



A study on customer satisfaction towards online bus reservation

O A Marsook¹, R Murugalakshmi²

¹ Post Graduate Student in Commerce, VLB Janakiammal College of Arts and Science, Coimbatore Tamil Nadu, India

² Assistant Professor Department of Commerce, VLB Janakiammal College of Arts and Science, Coimbatore Tamil Nadu, India

Abstract

Online ticket booking changes world markets to virtual markets. Ticket booking has empowered the passenger they are informed they have wider choices and all these just a click away. In the present research primary data were collected by structured questionnaire from 100 customers using in Madurai district to identify the factors influence the customer preference towards online ticket booking and study the satisfaction level of customers towards online ticket booking. The collected data was analysed using simple percentage analyzes and Chi-Square test. The finding the study reveals that in bus services is a primary factor influence customers satisfaction through online reservation.

Keywords: bus reservation, satisfaction, online

Introduction

The new growth in technology and change in customer behaviour transforms the normal business to modern booking strategy where online gain a competitive advantage. Usage of online makes the world in to a small village. Online ticket booking evokes the customers to physical online bus reservation progress. Online ticket booking provides a boon for many travelers in India. Online ticket booking has gained remarkable popularity recently. The boom in the information technology especially the online devices such as laptops, tablets, smart phones played major role. Online bus reservation has centralized the information for all including the consumers. Online bus reservation has empowered the consumers, they are informed they have wider choices and all these just a click away. The consumers can compare the online ticket booking prices the quality features and any information.

Statement of Problem

The study is on the basis of bus reservation involving the various forms and methods which are the online booking and telephonic booking. Over the decades these reservation process has been evolved and attempted a new era of technology. That had changed the charging process where the customer had to pay some other various charges other than the actual rental amount which includes maintaining charges, service charges etc. And on the other hand, the online application for bus reservation has reduced the connection between the owner and the customer. Because the online reservation booking market is evolved into a competitive business the price stability has become a boon for the sector. Hence, here the researcher has made an attempt give a comparison over the online booking and telephone bus reservation and the different services rendered by them.

Objective of the Study

- To examine the level of satisfaction of respondents in availing online bus reservation service.

- To compare the respondent's opinion towards pricing strategy of online bus reservation service
- To reveal the respondent's preference towards online bus reservation
- To offer valuable suggestions based on the finding of the study.

Hypothesis

- **Null hypothesis (H₀):** there is no significant difference between the age and the kinds of interview the candidates attend.
- **Alterative hypothesis (H₁):** there is significance difference between the age and the kinds of interview the candidates attend.

Scope of the study

The scope of study is the bus reservation process through online application on the evolution of the technology. This study depicts the rapid growth of the bus reservation service in the current world and the impact of technology in it. This study also evaluates the customer's convenience and accessibility of the bus reservation to reach their destination and also their enhanced service for their customer.

Limitations of the Study

- The sample size was limited due to time consideration.
- Lack of co-operation of the people because of their busy schedule.
- The study is restricted only to a limited period and also within limited area.
- Limited time period was a major limitation for the study.
- The sample size of the study is limited to 100 not the entire respondents of the organization.

Review of Literature

Geeta Kesavaraj (2021) evaluated the relationship between bus reservation service quality and customer satisfaction among domestic air passengers in Coimbatore. In this study

questionnaire has been designed based on a modified SERVQUAL model containing five service quality dimensions. In this study a sample of 100 respondents was selected using a stratified random sampling techniques. The study recommended that domestic bus reservation should introduce continuous training on good customer relations, remaining responsive and proactive as well as ensuring on-time departure and arrival, while maintaining safety and well-being of the passengers.

Tazyn Rahman (2020), examined the impact of e-ticketing technique on customer satisfaction. In this study the researcher used convenience sample of Jordanian airline passengers that had bus reservation in the last 12 months through companies offering e-ticketing services was acquired. The findings of the study revealed that customer satisfaction with e-ticketing services to have significant impact on customer satisfaction with bus reservation services.

Chen (2019) - They have proposed many techniques to improve and solve the problem of accuracy, honesty, equality, safety while making use of mobile applications for bus reservation. The modern mobile applications facilities the customers to find the bus in their locality and trace the driver and also to call or message them to know the location. There have been a lot more development in recent times such as related to route, taximeter and carpooling.

