynamics such as status-based and power dynamics in public transport. There are gaps in understanding how these dynamics impact the behavior of passengers and the overall effectiveness of the service.

The role of social hierarchies within buses or taxis, along with power relations between passengers and drivers, needs to be addressed to improve service delivery (Cilliers, 2021). Moreover, gender-specific concerns, such as women's safety and comfort during travel, have not been sufficiently studied, despite their significant influence on passenger behavior and perceptions of safety (Scott, 2015). While technological advancements like mobile apps and automated systems have reshaped the public transport experience, there is limited research on how these innovations alter passengers' behaviors, such as their willingness to report issues or their interactions with drivers. Research into the ways technology can mitigate disputes, improve punctuality, and increase overall satisfaction is still limited (Franks & Kapp, 2021). In addition, there is a need to explore the behaviors of tech-savvy youth, who might exhibit different patterns of interaction and service expectations compared to older generations.

Social behaviors related to waste disposal, idling engines, and other environmental factors contribute to sustainability challenges. However, these behaviors' direct relationship with the sustainability of public transport systems in Rwanda has not been sufficiently investigated. Understanding how public transport behavior intersects with environmental goals could help develop more sustainable practices within the sector (Gateric et al., 2019). This study aims to fill these gaps by providing an in-depth analysis of the interplay between social behavior and public transport services, with a focus on Jali Transport as a case study. By integrating insights into communication, driver behavior, social interaction, and emotional expression, this research hopes to inform policies, enhance passenger experiences, and improve operational efficiency within Rwanda's public transport sector. The study will contribute to better understanding the role of social behavior in shaping public transport dynamics, guiding more effective solutions for improving the service quality in Rwanda's growing urban transport system.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

The section indicates the research design which that helped the researcher to achieve the research objectives as well as answer the research questions, study population, sample size and sampling procedure, data collection methods, validity and reliability of the instruments used, data analysis, limitation of the study as well as ethical considerations that were considered during this research.

3.1 Research Design

According to David (2021), a research design is a comprehensive strategy used to integrate various components of a study in a coherent and logical manner, ensuring that the research problem is effectively addressed. It serves as a plan for collecting, measuring, and analyzing data. This study employed a descriptive research design, which involved gathering data from the target population at a single point in time. The descriptive approach means the study aimed to describe phenomena as they exist without manipulating or altering the variables.

3.1.1 Pilot study

This pilot study aimed to explore how social behaviors among drivers and passengers influence the operational efficiency and overall passenger experience at Royal Transport Company, located in Kimironko, a bustling urban area in Kigali. The findings from this study served as a basis for a larger research project to understand the broader impact of social behavior on public transport in Rwanda. This pilot study adopted a mixed-methods approach, combining both qualitative and quantitative data collection methods. The research focused on interactions between drivers and passengers, as well as passenger-to-passenger dynamics. The study took place over a two-week period in the Kimironko area, where Royal Transport Company operates. Participants involved were: Drivers: A total of 10 drivers from Royal Transport Company participate in the study. These drivers were selected based on their experience with the company and their regular interaction with passengers. Passengers: Approximately 100 passengers were surveyed, focusing on those traveling during peak hours. A stratified sampling technique was used to ensure representation across different demographics (age, gender, and travel purpose).

3.2 Target Population

A study population refers to a clearly defined group of individuals or objects that share similar characteristics or traits (Yusus, 2022). For this research, the study population consisted of 130 employees and managers from the Jali Transport Company Limited.

Target Population

Category	Population	Percentage
Managing Director	1	0.1
Operations Director	1	0.1
HR & Administration Manager	1	0.1
Finance Manager	1	0.1
Drivers	400	79
Zone inspectors	3	0.6
Passengers	107	20
Total	**514**	**100**

3.3 Sample Design

In this study the sample design includes the sample size and the sampling technique to be used in order to get the selected sample.

3.3.1 Sample Size

A sample is a portion of the population that is selected for study purposes. The number of units to be investigated is determined by Yamane (1967); A sample of 224 were considered during this study as it stipulated bellow:

$$n = \frac{N}{1 + N\,(e)^2}$$

Where N= Total population=514n = required sample size

e= Margin of error estimated as 5% at 95% level of confidence

$$n = \frac{514}{1 + 514(0.05)^2}$$

n= 224 respondents

3.4 Sources of data

To obtain primary data, the researcher went to the field and collected raw data from respondents. In this study, questionnaires, interviews, and observations were used to gather primary data. Secondary data was collected through document reviews.

3.5 Data collection methods

The researcher collected data through questionnaire, interviews, observation and document reviews.

3.5.1. Data collection instruments

The researcher used both primary and secondary data.

3.5.1.1. Primary source of data

Primary source of data refers to data that is original, gathered by the researcher himself, and it is acquired from its source by using techniques such as questionnaire, observation and interview, experimentation and so on. It describes the study population and how sample were selected Kuiper, (2009). The techniques and methods that have been selected in this study are questionnaire and interview. Here, after the respondents submit the questionnaire, the researcher asked few questions by interview in order to get some views.

The questionnaire included close-ended questions where respondents chose from the given alternatives, as well as open-ended questions that allowed respondents to provide their own answers. The researcher used close-ended questions to guide respondents and prevent them from deviating or providing irrelevant responses, while open-ended questions were included to give respondents an opportunity to express their opinions freely. Since an interview is a face-to-face or telephone-based purposeful discussion between two or more people, the researcher conducted face-to-face interviews with all ten respondents after they have completed the questionnaires. The purpose of the face-to-face interviews was to engage with the Managers of Jali Transport Company Limited. The interview questions were prepared in advance, presented to the respondents, and the answers were recorded for analysis and interpretation. According to Grinnell and Williams (2021), secondary data refers to data that already exists within organizational archives. Secondary data were obtained from various sources, including journals, articles, previous research works, books, theses relevant to the study, and electronic libraries.

3.5.2. Administration of data collection instruments

The researcher employed the drop-and-pick technique for administering the questionnaires. In this method, the questionnaires were distributed to respondents in hard copy form and collected later after the respondents have had sufficient time to complete them, though not on the same day. Respondents were able to read the questions and provide their answers in the designated spaces. The drop-and-pick method was chosen because it allowed respondents to complete the questionnaires at their convenience, ensuring thoughtful and accurate responses. Additionally, this approach enabled the researcher to gather a substantial amount of information within a relatively short timeframe while minimizing pressure on respondents to respond immediately.

3.5.3. Reliability and validity

3.5.3.1 Validity

Validity, as defined by Kumar, Kumar, and Phrommathed (2012), refers to the extent to which an instrument accurately measures what it intends to assess. It seeks to ensure that the instrument effectively captures the phenomenon under study and validates the truth and reality of the conclusions drawn from the data. Validity signifies the reliability of the conclusions drawn and the adequacy of the methods used to support them. In this research, the validity of the instrument was assessed through expert opinion, particularly from the research supervisor who possesses expertise in the field. Expert evaluation provides valuable insights into the alignment of the instrument with the research objectives, its ability to measure the intended constructs accurately, and the overall validity of the study's findings.

