Article

Ranking the Level of Satisfaction about Online Ticket Booking

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A B S T R A C T

Apart from consumer goods, sales and e-tailing, the online travelling sector has boomed in recent years and the number of users booking their tickets on the Web has been steadily growing. Decreasing number of people are now using the traditional paper ticket while almost all industries offer the possibility of online ticket reservation, commonly known as e-ticket. The online reservation system in India is undergoing a revolution. Almost all the transport sectors have invested in online reservation. This has given rise to the increased preference of customers, to whom requisite services are offered. Hence, it would be necessary to study and analyse the customer satisfaction level in online reservation. Therefore, this study was undertaken to explore satisfaction level of customers in in online reservation. Empirical method and convenient sampling technique was used for this study. Sample size was 100 and the period of study was 2015-16. Area ofstudy was Madurai, TN, India. The data was analysed by using Garret ranking. Primary and secondary sources were used for data collection. A questionnaire was developed and pre-tested for the study.

Keywords: Satisfaction, Steadily, Reservation, Possibility

Introduction

Apart from consumer goods, sales and e-tailing, the online travelling sector has boomed in recent years and the number of users booking their tickets on the Web has been steadily growing. Decreasing number of people are now using the traditional paper ticket while almost all industries offer the possibility of online ticket reservation, commonly known as e-ticket. We now live in an era where practically everything is inextricable from the internet, including business. It's now crucial that every business, no matter the sector, has a recognisable web presence, because Google has replaced the phone book. Not only does internet technology help tour and activity operators get found online, it also helps them convert visits into money through online booking or reservation systems.

The online reservation system in India is undergoing a revolution. Almost all the transport sectors have invested in online reservation. This has given rise to the increased preference of customers, to whom requisite services are offered. Hence, it would be necessary to study and analyse the customer satisfaction level in online reservation. Therefore, this study was undertaken to explore satisfaction level of customers in in online reservation.

Research Design and Methodology

Empirical method and convenient sampling technique was

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used for this study. Sample size was 100 and the period of study was 2015-16. Area ofstudy was Madurai, TN, India. The data was analysed by using Garret ranking. Primary and secondary sources were used for data collection. A questionnaire was developed and pre-tested for the study. Intensity value was applied to rank the level of satisfaction about online ticket booking. Using Likert scaling technique, each factor was given the score of 5,4,3,2, or 1. The formula was:

Intensity value = R1 * 5 + R2 * 4 + R3* 3 + R4 * 2 + R5 * 1. R represents ranking.

Literature Review

Dr. Seema Agarwal[1] (2014) in her paper titled, "A Study of factors affecting online shopping behaviour of consumers in Mumbai region" attempted to analyze the features related to the shopping behaviour of online shoppers. Consumer's shopping behaviour in respect of online shopping was studied using different socio-economic variables. The data was collected through questionnaires. The results of the study reveal that online shopping in India is significantly affected by various demographic factors like age, gender, education and income . Further it also helps retailers to understand the drivers of consumer's attitude, their goals to shop on the internet, and a consumer's perceptions regarding the ease of use and usefulness. Conclusions derived from the analysis can be used as a useful guide for market orientation. The outcomes of the study suggest that an assessment of a consumer's shopping behaviour can contribute to a better understanding of consumer shopping behaviour in respect of online shopping.

Dr. Nishi sethi[2] (2015) in his paper titled, "female consumer behaviour toward online shopping", with an objective to understand the online buying behaviour of female consumers studied the perception of female consumers. This research shows that online shopping has a very bright future in India. The perception towards online shopping is getting better in India. The generalized results obtained through the data analysis has given a close indication of an increasing significance of online stores in the life of Indian people and their online shopping behaviour. The ease and convenience provided by them has made shopping very easy for consumers.

Parel et al[3] (2014) in her paper entitled, "A study of consumer preferences for e-retailers' attributes" determined and analysed consumer preferences regarding the profiles of an e-retailer's website. Two types of products were examined to test whether there were any differences in the individuals' preferences. They conducted an initial study, from which they identified the principal attributes valued by the participants in the survey. The variables that are most relevant to the shopping task are those which receive a higher response frequency. There are differences in the relative importance assigned to the attributes, depending on the product type, but no significant differences are found in the participants' preferences when these are analysed according to gender or previous experience of online shopping.

Data Analysis

Table 1.Intensity Ranking of the Level of Satisfaction about Online Ticket Booking

S.No.	Reasons	HS	S	N	D	HD	Total	Rank
1.	Instant reservation is possible	235	116	66	4	0	421	II
2.	Guide or help is available	235	128	63	0	0	426	I
3.	Paper ticket is not necessary	145	128	111	4	0	388	VIII
4.	No delay in payment	135	168	66	18	0	387	IX
5.	Safety transaction	150	176	78	0	0	404	IV
6.	Good offers	150	176	48	20	0	394	VI
7.	Affordable price	140	152	69	16	3	380	X
8.	Booking desired seats	150	136	93	10	0	389	VII
9.	Always available	165	180	66	0	0	411	III
10	Clear price	175	136	87	4	0	402	V

Source: Primary data.

HS- Highly satisfied; S-Satisfied; N-Neutral; D-Dissatisfied; HD-Highly dissatisfied.

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Interpretation

Table 1 shows the level of satisfaction about online ticket booking. It is observed from the above table that consumer has given first rank to availability of guide or help and the last rank to affordable price.

Conclusion

In the study, the attitude of the consumers found highly very positive towards online ticket booking than their negative attitudes. The consumers have high level of satisfaction in online reservation because it is instant and since it has guide and help. The customer satisfaction level regarding price, seats and delay in payment was low. The findings of the study can be used to improve performance in the areas of dissatisfaction, and service which in turn could earn goodwill among public.

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