Utsav Pandya, (2018) - The articles and reports reviewed talks about the better transport. revolutionary change that India is witnessing in the urban road passengers from traditional way of travelling in horse carriages to the modern fleet bus handled by private companies.

Research Methodology

Research design

The type of the study for this project is Descriptive Research the descriptive research includes survey and fact finding enquiries of different kinds the major purpose of descriptive research is description of the state of affairs as it exists of present the main characteristic of this method is that Research has no control over the variable he can only report what has happened or what is happened.

Sampling size

Out of the entire population 100 respondents were chosen as the samples.

Sampling

The sampling design used in this project is convenient sampling.

Data collection

There are two types of data

Primary data

Secondary data Primary data

The study mainly uses primary data collection through a specifically designed questionnaire these questionnaire are given to the customer to collect data from them.

Secondary data

Were collected from customer report manuals journals magazines websites etc.. These data are help full in describing about details like its nature profit of the product etc.

Tools for Analysis

Percentage analysis and Chi-square test are used for analyzing the data collected.

Analysis and Interpretation

Table 1: Demographic profile of the respondents

Educational qualification	Online	Telephone	Both (A) & (B)	Total
Booking prefer				
Primary & secondary level	12	20	22	54
Diploma	8	8	10	26
Engineering	4	12	4	20
Total	24	40	36	100

Table 2: Price Strategy 2

Observed N	Expected N	(O-E)²	Residual value
12	12.96	0.9216	0.0711
8	6.24	3.0976	0.4964
4	4.8	0.64	0.1333
20	21.6	2.56	0.1185
8	10.4	5.76	0.5538
12	8	16	2
22	19.44	6.5536	0.3371
10	9.36	0.4096	0.0437
4	7.2	10.24	1.4222
	100		5.1761

Table 3: Chi Square Test

	Value	Degrees of freedom	Asymptotic. Sig. (2-sided)
Pearson chi-square	5.1761	4	9.488

Table value: 9.488

Calculated value: 5.1761

Calculated value is less than the tabulated value. $9.488 < 5.1761$, so we accept our null hypothesis.

Result

As null hypothesis is accepted.

There is no relationship between educational qualification and booking prefer.

Result and Discussion

- 48% of the respondents are in the age group of 21 - 30 years.
- Majority (55%) of the respondents are female.
- Majority (83%) of the respondents have completed their graduation.
- Majority (69%) of the respondents are unmarried
- (42.34%) of the respondents are students.
- Majority (50%) respondents income accounts below 20000.
- Majority (71%) respondents belongs to nuclear family.
- (36%) respondents family has 3-5 members in their family.
- Majority (58%) respondents use bus occasionally.
- (43.24%) respondents preferred both online app for bus reservation.
- Majority (56%) respondents use bus for their travel.
- (45%) respondents prefer bus reservation because of easy booking.

- (32%) respondents prefer bus reservation.
- Majority (54%) respondents said the contact number for buses are available.
- Majority (62%) respondents are satisfied with their bus.
- Majority (58%) respondents have rated their bus reservation from 7 to 5.
- (32%) respondents said availability of bus is attractive in the bus reservation service.
- Majority (72%) respondents responded that the price charged is high for the bus.
- (37%) respondents said that bus reservation ticket are levying extra charges.
- Majority (41%) of the respondents Online Payment.
- Majority (49%) respondents are having neutral opinion on the comparison of price.

Suggestions

- Easy booking and availability of bus in rural areas and other facilities for the lower- class people which will bring a wide customer.
- Enlarging the requirements regarding destination
- reducing of waiting charges like signal waiting charges, standing charges would help the customers
- easy availability of bus in night hours will be helpful to the working people.
- further development in booking apps/websites like alert notification, ride history, fare calculator, driver manage settings etc.

Conclusion

From the research work done in customer perception towards bus reservation service through online App and Telephone, its prominent that majority of the customer as satisfied with the process and service. Majority of the respondents are satisfied with bus reservation service. Through the easy booking methods and payment methods initiated by them are welcomed but there is a dissatisfaction on the price charged which included the waiting charge and standing charges. And also, the driver's behavior towards the customers sometimes becomes a drawback for the system.

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