

A STUDY ON PASSENGER SATISFACTION TOWARDS ONLINE BUS TICKET BOOKING IN COIMBATORE CITY

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ABSTRACT

Electronic tickets, or e-tickets, give evidence that their holders have permission to enter a place of entertainment, use a means of transportation, or have access to some internet services. Bus Ticket Reservation System enables the customer to buy bus ticket, make payment, and ask for information online easily. Furthermore, staff can sell bus ticket using Bus Ticket Reservation System after check bus ticket availability for the customer and print the bus ticket to the customer that queue up in the counter. The method to solve this problem is to create an online buying bus ticket system. Customer can buy the bus ticket over the Internet, 24 hours a day, 7 days a week and the bus ticket can't be lost, stolen or left behind. In addition, the online system lets the customers check the availability of the bus ticket before they buy bus ticket (Wee, 2007).

Keywords: Electronic Tickets, Ticket Reservation, Availability of Ticket

INTRODUCTION

The Online Bus Ticket Reservation System is a web-based application that allows check bus ticket availability, buy bus ticket and pay the bus ticket online (Asaad, Ayad and Hayder, 2012). This system is established for all the home/office users after gaining access from the administrator. According to Invaderzim (2011), Online Bus Reservation System provides bus transportation system, a facility to reserved seats, cancellation of seats and different types of enquiries which need an instant and quick reservation. This system can be used by the users in performing online reservation via internet for their all-business purposes. Users can use this program directly on their websites and no need to install it.

The use of bus travelling is a large growing business in Nigeria and other countries; hence bus reservation system deals with maintenance of records of each passenger who had reserved a seat for a journey. It also includes maintenance of information like schedule and details of each bus (Shivaji, 2010). Also, we get to know that there are many operations, which they have to do manually. It takes a lot of time and causes many errors. Due to this, sometimes a lot of problems occur and they were facing many disputes with customers. To solve the above problem, and further maintaining records of items, seat availability for customers, price of per seat, bill generation and other things, we are offering this proposal of reservation system. The reservation system has three modules. First module helps the customer to enquire the availability of seats in a particular bus at particular date, the second module helps him to reserve a ticket and with the third module he can cancel a reserved ticket. However, since the current reservation system is still conducted manually and separately at each branch, contact must be made by each branch's front-officer to the head office for each customer's enquiry in order to get the latest update on schedule, seat availability and other reservation-related information; as well as to avoid duplicate bookings or over-capacity. There is also a physical limit to the reservation availability as each branch only operates during certain hours and reservations can only be made on-the-spot. These limitations are not the only issues the company is currently facing. Other factors that create - include human errors (e.g., miscalculations in ticket price, mistakes in noting passenger data, etc.), the fluctuation of passengers during certain periods of time that causes a bottleneck in the check-in process 2, because of the inability of the front officer to multitask and the lack of overview or report of the on-going business; making it difficult for the company to judge past/current performance or plan future improvements.

HISTORY OF THE COMPANY

“Pioneer Who Brought Online Ticketing to India & Build the Realm”

Remember those old days when booking a bus ticket was no less than a nightmare, and how we used to gut standing in the long queue for hours leaving our important work! But thanks to the technology enthusiasts who brought ticketing online and took it to an all new level, today, booking bus tickets while on-the-go (all credits to smartphones) is as easy as slicing a cheese with a sharp knife. Though the industry is just a decade old and has witnessed several companies spur and die, it is just the few masterpieces that have survived the test of time and even fewer who are riding high on the success tide. One such eminent name that was born at the early eras of online ticket booking in India is 1995 founded Radiant Info Systems Ltd., which witnessed every dawn and dusk of the industry till date. Working on them, Radiant has emerged as the pioneer and leader in the online reservation system for the road transport corporation segment in India, and is credited with launching the first ever online bus ticketing system for Karnataka (KSRTC, NEKRTC and NWKRTC) way back in 2006, while most of world was still debating on its possibility. Today, this section of the company runs under the name BusIndia.com.