The validity will be tested using Content Validity Index (CVI).

$$\text{CVI} = \frac{\text{Total numbers of relevant items in the instrument}}{\text{Total number of items in the instruments}}$$

3.5.3.2 Reliability

Reliability, as defined by Mugenda and Mugenda (2008) and reinforced by Bryman (2015), is the consistency of measurement or the degree to which an instrument yields consistent results over repeated trials. To establish reliability, Cronbach's Alpha Model in SPSS is often utilized. This model assessed the internal consistency of a study instrument, measuring the extent to which it yields consistent data under similar circumstances with similar subjects. Cronbach's alpha, developed by Lee Cronbach in 1951, quantifies internal consistency on a scale from 0 to 1. By measuring internal reliability, it evaluates the consistency of the instrument's measurements, ensuring that it provides stable and dependable results across different trials and conditions.

3.6. Data analysis procedures

Wanyama (2022) states that analyzing and processing data; the researcher groups them together and processes them in a variety of ways, in order to show what they mean and to facilitate their interpretation". This means that, data processing consists of transforming raw information into meaningful and relevant information for easy interpretation. After the fieldwork, the data collected from various sources, including documentary reviews and field responses, were analyzed both qualitatively and quantitatively. In this study, the researcher applied several techniques such as editing, coding, and tabulation to organize the data, ensuring it is clear and ready for interpretation. To facilitate analysis, descriptive statistics, including frequencies, percentages, and averages, were employed. Additionally, the researcher used tables to present the findings in a concise and meaningful manner, enabling a clearer understanding and interpretation of the data. This approach ensured that the results are both visually accessible and easy to interpret for further analysis and decision-making.

Multiple linear regression model

Model of interpretations: Model: $Y = \beta 0+\beta 1X1+\beta 2X2+\beta 3x3+B4X4+\varepsilon$

Y= Dependent variable: PUBLIC TRANSPORT SERVICES

y 1 = Reliability (R)

y2 = Efficiency (E)

y3= Passenger satisfaction (PS)

Y4= Safety, and operational costs. (SOC)

X= Independent Variable: SOCIAL BEHAVIOR

X 1= Communication (C)

X2 = Drivers behavior (DR)

X3 = Social Interaction (SI)

X4= Emotional Expression (EE)

From the above, the following have been made:

Model of interpretations: Model: $Y = \beta 0+\beta 1C+\beta 2DR+\beta 3SI+B4EE+\varepsilon$……Model 1

3.7. Ethical consideration

The research process must consider ethical principles at every stage, from identifying the research problem to disseminating findings (Sekaran, 2021). Critical ethical considerations include obtaining informed consent, ensuring voluntary participation, avoiding harm to respondents, maintaining anonymity and confidentiality, and ensuring the fair selection of respondents (Malhotra, 2022). Researchers must also focus on the relevance of study components and demonstrate respect for respondents throughout the process. It is the researcher's responsibility to safeguard information that could compromise respondents' privacy. During data collection, questionnaires were distributed to respondents and assigned unique codes to protect their identities. The collected information was used exclusively for research purposes and was not shared with unauthorized individuals. This approach ensured compliance with ethical standards, maintained the integrity of the study, and fostered trust between the researcher and participants.

CHAPTER FOUR

PRESENTATION OF FINDINGS, INTERPRETATION AND DISCUSSIONS

4.0 Introduction

This chapter presents and discusses the research findings. This chapter provides analysis and interpretation of data collected from the respondents during the research study. The data collected from the field were encoded and statistically analyzed using SPSS version 23.0. The data were collected through self-constructed questionnaire that were administered to the Jali Transport Company Limited''. The study was guided by the following research objectives: To analyze the role of verbal, non-verbal, and digital communication in influencing passenger satisfaction and operational efficiency in public transport services, to evaluate how prosocial and antisocial behaviors of driver's impact passenger safety, reliability, and the overall experience, to examine the influence of social interaction elements, including status, conflicts, and power dynamics, on the quality and reliability of public transport services, to assess how emotional expressions, such as facial expressions, body language, and verbal content, contribute to resolving conflicts and improving passenger-driver relationships.

4.1 Response Rate

In the course of the research, a total of 224 questionnaires were distributed to respondents at Jali Transport Company Limited. However, not all of them questionnaires were returned as anticipated. Out of the 224 distributed, 220 were completed and returned, while 4 remained uncollected. This resulted in a response rate of 98%, as indicated in Table 4.1 below.

Table 4.1 : Response rate

Distributed questionnaire	Frequency	Percentage (%)
Questionnaires returned	220	98
Questionnaires not Collected	4	2
Total	**224**	**100**

Source: Researcher 2025

4.1.1 Validity and Reliability Measurement

Reliability and validity are essential concepts for assessing the quality of research, indicating how effectively a method, technique, or test measure what it is intended to measure. Reliability pertains to the consistency of a measurement, while validity relates to its accuracy. Content validity refers to the extent to which the measures adequately represent the intended concept. Additionally, logical or face validity is determined by the extent to which experts agree that the scale appears to measure the intended concepts (Mugume 2021). In this study, reliability testing was conducted using the SPSS software package, and the results are presented in Table 4.2.

Table 4.2 Reliability statistics

Cronbach's Alpha	N of Items
.866	10

Source: Researcher (2025) (SPSS Printouts)

The Cronbach's Alpha value of 0.866 indicates a high level of internal consistency among the 10 items in the scale or questionnaire used in the study. Cronbach's Alpha is a widely used statistic for assessing the reliability or consistency of a set of items designed to measure the same construct or concept. A value of 0.866 is considered to be good, as it is above the commonly accepted threshold of 0.7, which indicates that the items in the questionnaire are consistently measuring the same underlying factor or theme. This high value suggests that there is a strong degree of correlation between the individual items, meaning that they are all contributing in a similar way to the measurement of the construct being studied. When items in a questionnaire or scale show strong internal consistency, it provides confidence that the data gathered from these items are reliable and can be interpreted as a cohesive whole. In this case, the questionnaire items are likely providing valid insights into the underlying concept being researched, such as attitudes, behaviors, or perceptions related to the study's focus. Moreover, the Cronbach's Alpha value of 0.866 reflects that the scale used in the study has a solid degree of reliability, making it suitable for further analysis and drawing conclusions from the data. This level of consistency helps ensure that the findings of the study are credible and that the measurement tools used were effective in capturing the relevant data in a stable and dependable manner.

4.2 Demographic representation of respondents

The demographic representation of respondents refers to the breakdown or distribution of the participants in a study based on their demographic characteristics. Therefore, the following characteristics typically include gender, marital status, education level, age and also experience.

