



A Study of customer satisfaction towards online ticket booking with special reference to Coimbatore city

Sathya Shree¹, R Brita Molen²

¹ Department of Commerce, Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India

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

Abstract

Online ticket booking system simplifies the ticket booking process enhancing user convenience and event management user can quickly access and reserve tickets for their preferred events it. People consider price and mobile compatibility as the most important factors for ticket booking, a total of 150 respondents were taken and data was collected through a questionnaire, various statistical tools were applied to arrive at the result. Thus, this paper outlines the different age groups of online ticket bookings users and their purchasing. This finding may be used by marketers to design marketing strategies for customer satisfaction.

Keywords: Booking, tickets, online

Introduction

As noted by online- tickets can be used by a wide range of organizations to provide service including coupons for – shopping to tickets for entrance into a concerto sporting event. Although is not fair to argue that online tickets have become ubiquitous, its evident that the proliferation of online – ticket represents appear a change in the way that traditional ticket purchasing occurs.

Objective of the study

- To analysis the various factors influencing customer satisfaction towered e-ticket.
- To study about the effectiveness of e-ticket services.
- To find out the reason for the usage of online ticket services.
- To study about the security issues of e-ticket services.

Scope of the study

In today scenario, digital mode of booking system has been faster day by day, the study has been analyzed the satisfaction level of customer towards online ticket booking. The finding indicate that customer satisfaction by all the independent variables measured were noted to have significant impact on customer satisfaction with e-ticket services.

Limitation of the study

- Restricted time is the first limitation
- The sample use is very small
- Sampling approach has been used in this study. As such, the study from the

Statement of the problem

Online ticket booking that provide single platform for all forms of ticket booking unless individual step into the travel agent business to check the timing as in the previous point the launch of the online ticket booking system addresses the issues this project would provides claims with as option to book online for confirmation. In this presence study it is an attempt to study online ticket booking the perception

internet security can be utilized to understand the customer prospection making the decision of e-ticket services.

Research Methodology

The research methodologies involves systematic and structural approach to collect and analysis the data.

Method of Data Collection

The sources of data pertaining to the study are primary data as well as secondary data, Primary Data

Primary Data

Primary data was collected from the customer who where using online ticket booking.

Secondary Data

Secondary data has been collected from published materials like articles, articles, books and websites.

Area of study

The study was conducted in Coimbatore city

Sample Size

The size of the responding is 150

Tools and Analysis

- Percentage analysis
- Chi_square

Review of Literature

Daniela Tatiana Agheorghiesi and Elizabeth M. Ineson (2011)The evolution of the Internet as a distribution channel is apparent in Romania as the number of Internet users and card holder to Increases, This paper discusses the results of questionnaire and interview based research on the Perceptions of 65 managers' of "brick and mortar" as opposed to virtual travel agencies' of the so-Called phenomenon of "disintermediation" and its expansion or, in other words, the competitive Impact of online bookings on

customer loyalty and business and communication strategies used to Protect themselves from its consequences. In spite of the increase by 10% of the use of Internet Each year, more than half of the respondents are convinced that they can adapt their services, Products and operations to retain their loyal customers.

J Med Internet. (2017) The purpose of this study was to identify the benefits and barriers to Implement Web-based medical scheduling discussed in the literature as well as the unmet needs under the current health care environment. Overall, the literature suggests a growing trend for the adoption of web based appointment systems. The findings of this review suggest that there are benefits to a variety of Patient outcomes from Web-Based scheduling interventions with the need for further studies.

Data analysis and interpretation

Percentage analysis

Table1: Showing that gender of the respondents

Gender	Percentage	Respondents
Male	62.7%	77
Female	37.3%	65

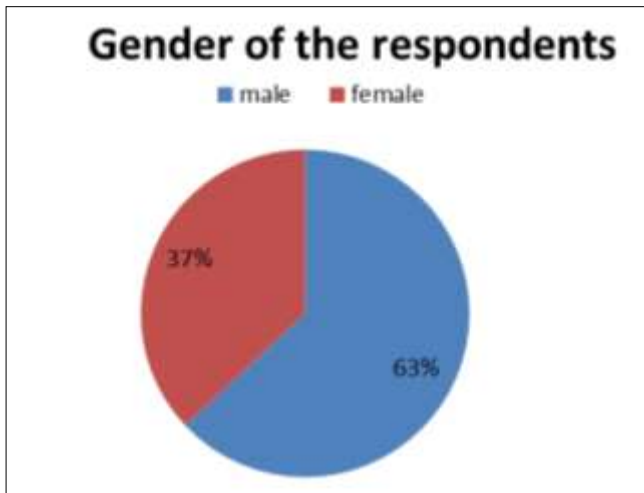


Fig 1: chart showing that the experience of using online ticket booking of the respondents.