STATEMENT OF THE PROBLEM

Currently, the type of system being used at the counter is an internal system which is manually used in selling the bus tickets. The problems facing the company are that customers have to go to the counter to buy bus ticket or ask for bus schedule, customers will also have to queue up for a long time in order to secure a bus ticket and will also need to pay cash when they buy the bus ticket. This type of getting tickets will cause lots of problems to the customers who get tickets in counters. The online ticket booking also has many of the problems like poor internet connection and poor accessibility.

SCOPE OF THE STUDY

- ❖ To know about the satisfaction level of online bus ticket booking users.
- ❖ To solve the problems in this domain.
- ❖ To collect the data about ticket booking.

OBJECTIVES OF THE STUDY

- ❖ To know of the satisfactory level of the customers towards online bus ticket booking
- ❖ To study the social economic characteristics of customer.
- ❖ To analysis the problem faced by the respondents for using online bus ticket booking
- ❖ To study of the factor influencing for selecting online bus ticket booking

REVIEW OF LITERATURE

Ramamurthy and Ponnuraj (2001) in their study aim at "Passenger perception of Omnibus services - An analysis ". The study indicates that an efficient transport system is essential for the movement of both goods and passengers. The omnibuses are however a refreshing contrast to the government-owned buses. The omnibus operators constantly endeavor to improve the quality of their services. They aim at passenger comforts and keep their buses clean and well-maintained. Breakdowns are very rare in their operations. Above all they are time-conscious. Though they charge higher fare, the public patronize them as their service is much better than the ones provided by the state-owned buses. In this direction, the prescribed criteria with some of the proven methods of analysis are brought forward all this article. Jeganathan (2002) in his study, "Commuters of Railways-An Attitude Study with Special Reference to Thirunelveli- Nagercoil Section" has found that if season ticket fares are reduced for long distance travel, it will be an added attraction to the commuters.

Rama Prasad (2002) in his article, "A Study on Passenger Amenities in Railways" has found that more general compartments will be required for short distance travellers and it has been found that most of the passengers are not happy particularly with the quality of food. Quality of food should be improved and variety of items should be introduced. Makesh [2002] conducted a study on "A study on Job satisfaction of employees of Indian Railways: The case study of Southern Railway with particular reference to the front-line staff". The objectives of the study were to measure the level of job satisfaction of employees of Indian Railways and to study the working conditions in the Southern Railways.

He suggested the following: As promotion chances are very remote in Railways, periodic promotion should be given to the staff to make them evince interest in their jobs. The participation of more employees must be encouraged while making decisions. Relationship between officers and employees in lower cadre must be smooth and harmonious.

John Gabriel and Suresh Babu (2005) undertook a study about the passenger reservation system in the Indian railways. The objectives of the study were to determine the efficiency of passenger reservation services in the Indian railways system and to examine whether the existing system of railway reservation is really efficient in satisfying the needs of the travelling public, and whether any change or alteration in the existing system could bring about a perceptible improvement of the services. The study revealed that railways are setting computerized reservation centers and have authorized out-agency bookings and hence all these facilities reveal the efficiency of reservation services of the railways and the study also revealed that the railways is the only organization providing maximum passenger reservation services to the travelling public most efficiently and effectively.

Sumathy (2005) in her project titled " history of Southern Railways", has pointed out that South India is noted for the large number of important Hindu festivals. Not less than 175 festivals are held annually at southern part of India. Special trains were operated during festival time. Temporary waiting halls, latrines etc., were provided at Kumbakonam and seventeen other stations on festival occasions. Special arrangements were made at Kumbakonam in 1933. Six sheds each containing a booking office were provided for pilgrim passengers. Each shed was for a group of stations and special timetables were drawn out and issued well in time. About 46,000 passengers were transported.