4.2.1 Gender

Gender is a key factor used in distinguishing individuals, and the study collected information on the gender of respondents to determine the predominant group among them. Participants were requested to indicate their gender, and the results are presented in the table below:

Table 4.3 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	59	26.8	26.8	26.8
	Male	161	73.2	73.2	100.0
	Total	220	100.0	100.0	

Source: Researcher/SPSS Printouts

The table provides a detailed breakdown of the gender composition of the study's respondents. Out of a total of 220 individuals who participated in the research, 59 respondents (26.8%) identified as female. This means that females represented just over a quarter of the total respondents, contributing a relatively smaller proportion of the sample. In contrast, a significantly higher number of 161 respondents (73.2%) identified as male, making males the dominant gender within the study sample. When looking at the cumulative percentage, the data shows that 26.8% of the respondents were female, and when adding the percentage of males (73.2%), the total comes to 100%. This indicates that all respondents were accounted for within the gender categories of male and female. The substantial difference in representation between males and females suggests that the majority of the respondents in the study were male. Consequently, this gender disparity in the sample could have implications for how gender-related variables might be analyzed or understood within the context of the study.

Given the dominant presence of male participants, it is important to consider how this gender imbalance might influence the overall findings or interpretations of the study, particularly in cases where gender might play a role in the research outcomes. However, it is also worth noting that the 26.8% female representation, although smaller, still provides valuable insights into the experiences and perspectives of women within the scope of the study.

4.2.2 Marital status of respondents

The researcher asked the respondents to identify their marital status single, married, or divorce and the result was shown in the table below.

Table 4.4 Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Divorced	30	13.6	13.6	13.6
	Married	50	22.7	22.7	36.4
	Single	97	44.1	44.1	80.5
	widower	43	19.5	19.5	100.0
	Total	220	100.0	100.0	

Source: Researcher/SPSS Printouts

The marital status data reflects a varied composition of respondents in the study, with the single category comprising the largest group at 44.1%. This indicates that nearly half of the participants are unmarried, suggesting that the study had a strong engagement with individuals who are not currently in a marital relationship. Following this, married respondents accounted for 22.7% of the sample, representing a substantial portion of the participants who are in a marital relationship. Widowers made up 19.5% of the respondents, indicating a notable proportion of individuals who have lost their spouse. Divorced individuals, who represent the smallest group, accounted for 13.6% of the total respondents. This suggests that fewer respondents in the study had gone through a marital separation compared to other groups.

The cumulative percentages illustrate a progressive sum as each marital status category is added. The cumulative total reaches 13.6% for divorced individuals, 36.4% for married respondents, 80.5% for singles, and finally 100% once widowers are included. This progressive breakdown helps to visualize how each group contributes to the overall distribution and highlights the dominance of single participants within the study. The varied marital status distribution in the sample suggests that the study captures a wide range of personal experiences, which could be significant in understanding how marital status may influence the research outcomes, especially in areas such as social behavior, family dynamics, or related fields. The larger representation of singles may warrant further exploration of the unique characteristics or challenges faced by unmarried individuals in the context of the study.

4.2.3 Education level of respondents

Education level defines the ability of the person to interpret the questionnaire given to them by the researcher. The findings indicated some of the respondents in the targeted group have relevant knowledge to read, interpret and answer the questionnaire given to them by the researcher as presented in table below.

Table: 4.5 Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor Degree	58	26.4	26.4	26.4
	Certificates	148	67.3	67.3	93.6
	Diploma	4	1.8	1.8	95.5
	Masters	10	4.5	4.5	100.0
	Total	220	100.0	100.0	

Source: Researcher/SPSS Printouts

This table 4.5 outlines the educational qualifications of the 220 respondents in the study: Bachelor's Degree: Frequency: 58 respondents, Percent: 26.4%, Cumulative Percent: 26.4%. A significant portion of the respondents hold a Bachelor's degree, accounting for over a quarter of the sample. Certificates: Frequency: 148 respondents, Percent: 67.3%, Cumulative Percent: 93.6% The majority of respondents possess certificates, making them the most predominant educational qualification group in the study. This large proportion may reflect the nature of the study sample, possibly involving individuals with varying levels of formal education.

Diploma: Frequency: 4 respondents, Percent: 1.8%, Cumulative Percent: 95.5%, Only a small portion of respondents hold a diploma, indicating that this qualification is relatively rare among the participants. Master's Degree: Frequency: 10 respondents, Percent: 4.5%, Cumulative Percent: 100%. Respondents with a Master's degree represent a smaller but notable group, making up 4.5% of the total sample. The educational level of respondents shows a clear skew towards certificate holders, who constitute a substantial majority of the sample (67.3%). This is followed by respondents with a Bachelor's degree (26.4%) and Master's degrees (4.5%), while those with a Diploma are the smallest group (1.8%). This distribution reflects the educational background of the respondents, with a large portion being certificate holders.

4.2.4 Age of respondents

Ages of people indicate the level of thinking and judgment of that person; thus, it is important to know the age of the people you are interacting with so that you can be assured with the information you get from them. The researcher asked this question in order to capture the respondent's age distribution and the findings are summarized in the table below:

Table: 4.6 Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 – 24years	28	12.7	12.7	12.7
	25-30 years	166	75.5	75.5	88.2
	31-40 years	1	.5	.5	88.6
	36-40 years	15	6.8	6.8	95.5
	41 -50 years	1	.5	.5	95.9
	46 -50 years	8	3.6	3.6	99.5
	51 and Above	1	.5	.5	100.0
	Total	220	100.0	100.0	

Source: Researcher/SPSS Printouts

The 25-30 years age group is by far the most represented in the study, making up a significant 75.5% of the respondents. This suggests that the study predominantly involves individuals in the early stages of their professional careers or adulthood. The 18-24 years group constitutes only 12.7%, while the remaining age groups (31-40, 36-40, 41-50, 46-50, and 51 and above) make up a very small portion of the sample. This distribution could indicate that the study is skewed towards a younger population, possibly reflecting the age range most involved in the context being researched. The cumulative percentages confirm the gradual inclusion of all age groups in the dataset.

4.2.5 Experience of respondents

The researcher wanted to know the level of experience of respondents and the following table 4.7indicates the findings:

Table 4.7 Experience

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid2-4years	43	19.5	19.5	19.5
5-7 years	24	10.9	10.9	30.5
8-10 years	136	61.8	61.8	92.3
Less than 1 yea	17	7.7	7.7	100.0
Total	220	100.0	100.0	

Source: Researcher/SPSS Printouts

The distribution of respondents based on years of experience shows that the majority (61.8%) have between 8 and 10 years of experience. This indicates that the study involves participants with significant familiarity with their roles. A smaller group (19.5%) has between 2 and 4 years of experience, while 10.9% have 5 to 7 years of experience. A minimal proportion (7.7%) has less than one year of experience, suggesting that the study does not heavily rely on individuals who are brand new to their roles. The cumulative percentages confirm that the study sample primarily represents those with substantial experience in their roles.

4.3 Descriptive Results.

4.3.1 Perceptions of respondents about the role of verbal, non-verbal, and digital communication in influencing passenger satisfaction and operational efficiency in public transport services.

