The perception of the operational efficiency, by the user of the collective transportation of the metropolitan system of public transport network of the metropolitan region of Goiânia, Goiás, Brazil.

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The perception of the quality observed by the passengers in the operation procedures of the public transport service systems is related to a set of conditions created and proportioned, so that the population of a determined urban region can move between different zones, considering attributes that go back to the satisfaction or not of the standards of the supply of these services. The Public Transport System by Bus of the Metropolitan Region of Goiânia is the only means of transportation to and from work, study, leisure, shopping, health, among other reasons of travel. It has two basic characteristics that guide its operation: the first is that it is structured according to a network of main lines and feeder lines and the second is that the interfaces between the main lines and the feeder lines take place in most of the operation, through Stations of transfers - terminals, which allow such procedure without effecting payment of another ticket, accesses and exits out of the system, distributed in three operational regions. This work has as its general objective to present an analysis of the efficiency of the system according to the passengers, based on a research carried out inside the Transhipment Stations, relating it to the integrated public transport network and its influence on the environment. Based on these premises, what possibilities are there to observe any differentiated results between services provided and operational regions? In order to answer this question, direct investigations were carried out in the Transhipment Stations - Terminals of the Service Network, the first in order to draw a socioeconomic profile of the user and their opinion about the quality of the services in general; and another observing the physical characteristics and location in the urban soil of this infrastructure. As a result, we can observe some of the hypotheses listed below: that the production of the physical space of the infrastructure is directly influenced by the socioeconomic characteristics of the surrounding population; that the socioeconomic profile of the user population of the Transshipment Stations - the analyzed terminals influence the perception of the quality of the provision of the services offered; and that there is no influence between the two variables.

The present work dealt from the basic concepts and a subjective and superficial systemic marginal approach of the user perception of the public transportation by buses of the Metropolitan Transit Transport Network of RMG, of problems evidenced in the daily use of Stations of Transshipments - Terminals. It is emphasized that the main object is perceived as the ability to interpret the stimuli that were received by the senses and that enable individuals to identify objects and events, or the act, effect or ability to perceive something in a visual way, where the individual in question obtains some kind of information through their eyes, as well as adopting a bias of social perception, which consists in the ability to see and interpret the behavior of other individuals and is essential for social interaction. Measuring human feelings is an attribute of psychology, which does not fit the intention of the work developed. However, the planning of activities that impact on the feelings and attitudes of users of the urban transport systems reflect the satisfaction condition attributed to the consumption, in this case, of a good service, which must meet the minimum needs for social and health well being and that relates to the constitutional right to come and go.
As can be observed in the research results, each investigated aspect portrays a characteristic that differs and at the same time confronts social, cultural, purchasing power, educational level, among others, that can be distributed in an urban region delimited by conjunctural characteristics, for example, the operational region, Transhipment Station - the terminal and the population of the region in study and that makes use of the services of the public transportation system. This is clearly demonstrated when one observes the level of satisfaction of the users of the Transshipment Station of the South Region and the level of satisfaction of the northwest region. Whether it is the observation of building installations, the saturation of the quantity of users accessing the services at the same time, the comfort of the services portrayed in the stocking of the vehicles, or even the urbanity demonstrated by the system operators.

It then emerges as recommendations for any new work, which cover topics such as the investigation of business culture regarding administrative and operational management; supervision, control and operational monitoring by the public power; the use of other technologies in simultaneous services in transport networks, and more. Finally, it is left as an incentive to further research the understanding that perception provides positive indications of warnings about the efficiency and operational effectiveness for the provision of these services, in the specific case of urban transport and consequent of the mobility of passengers in urban regions.