Abdul Sameem Ansari (2007), in his paper entitled "Road users perceptions on the Traffic management in Hyderabad". The present article highlights the road users perceptions like a) mode and distance of travel b) description of routes c) traffic jams d) attitude of traffic police e) signaling system f) intersections operated by traffic personnel g) hurdles in the management of traffic) traffic obstructions. In Hyderabad, the number of vehicles, population, and mode of transport have been increasing abnormally and hence the traffic enforcement division should gear itself efficiently to meet the new challenges in the area of traffic management.

Vijay Durga Prasad (2005) conducted research under the title, "A study of Passenger amenities in Indian Railways with reference to Vijayawada Division". In his research various amenities provided by Indian railways at stations and on board are analyzed. He suggested measures and strategies that would go a long way for improvement of passenger amenities in Vijayawada Division in particular and Indian railways in general are, the authorities have to take suitable steps to enhance the quality of fast-food items sold in the pantry car and at refreshment stalls on platforms; the design of the iron shutters of the window should be modified. Strong mesh-type window shutters with bigger holes or shutters with a provision to see through the window without opening should be provided; fire extinguishers must be provided in each compartment and coach attendant.

Mathur (2005) had made a study on "Human resource management in Indian railways – A study of recruitment, training and motivation". In his study men, machines, materials and money are the most important factors essential for the development and growth of industries. Of these the human factor or man stands foremost and constitutes the basis for successful working of any undertaking

Jun Zhang discussed the challenge to analyses and predict the passenger flow in real-time. The data input of the system are the GPS trace and smart card payment records. It is built to fuse these two datasets to estimate the passenger flow by deriving the origin and destination of passengers. It has 2 Step Real-Time Prediction model that uses both historical data and recent value to predict the future passenger flow. Compared with existing prediction models that only use historical data or recent value, the proposed 2RT P prediction outperforms them in prediction accuracy in most time and stations.

Debabrata Das, SubhashDatta and Sharfuddin (2007) conducted a study on "importance of Metro Rail in Public Transport Network: A case study of Delhi". The researcher attempts to devise a model to map a few of the most strategic location of Delhi using the available modes of public transportation i.e., bus and metro rail, based on distance, time and cost constraints. The Floyds' algorithm determines the most optimum mode of travel between any two locations. In the research they found to avoid congestion, best possible alternative route that should be taken as metro route at peak hours, and in case of travel cost consideration, metro route has higher travelling cost in comparison to bus route. The cost minimization can be possible by reducing waiting time and restructuring the felling cost in case of metro rail.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The research design used for the study is descriptive.

SAMPLING METHOD

Sampling is the selection of some part of an aggregate or totality on the basis of which it is made. Convenient sampling is used in this research.

SOURCE OF DATA

Primary data

Primary data is that data which is collected for the first time. It is original data for the purpose of collecting of primary data, questionnaires were filled by the respondents.

Secondary data

It is collected from different articles, journals, and websites.

Sample Size

In this study, the size of sample is 200 respondents

STATISTICAL TOOLS FOR DATA ANALYSIS

- ❖ Simple percentage
- ❖ Ranking
- ❖ Chi square

DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

A number of respondents distribution shows the number of frequencies in various classifications, which helps to get some preliminary ideas with respect to the objectives under study is constructed. To interpret the result comprehensively percentage values are computed.

TABLE NO. 1

TABLE SHOWING CHOOSING OF BUS BY ONLINE BOOKING

| Choosing of bus | Frequency | Percent |
|-----------------|-----------|---------|
| Save time | 39 | 32.50% |
| Easy to book | 63 | 52.50% |
| Security | 13 | 10.83% |
| Low charge | 5 | 4.17% |
| Total | 120 | 100.00% |

Interpretation:

From the above table it is clear that out of 120 sample respondents, 32.5% of them choose due to save time, 52.5% of them choose due to easy to book, 10.83% of them choose for security and 4.17% of the respondents choose for low charge.