Table 4.8 Communication

Communication	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Verbal Communication affects public transport services at Jali Transport Company Ltd	77	35.0	106	48.2	0	0	26	11.8	11	5.0	220	100
Non-verbal communication (e.g., gestures) enhances passenger understanding and safety.	90	40.9	90	40.9	0	0	34	15.5	6	2.7	220	100
Digital communication (e.g., apps, SMS) improves passenger satisfaction with updates.	130	59.1	84	38.2	0	0	6	2.7	0	0	220	100
Clear verbal announcements reduce confusion and improve passenger experiences.	81	36.8	112	50.9	0	0	27	12.3	0	0	220	100
Poor communication leads to delays and inefficiencies in public transport services.	57	25.9	124	56.4	10	4.5	29	13.2	0	0	220	100
Effective communication by drivers builds trust and satisfaction among passengers.	17	7.7	190	86.4	7	3.2	6	2.7	0	0	220	100

Source: Researcher 2025

The table 4.8 illustrates respondents' perceptions of different aspects of communication and its impact on public transport services at Jali Transport Company Ltd. Key insights are summarized as follows: Verbal Communication: A significant majority of respondents (83.2%, combining 35.0% strongly agree and 48.2% agree) believe that verbal communication positively affects public transport services. Only 16.8% expressed disagreement or strong disagreement, highlighting the overall importance of verbal communication. On-Verbal Communication: The role of non-verbal communication, such as gestures, is acknowledged by 81.8% of respondents (40.9% strongly agree and 40.9% agree).

A small percentage (18.2%) disagreed or strongly disagreed, indicating some room for improvement in leveraging non-verbal cues for passenger safety and understanding. Digital Communication: Digital communication, such as apps and SMS, was the most

positively rated, with 97.3% (59.1% strongly agree and 38.2% agree) emphasizing its effectiveness in improving passenger satisfaction through timely updates. Only 2.7% disagreed, suggesting strong support for digital solutions. Clear Verbal Announcements: A total of 87.7% of respondents (36.8% strongly agree and 50.9% agree) acknowledged that clear announcements reduce confusion and enhance passenger experiences. The remaining 12.3% disagreed, suggesting the need for consistent implementation of announcements.

Impact of Poor Communication: Poor communication was identified as a significant issue by 82.3% (25.9% strongly agree and 56.4% agree), who linked it to delays and inefficiencies. However, 17.7% were either undecided or disagreed, which indicates that communication lapses may not always be perceived as the sole cause of inefficiencies. Drivers' Communication: The role of effective communication by drivers was overwhelmingly supported, with 94.1% (7.7% strongly agree and 86.4% agree) stating it builds trust and passenger satisfaction.

Only a minimal percentage (5.9%) expressed disagreement or indecision. The results highlight the pivotal role communication plays in shaping the quality and efficiency of public transport services at Jali Transport Company Ltd. Verbal, non-verbal, and digital communication methods are strongly endorsed by respondents for improving passenger experiences, understanding, and satisfaction. Digital communication received the highest positive response, reflecting the growing importance of technology in modern transport systems. Poor communication was widely acknowledged as a cause of delays and inefficiencies, while effective communication by drivers was seen as essential for fostering trust and satisfaction. The findings suggest that Jali Transport Company Ltd should continue to strengthen verbal, non-verbal, and digital communication strategies to ensure a seamless and reliable passenger experience while addressing gaps in clear announcements and consistent driver communication.

4.3.2 Perceptions of respondents about how prosocial and antisocial behaviours of driver's impact passenger safety, reliability, and the overall experience.

Table 4.9 Drivers behaviours

Drivers behaviours	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Prosocial behaviours affect public transport services at Jali Transport Company Ltd.	203	92.3	0	0	2	.9	15	6.8	0	0	220	100
Antisocial behaviours by drivers causes delays and reduces passenger satisfaction.	205	93.2	0	0	8	3.6	7	3.2	0	0	220	100
Drivers' emotions (e.g., frustration) influence their driving efficiency and safety.	212	96.4	0	0	4	1.8	4	1.8	0	0	220	100
Prosocial behaviours (e.g., kindness and cooperation) improve passenger trust.	73	33.2	141	64.1	0	0	6	2.7	0	0	220	100
Antisocial behaviours (e.g., aggression) negatively impacts passenger experience.	195	88.6	22	10.0	1	.5	0	0	2	.9	220	100
Positive driver behaviours enhance overall reliability and operational costs.	0	0	220	100.0	0	0	0	0	0	0	220	100

Source: Researcher 2025

The table 4.9 provides insights into respondents' perceptions of how drivers' behaviors influence public transport services at Jali Transport Company Ltd. The findings for each statement are summarized as follows: Prosocial Behaviors Affect Public Transport Services: A remarkable 92.3% of respondents strongly agreed that prosocial behaviors (e.g., helpfulness, cooperation) positively influence public transport services. Only 6.8% disagreed, and 0.9% were undecided, emphasizing the strong consensus about the benefits of prosocial behaviors. Antisocial Behaviors Cause Delays and Reduce Satisfaction: An overwhelming 93.2% strongly agreed that antisocial behaviors by drivers (e.g., rudeness, aggression) lead to delays and decreased passenger satisfaction. A small portion (3.6% undecided and 3.2% disagreeing) indicates minor variance in opinion. Drivers' Emotions Influence Driving Efficiency and Safety: The majority of respondents (96.4% strongly agree) believe that drivers' emotional states (e.g., frustration, stress) directly impact their driving efficiency and safety. Only 1.8% disagreed or were undecided, suggesting near-universal agreement. Prosocial Behaviors Improve Passenger Trust: A combined 97.3% of respondents (33.2% strongly agree, 64.1% agree) affirm that prosocial behaviors, such as kindness and cooperation, enhance passenger trust. A small fraction (2.7%) disagreed, highlighting that positive interactions are essential for trust-building. Antisocial Behaviors Negatively Impact Passenger Experience: The majority (88.6%

strongly agree, 10.0% agree) view antisocial behaviors by drivers as detrimental to passenger experiences, with a near-total consensus (98.6%). Only 1.4% expressed disagreement or were undecided. Positive Driver Behaviors Enhance Reliability and Costs: All respondents (100%) agreed that positive driver behaviors significantly improve the overall reliability of transport services and reduce operational costs. This unanimous response underscores the critical role of driver attitudes and professionalism.

The data highlights the critical importance of driver behaviors in shaping public transport services at Jali Transport Company Ltd. Prosocial behaviors are overwhelmingly seen as enhancing passenger trust, satisfaction, and operational reliability, while antisocial behaviors are identified as leading to delays and poor passenger experiences. Drivers' emotional states are also considered vital for maintaining safety and efficiency. The unanimous agreement on the positive impact of professional driver behaviors reinforces the need for training and support programs to foster prosocial conduct and emotional regulation. Addressing antisocial tendencies and promoting prosocial interactions could lead to significant improvements in service delivery and passenger satisfaction.

4.3.3 Perceptions of respondents about the influence of social interaction elements, including status, conflicts, and power dynamics, on the quality and reliability of public transport services.