Interpretation

The majority of the respondents are 63% are in male.

Table 2: showing that the experience of using online ticketing.

Factors	Respondents	Percentage
Very good	35	23%
Good	45	40.5%
Moderate	20	36.5%

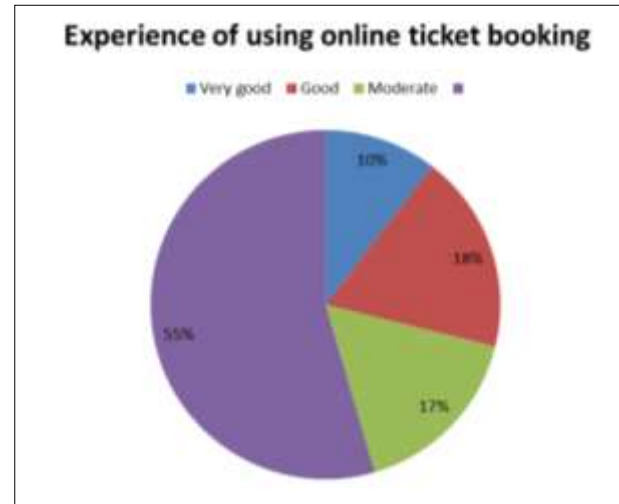


Fig 2: chart showing that the experience of using online ticket booking

Interpretation: the majority of the respondents are using only ticket booking is good.

Chi-square analysis

Interpretation

Table clearly status the demographic profile of the sample respondents. Most of the respondents are choosing to save time.

Chi-square analysis formula: $\chi^2 = \sum (O_i - E_i) / E_i$

Degree of freedom=(r-1) (c-1)

H1: There is a significant relationship between the gender and hoe the people are to choose online ticket booking.

Table 3

Particulars	Convenience	To save time	Security	Easy to use	Grand Total
Male	20	27	20	10	77
Female	12	25	15	13	65
Grand Total	32	52	35	23	142

Table 4: Chi-Square

O	E	(O-E) ²	(O _i -E _i)/E _i
20	17.35	7.02	0.40
27	28.19	1.41	0.05
20	18.97	1.06	0.05
10	12.47	6.10	0.48
12	14.64	6.96	0.47
25	23.80	1.44	0.06
15	16.02	1.04	0.06
13	10.52	6.15	0.58

Source: Primary Data
Significant Level = 0.05

Result

Calculated chi-square value is (2.15) is less then (7.815) table value. Hence the hypothesis is accepted.

Findings

- It was found that majority (47%) of the respondents are age of below 25 years.
- It was found that majority (62.7%) of the respondents are male.
- It was found that majority (40.3%) of the respondents are students.
- It was found that majority (42.9%) of the respondents are UG students.

- It was found that majority (64.6%) of the respondents are using online ticketing.
- It was found that majority (34%) of the respondents are choosing online ticketing in 6months.
- It was found that majority (37.3%) of the respondents are to save time.
- It was found that majority (39.3%) of the respondents are frequently using online ticketing.
- It was found that majority (34%) of the respondents are prefer debit/credit card for online ticketing.
- It was found that majority (30.9%) of the respondents are guessing pass wars are the problem faced by peoples.
- It was found that majority (38%) of the respondents are agree that online ticketing is effective.
- It was found that majority (40.5%) of the respondents are rate the experience of using online ticketing is good.

Suggestions

- Adding a deposit account for customer to do their payments more easy and secure.
- To have mobile application for the customers to use their smart phones and tablets.
- The mobile application will be ready for download in play store or app store.

Conclusion

Online ticket booking system is an application where the customer can book a ticket online and 24*7 hours a day from anyplace in the world. Customer can also interact with the ticket booking website to know any other details they want. With the help of online ticket booking system records are maintained and the database is updated with time to time. Through online ticket booking system, technologies and features have been introduced.

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