Table 4.10 Social Interaction

Social Interaction	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
The status of passenger's influences interactions between them and the driver.	178	80.9	40	18.2	0	0	2	.9	0	0	220	100
Conflicts among passengers reduce the overall efficiency of public transport.	0	0	220	100.0	0	0	0	0	0	0	220	100
Influence and power dynamics between passengers impact the quality of the journey.	0	0	219	99.5	0	0	1	.5	0	0	220	100
Social interactions between passengers affect the overall satisfaction with the service.	77	35.0	106	48.2	0	0	26	11.8	11	5.0	220	100
Drivers' management of social interactions between passengers impacts safety.	90	40.9	90	40.9	0	0	34	15.5	6	2.7	220	100
Effective communication among passengers enhances the overall journey experience.	77	35.0	106	48.2	0	0	26	11.8	11	5.0	220	100

Source: Researcher 2025

The table 4.10 provides an analysis of respondents' perspectives on the role of social interaction in public transport services at Jali Transport Company Ltd. The findings for each statement are detailed below: The Status of Passengers Influenced Interactions with the Driver: A majority (80.9% strongly agreed and 18.2% agreed) believed that passengers' social status affected their interactions with the driver. Only 0.9% disagreed, indicating broad agreement on this point. Conflicts Among Passengers Reduced Overall Efficiency: All respondents (100%) agreed that conflicts between passengers negatively affected the efficiency of public transport services. The unanimous response highlighted the importance of managing and resolving conflicts to maintain operational effectiveness.

Influence and Power Dynamics Between Passengers Impacted Journey Quality: Nearly all respondents (99.5% agreed) believed that power dynamics and influence among passengers affected the quality of the transport experience. Only 0.5% disagreed, indicating minimal divergence of opinion. Social Interactions Between Passengers Affected Overall Satisfaction: A significant proportion of respondents (35.0% strongly agreed, 48.2% agreed) affirmed that social interactions between passengers influenced overall service satisfaction. A small percentage (11.8% disagreed and 5.0% strongly disagreed) suggested some variability in perception, potentially linked to individual experiences. Drivers' Management of Social Interactions Impacted Safety: Respondents were evenly divided between strong agreement (40.9%) and agreement (40.9%) that drivers' handling of passenger interactions influenced safety. A minority (15.5% disagreed and 2.7% strongly disagreed) indicated some differing perspectives. Effective Communication Among Passengers Enhanced Journey Experience: A majority (35.0% strongly agreed and 48.2% agreed) felt that effective communication among passengers improved the overall travel experience. Some respondents (11.8% disagreed and 5.0% strongly disagreed) noted that communication might not always have had a positive effect, depending on the context.

The data demonstrates the significant impact of social interactions on public transport services at Jali Transport Company Ltd. Key themes include the influence of passengers' social status, the negative effects of conflicts, and the importance of power dynamics and communication among passengers. Respondents largely agree that social interactions, if managed well, enhance safety, satisfaction, and efficiency. The unanimous and near-unanimous responses on critical issues emphasize the need for strategies to foster positive social interactions and effective conflict resolution to improve the quality of public transport services.

4.3.4 Perceptions of respondents about how emotional expressions, such as facial expressions, body language, and verbal content, contribute to resolving conflicts and improving passenger-driver relationships.

Table 4.11 Emotional Expression

Emotional Expression	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Facial expressions of the driver influence the passengers' emotions during the journey.	90	40.9	90	40.9	0	0	34	15.5	6	2.7	220	100
Passengers' body language affects their interaction with the driver and other passengers.	77	35.0	106	48.2	0	0	26	11.8	11	5.0	220	100
Verbal content used by the driver impacts passenger satisfaction and emotions.	90	40.9	90	40.9	0	0	34	15.5	6	2.7	220	100
Emotional expressions of passengers affect the atmosphere inside the vehicle.	77	35.0	106	48.2	0	0	26	11.8	11	5.0	220	100
Positive facial expressions from the driver improve the overall experience for passengers.	212	96.4	0	0	4	1.8	4	1.8	0	0	220	100
Passengers' body language can signal issues that affect the efficiency of the service.	90	40.9	90	40.9	0	0	34	15.5	6	2.7	220	100

Source: Researcher 2025

The table 4.11 explores the role of emotional expressions both verbal and non-verbal on the dynamics and quality of passenger experiences in public transport at Jali Transport Company Ltd. Facial Expressions of the Driver Influenced Passengers' Emotions During the Journey: A significant portion (40.9% strongly agreed and 40.9% agreed) indicated that drivers' facial expressions affected passengers' emotions. A minority (15.5% disagreed and 2.7% strongly disagreed) viewed this influence as negligible. Passengers' Body Language Affected Their Interaction with the Driver and Other Passengers: The majority of respondents (35.0% strongly agreed and 48.2% agreed) believed that passengers' body language significantly impacted interactions. A smaller group (11.8% disagreed and 5.0% strongly disagreed) considered this influence less important.

Verbal Content Used by the Driver Impacted Passenger Satisfaction and Emotions: Most respondents (40.9% strongly agreed and 40.9% agreed) agreed that the driver's verbal communication directly affected passenger satisfaction and emotions. A small portion (15.5% disagreed and 2.7% strongly disagreed) did not see this as a critical factor. Emotional Expressions of Passengers Affected the Atmosphere Inside the Vehicle: A considerable number of respondents (35.0% strongly agreed and 48.2% agreed) acknowledged that passenger emotions influenced the atmosphere in the vehicle. Some (11.8% disagreed and 5.0% strongly disagreed) felt this factor was less impactful. Positive Facial Expressions from the Driver Improved the Overall Experience for Passengers: Nearly all respondents (96.4% strongly agreed) confirmed that drivers' positive facial expressions significantly enhanced passengers' overall experience. Only a small minority (1.8% disagreed and 1.8% strongly disagreed) thought otherwise. Passengers' Body Language Signaled Issues That Affected the Efficiency of the Service: A majority (40.9% strongly agreed and 40.9% agreed) agreed that passengers' body language highlighted operational inefficiencies or issues. A smaller group (15.5% disagreed and 2.7% strongly disagreed) did not see body language as an effective indicator.

The findings underscore the importance of emotional expressions both from drivers and passengers in shaping the quality of the public transport experience. Drivers' facial expressions, particularly positive ones, significantly improve the passenger experience. Additionally, passengers' body language and emotional expressions affect interactions and the atmosphere during the journey. Ensuring positive and clear emotional communication can enhance satisfaction and operational efficiency in public transport services at Jali Transport Company Ltd.

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Table 4.12 Correlation Analysis

		SOCIAL BEHAVIOR	Communication	Drivers behavior	Social Interaction	Emotional Expression
SOCIAL BEHAVIOR	Pearson Correlation	1	.983**	.873**	.556**	.983**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	220	220	220	220	220
Communication	Pearson Correlation	.983**	1	.889**	.585**	1.000**
	Sig. (2-tailed)	.000		.000	.000	0.000
	N	220	220	220	220	220
Drivers behavior	Pearson Correlation	.873**	.889**	1	.674**	.889**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	220	220	220	220	220
Social Interaction	Pearson Correlation	.556**	.585**	.674**	1	.585**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	220	220	220	220	220
Emotional Expression	Pearson Correlation	.983**	1.000**	.889**	.585**	1
	Sig. (2-tailed)	.000	0.000	.000	.000	
	N	220	220	220	220	220

Social Behavior:

Strong positive correlation with Communication (r=.983,p<.01r = .983, p < .01r=.983,p<.01), Drivers' Behavior (r=.873,p<.01r = .873, p < .01r=.873,p<.01), and Emotional Expression (r=.983,p<.01r = .983, p < .01r=.983,p<.01).Moderate positive correlation with Social Interaction (r=.556,p<.01r = .556, p < .01r=.556,p<.01).This suggests that social behavior is closely tied to how passengers and drivers communicate, express emotions, and interact. However, its connection to social interaction is weaker in comparison.

Communication:

Perfect correlation with Emotional Expression (r=1.000,p<.01r = 1.000, p < .01r=1.000,p<.01). Strong correlations with Drivers' Behavior (r=.889, p<.01r = .889, p < .01r=.889, p<.01) and Social Behavior (r=.983, p<.01r = .983, p < .01r=.983, p<.01). Moderate correlation with Social Interaction (r=.585, p<.01r = .585, p < .01r=.585, p<.01). This indicates that effective communication is almost synonymous with emotional expression and significantly influences drivers' behavior and broader social behavior.

Drivers' Behavior:

Strong positive correlation with Communication (r=.889, p<.01r = .889, p < .01r=.889, p<.01), Emotional Expression (r=.889, p<.01r = .889, p < .01r=.889, p<.01), and Social Behavior (r=.873, p<.01r = .873, p < .01r=.873, p<.01). Moderate positive correlation with Social Interaction (r=.674,p<.01r = .674, p < .01r=.674,p<.01).This implies that drivers' behavior is greatly shaped by communication, emotional dynamics, and broader social behavior, while social interactions are less strongly connected.

Social Interaction:

Moderate positive correlations with Communication (r=.585,p<.01r = .585, p < .01r=.585,p<.01), Drivers' Behavior (r=.674,p<.01r = .674, p < .01r=.674,p<.01), Social Behavior (r=.556,p<.01r = .556, p < .01r=.556,p<.01), and Emotional Expression (r=.585,p<.01r = .585, p < .01r=.585,p<.01).Social interaction appears moderately influenced by other factors, but it does not exhibit the strong relationships seen among the other variables.

Emotional Expression: Perfect correlation with Communication (r=1.000,p<.01r = 1.000, p < .01r=1.000,p<.01).Strong correlations with Social Behavior (r=.983,p<.01r = .983, p < .01r=.983,p<.01), Drivers' Behavior (r=.889,p<.01r = .889, p < .01r=.889,p<.01), and Social Interaction (r=.585,p<.01r = .585, p < .01r=.585,p<.01). Emotional expression is closely tied to communication and other aspects of behavior, emphasizing the role of emotional dynamics in shaping interactions in public transport settings.

The table underscores the importance of fostering effective communication and positive emotional expression to enhance social behavior and drivers' behavior. Social interaction, while relevant, has a less significant influence. These findings highlight the need to focus on emotional and communicative aspects for improving the overall public transport experience.

Table 4.13 Model Summary

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881[a]	.776	.771	9.568
a. Predictors: (Constant), Emotional Expression, Social Interaction, Drivers behavior, SOCIAL BEHAVIOR				
b. Dependent Variable: PUBLIC TRANSPORT SERVICES				

The model summary provided gives us an overview of how well the independent variables predict the dependent variable, which is Public Transport Services. Here's an interpretation of the key metrics: R = 0.881: This indicates a strong positive correlation between the independent variables (Emotional Expression, Social Interaction, Drivers' Behavior, and Social Behavior) and the dependent variable (Public Transport Services). The closer the value is to 1, the stronger the relationship Square (R^2) = 0.776: About 77.6% of the variability in Public Transport Services can be explained by the combined effect of the predictors (Emotional Expression, Social Interaction, Drivers' Behavior, and Social Behavior). This suggests that the model has a good explanatory power, but there is still 22.4% of the variability that is unexplained by the model. Adjusted R Square = 0.771: This value adjusts R^2 for the number of predictors in the model. It is slightly lower than R^2, but still shows a strong explanatory power, confirming that the model is a good fit even after accounting for the number of predictors. Standard Error of the Estimate = 9.568: This represents the average distance that the observed values fall from the regression line. A smaller value indicates a more accurate model. In this case, the value suggests a reasonable level of prediction accuracy, but there could still be room for improvement.

The model demonstrates a strong relationship between the independent variables (Emotional Expression, Social Interaction, Drivers' Behavior, and Social Behavior) and Public Transport Services. With an R^2 of 0.776, the model explains a significant portion of the variability in Public Transport Services. However, there is still a small amount of unexplained variability (22.4%), meaning that other factors may also contribute to the dependent variable.

Table 4.14 ANOVA[a]

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68007.654	4	17001.913	185.704	.000[b]
	Residual	19684.056	215	91.554		
	Total	87691.709	219			
a. Dependent Variable: PUBLIC TRANSPORT SERVICES						
b. Predictors: (Constant), Emotional Expression, Social Interaction, Drivers behavior, SOCIAL BEHAVIOR						

The ANOVA results suggest that the regression model is highly significant, with an F-statistic of 185.704 and a p-value of 0.000. This means that the independent variables (Emotional Expression, Social Interaction, Drivers' Behavior, and Social Behavior) collectively have a significant impact on Public Transport Services, and the model is a good fit for the data.

Table 4.15 Coefficientsa

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.461	3.258		4.745	.000
	SOCIAL BEHAVIOR	-.044	.159	-.050	-.277	.782
	Drivers behavior	.068	.081	.065	.839	.403
	Social Interaction	.067	.058	.051	1.164	.246
	Emotional Expression	.792	.180	.839	4.406	.000
a. Dependent Variable: PUBLIC TRANSPORT SERVICES						

Emotional Expression is the most significant predictor of Public Transport Services, with a large positive effect. Drivers' Behavior, Social Interaction, and Social Behavior do not appear to be statistically significant in predicting Public Transport Services based on their p-values (all greater than 0.05). The overall model is significant, but Emotional Expression stands out as the most important variable in explaining the variation in Public Transport Services.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND SUGGESTIONS

5.0 Introduction

The first section is the summary of major findings, followed by conclusions, recommendations and suggestions for further research.

5.1. Summary of Findings

The summary of findings is discussed according to the specific objectives of the study. The general objective of this study was to assess the impact of social behavior on public transport services in Rwanda at Jali Transport Company Limited. The study sought to achieve the following Specific Objectives: To analyze the role of verbal, non-verbal, and digital communication in influencing passenger satisfaction and operational efficiency in public transport services, to evaluate how prosocial and antisocial behaviors of driver's impact passenger safety, reliability, and the overall experience, to examine the influence of social interaction elements, including status, conflicts, and power dynamics, on the quality and reliability of public transport services, to assess how emotional expressions, such as facial expressions, body language, and verbal content, contribute to resolving conflicts and improving passenger-driver relationships.

5.1.1 The first objective was to analyze the role of verbal, non-verbal, and digital communication in influencing passenger satisfaction and operational efficiency in public transport services.

The majority of respondents at Jali Transport Company Ltd. recognize the importance of effective communication in enhancing public transport services. Verbal communication was supported by 83.2% of respondents, while 81.8% acknowledged the value of non-verbal communication, such as gestures. Digital communication, especially via apps and SMS, was the most highly rated, with 97.3% supporting its role in improving passenger satisfaction through timely updates. Clear verbal announcements were also favored by 87.7% of participants, though some respondents highlighted room for improvement in their consistency. Additionally, 82.3% identified poor communication as a significant contributor to delays and inefficiencies.

Effective communication by drivers was seen as crucial for building trust and satisfaction, with 94.1% of respondents affirming its importance. The findings suggest that verbal, non-verbal, and digital communication methods are all strongly endorsed by passengers, with digital communication emerging as the most influential. However, the data also indicate areas for improvement, particularly in ensuring clear and consistent announcements and addressing occasional communication lapses. To optimize passenger experiences, Jali Transport Company Ltd. should continue enhancing its communication strategies across all channels, focusing on addressing gaps in announcements and ensuring that drivers maintain effective communication with passengers.

5.1.2 The second objective was to evaluate how prosocial and antisocial behaviors of driver's impact passenger safety, reliability, and the overall experience.

The survey results from Jali Transport Company Ltd. emphasize the crucial role that driver behaviors play in shaping public transport services. A remarkable 92.3% of respondents strongly agreed that prosocial behaviors, such as helpfulness and cooperation, positively influence public transport services, enhancing passenger trust and satisfaction. Similarly, 97.3% affirmed that prosocial behaviors improve passenger trust, while 100% of respondents agreed that positive driver behaviors improve service reliability and reduce operational costs. In contrast, antisocial behaviors, such as rudeness and aggression, were overwhelmingly recognized as causing delays and decreasing passenger satisfaction, with 93.2% agreeing on their negative impact. The data indicates that fostering prosocial behaviors and addressing antisocial tendencies are key to improving service delivery.

Additionally, the survey revealed a near-unanimous agreement (96.4%) that drivers' emotional states, such as stress or frustration, directly affect driving efficiency and safety. This suggests that emotional regulation is critical for maintaining both the quality of service and passenger safety. The overwhelming support for prosocial behaviors and the recognition of the negative impact of antisocial behaviors underscore the importance of driver professionalism and emotional well-being. To enhance service quality, Jali Transport Company Ltd. should prioritize training and support programs that promote prosocial conduct, emotional regulation, and professionalism, while addressing antisocial behaviors to ensure a more reliable and satisfying passenger experience.

5.1.3 The third objective was to examine the influence of social interaction elements, including status, conflicts, and power dynamics, on the quality and reliability of public transport services.

The survey results from Jali Transport Company Ltd. highlight the significant impact that social interactions have on the quality and efficiency of public transport services. A large majority of respondents (80.9%) agreed that passengers' social status influenced their interactions with drivers, while 100% of respondents acknowledged that conflicts among passengers negatively affected operational efficiency. Additionally, 99.5% believed that power dynamics and influence among passengers affected the transport experience, underscoring the importance of managing passenger relationships to ensure a smooth journey. Social interactions between passengers also played a role in overall satisfaction, with 83.2% agreeing that these interactions influenced the service quality.

The findings further indicate that drivers' management of passenger interactions is critical for safety, with 81.8% of respondents affirming this. Effective communication among passengers was also seen as enhancing the journey experience by 83.2% of participants, although a small fraction disagreed. The unanimous agreement on the negative effects of conflicts and the near-total consensus on the influence of power dynamics underscore the importance of fostering positive social interactions and resolving conflicts promptly. To improve service quality, Jali Transport Company Ltd. should focus on strategies that promote effective communication, conflict resolution, and the management of social dynamics among passengers and drivers.

5.1.4 The fourth objective was to assess how emotional expressions, such as facial expressions, body language, and verbal content, contribute to resolving conflicts and improving passenger-driver relationships.

A majority of respondents (40.9%) strongly agreed that drivers' facial expressions influence passengers' emotions, with nearly unanimous agreement on the positive impact of drivers' facial expressions on overall experience (96.4%). Additionally, passengers' body language was seen as a significant factor in their interactions with both the driver and other passengers, with 83.2% of respondents acknowledging its importance. Emotional expressions from passengers also contributed to the atmosphere inside the vehicle, affecting the overall journey experience.

The data underscores the need for effective emotional communication, as drivers' positive facial expressions and passengers' body language both play critical roles in enhancing satisfaction and operational efficiency. While a small minority disagreed on the significance of these factors, the majority view emphasizes that emotional cues are crucial for fostering a positive and efficient public transport environment. To improve service quality, Jali Transport Company Ltd. should focus on encouraging drivers to maintain positive emotional expressions and provide training on reading and responding to passengers' emotional cues effectively. This approach can lead to better satisfaction and smoother interactions, ultimately improving the overall travel experience.

5.2 Conclusion

In conclusion, the findings highlight the critical influence of emotional and non-verbal communication on the quality of public transport services at Jali Transport Company Ltd. Both drivers' facial expressions and passengers' body language significantly affect interactions, satisfaction, and the overall atmosphere inside the vehicle. Positive facial expressions from drivers are particularly impactful, with nearly unanimous agreement that they enhance the passenger experience. Additionally, passengers' emotional expressions and body language contribute to the journey's atmosphere and can signal operational issues, affecting efficiency.

These results emphasize the importance of fostering positive emotional communication, both from drivers and passengers, to improve service quality. By encouraging drivers to maintain positive facial expressions and training them to interpret and respond to passengers' emotional cues, Jali Transport Company Ltd. can enhance passenger satisfaction, reduce conflicts, and improve overall operational efficiency. Addressing these emotional dynamics will contribute to a more harmonious and efficient transport environment, ensuring a better experience for all passengers.

5.3 Recommendations

Based on the findings, the following recommendations have been made to improve public transport services at Jali Transport Company Ltd:

Training Drivers on Emotional Intelligence: To enhance the passenger experience, it is essential to train drivers in emotional intelligence, particularly in managing and displaying positive facial expressions. Drivers should be encouraged to maintain a calm, approachable demeanor, as this has a direct impact on passenger satisfaction and safety. Promote Positive Non-Verbal Communication: Implement programs that help both drivers and passengers understand the importance of non-verbal cues. Drivers should be trained to recognize and respond to passengers' body language, ensuring a more empathetic and responsive approach

during the journey. Additionally, passengers should be educated on how positive body language can enhance their interactions and overall experience.

Foster Effective Conflict Resolution: Develop strategies for addressing conflicts among passengers, which were identified as a key factor affecting the efficiency of service. This could include having drivers trained in conflict resolution techniques and implementing clear protocols for handling disruptive behaviors.

Enhance Communication Channels: Since verbal communication was also identified as an essential factor in influencing passenger satisfaction, ensuring that drivers provide clear, friendly, and helpful verbal communication is crucial. This could involve regular checks on communication practices, as well as encouraging drivers to be clear and approachable when addressing passengers.

Regular Feedback and Monitoring: Implement a feedback system that allows passengers to report their experiences related to emotional and social interactions. Regular monitoring of drivers' behaviors and passenger interactions will help identify areas where improvements can be made, ensuring that both drivers and passengers contribute positively to the transport environment. By focusing on emotional communication, conflict resolution, and non-verbal cues, Jali Transport Company Ltd. can significantly improve passenger satisfaction, safety, and overall operational efficiency. These recommendations will contribute to fostering a more positive and harmonious travel experience.

5.4 Areas for further studies

Based on the findings, the following areas for further studies are recommended to further improve the public transport services at Jali Transport Company Ltd.:

Impact of Driver Stress and Emotional Well-Being on Service Quality: While the survey found that drivers' emotional states influence their driving efficiency and safety, further research could explore how different levels of driver stress and emotional well-being specifically impact service quality. Understanding how factors like workload, personal life stressors, or fatigue affect drivers' performance could lead to better support systems for drivers.

Exploring Passenger-Centric Communication Strategies: Although the survey highlighted the importance of verbal and non-verbal communication from drivers, further studies could examine how passengers' communication preferences vary and how they influence their overall experience. Research could explore different communication strategies, including digital, verbal, and body language, and identify which methods are most effective in improving passenger satisfaction across diverse passenger demographics.

Long-Term Effects of Prosocial and Antisocial Behaviors: The research emphasizes the impact of prosocial and antisocial behaviors, but a longitudinal study could investigate how these behaviors influence long-term passenger loyalty, satisfaction, and overall service perception. This study could examine whether consistent positive or negative behaviors from drivers or passengers lead to sustained changes in the quality of service over time.

Effects of Social Dynamics Between Passengers on Journey Outcomes: Further research could delve into how social interactions between passengers affect the efficiency and quality of the transport experience. Studies could explore how different passenger demographics (e.g., age, socio-economic status) influence interactions and the role these dynamics play in overall journey satisfaction and safety.

Technological Integration and Emotional Communication: With the growing importance of digital communication, further studies could investigate how technology (e.g., apps, SMS, real-time updates) can be used to enhance emotional communication between passengers and drivers. Research could explore the potential for incorporating real-time emotional feedback into transport systems to monitor and improve interactions.

Cultural Differences in Social Interactions: Since passengers' social status and body language play a role in interactions, future studies could examine how cultural differences influence these dynamics in public transport settings. Understanding cultural nuances could help tailor communication and interaction strategies to better meet the needs of diverse passenger populations.

By exploring these areas, Jali Transport Company Ltd. can gain deeper insights into the psychological and social factors that shape the public transport experience, leading to more informed decisions about service improvements, driver training, and customer engagement.

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APPENDICES

Appendix 1: Questionnaire

Dear Respondent,

I am **Rwigyema Robert** a student University of Kigali. I am carrying out my research on ***"THE IMPACT OF SOCIAL BEHAVIOR ON PUBLIC TRANSPORT SERVICES IN RWANDA."***. Your opinions are so important to this study and the information you give me will be treated with utmost confidentiality; being strictly for academic purposes.

Thank you for your cooperation

Rwigyema Robert

Signature ……

Date:…….

SECTION A:

Background information of the respondent *Instructions: Tick the correct option*

1. Gender

(1)Male ☐

(2)Female ☐

2. Age

18 – 24

25-30

36-40

46 -50

56 and Above

3. Highest Level of Education

(1)Diploma ☐

(2)Bachelor ☐

(3)Masters ☐

(4) Others, specify……

4. Position held in Jali Transport Company Limited

5. Managing Director ☐

6. Operations Director ☐

7. HR & Administration Manager ☐

8. Finance Manager

9. Drivers

10. Zone inspectors

1) Any other (please specify)……..

11. Period spent in the Jali Transport Company Limited

<

Less than 1 year
2-4years
5-7 years
8-10 years

SECTION B:

Communication

In the following section, you are required to tick on either agree or disagree for every opinion statement provided.

NO.	Communication	SA (5)	A (4)	NS (3)	D (2)	SD (1)
1	Verbal Communication affects public transport services at Jali Transport Company Ltd					
2	Non-verbal communication (e.g., gestures) enhances passenger understanding and safety.					
3	Digital communication (e.g., apps, SMS) improves passenger satisfaction with updates.					
4	Clear verbal announcements reduce confusion and improve passenger experiences.					
5	Poor communication leads to delays and inefficiencies in public transport services.					
6	Effective communication by drivers builds trust and satisfaction among passengers.					

Drivers behavior

In the following section, you are required to tick on either agree or disagree for every opinion statement provided.

NO.	Drivers behavior	SA (5)	A (4)	NS (3)	D (2)	SD (1)
1	Prosocial Behavior affects public transport services at Jali Transport Company Ltd.					
2	Antisocial behavior by drivers causes delays and reduces passenger satisfaction.					
3	Drivers' emotions (e.g., frustration) influence their driving efficiency and safety.					
4	Prosocial behaviors (e.g., kindness and cooperation) improve passenger trust.					
5	Antisocial behavior (e.g., aggression) negatively impacts passenger experience.					
6	Positive driver behavior enhances overall reliability and operational costs.					

Social Interaction

In the following section, you are required to tick on either agree or disagree for every opinion statement provided.

NO.	Social Interaction	SA (5)	A (4)	NS (3)	D (2)	SD (1)
1	The status of passenger's influences interactions between them and the driver.					
2	Conflicts among passengers reduce the overall efficiency of public transport.					
3	Influence and power dynamics between passengers impact the quality of the journey.					
4	Social interactions between passengers affect the overall satisfaction with the service.					
5	Drivers' management of social interactions between passengers impacts safety.					
6	Effective communication among passengers enhances the overall journey experience.					

Emotional Expression

In the following section, you are required to tick on either agree or disagree for every opinion statement provided.

NO.	Emotional Expression	SA (5)	A (4)	NS (3)	D (2)	SD (1)
1	Facial expressions of the driver influence the passengers' emotions during the journey.					
2	Passengers' body language affects their interaction with the driver and other passengers.					
3	Verbal content used by the driver impacts passenger satisfaction and emotions.					
4	Emotional expressions of passengers affect the atmosphere inside the vehicle.					
5	Positive facial expressions from the driver improve the overall experience for passengers.					
6	Passengers' body language can signal issues that affect the efficiency of the service.					

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