Majority 52.50% of the respondents choose for easy to book the bus.

TABLE NO. 2

TABLE SHOWING SATISFACTION TOWARDS AVAILABILITY OF SEATS

| Availability of seats | Frequency | Percent |
|-----------------------|-----------|---------|
| Highly satisfied | 15 | 12.50% |
| Satisfied | 74 | 61.67% |
| Neutral | 27 | 22.50% |
| Dissatisfied | 2 | 1.67% |
| Highly dissatisfied | 2 | 1.67% |
| Total | 120 | 100.00% |

Interpretation:

From the above table it is clear that out of 120 sample respondents, 12.5% of them feel highly satisfied, 61.67% of them feel satisfied, 22.5% of them choose neutral and 1.67% of the respondents feel dissatisfied and 1.67% of the rest feel highly dissatisfied due to availability of seats.

Majority 61.67% of the respondents feel satisfied on availability of seats.

TABLE NO. 3

**TABLE SHOWING RANKING
OF PROBLEMS FACED IN ONLINE BUS BOOKING**

| FACTORS | MEAN | RANK |
|-------------------------------|-------------|-------------|
| Cancellation charges | 3.22 | 4 |
| Unavailability of front seats | 3.53 | 2 |
| Time delay for pickup | 3.08 | 6 |
| App access | 3.48 | 3 |
| High rate | 3.18 | 5 |
| Uncomforted | 4.4 | 1 |

Interpretation:

The above table shows the factors of customer behavior in facing problems in online bus booking. There are many problems for the customers while booking buses for travelling. The factor “Uncomforted” has been ranked 1st, the factor “Unavailability of front seats” has been ranked 2nd, the factor “App access” has been ranked 3rd, the factor “Cancellation charges” has been ranked 4th, the factor “High rate” has been ranked 5th and the factor “Time delay for pickup has been ranked 6th.

Majority of the respondents chose Uncomforted as problem that ranks 1st.

CHI SQUARE TEST

GENDER AND LEVEL OF SATISFACTION

Null hypothesis (H₀):

There is no significant relation between the Gender and level of satisfaction of respondents.

Alternative hypothesis(H₁):

There is a significant relation between the Gender and level of satisfaction of respondents.

TABLE NO. 4

| Category | Observed | | | | Expected | |
|--|----------|--------|-------|----------|----------|----------|
| | MALE | FEMALE | TOTAL | | MALE | FEMALE |
| very good | 7 | 1 | 8 | 0.066667 | 3.533333 | 4.466667 |
| good | 39 | 57 | 96 | 0.8 | 42.4 | 53.6 |
| bad | 6 | 8 | 14 | 0.116667 | 6.183333 | 7.816667 |
| poor | 1 | 1 | 2 | 0.016667 | 0.883333 | 1.116667 |
| Sub total | 53 | 67 | 120 | | | |
| Significance (p value) – 0.085144 | | | | | | |

Interpretation:

The above table shows that Chi square value 0.085 is greater than 0.05. Hence null hypothesis is accepted. Thus, there is no relationship between gender and satisfaction level of the respondents.

FINDINGS OF THE STUDY

SIMPLE PERCENTAGE

- Majority 48.33 % of the respondents are of 21-30 years old.
- Majority 55.83% of the respondents are female respondents.
- Majority 46.67% of the respondents are Students.
- Majority 54.17% of the respondents are unmarried.
- Majority 32.50% of the respondents are earning above Rs.75000.
- Majority 53.33% of the respondents choose Sleeper A/c bus.
- Majority 52.50% of the respondents choose for easy to book the bus.
- Majority 45% of the respondents choose tourism as purpose to book the bus.
- Majority 34.17% of the respondents are themselves the reference to book the bus.
- Majority 45.83% of the respondents rarely book online for the bus.
- Majority 42.50% of the respondents look for online reviews to book online for the bus.
- Majority 65.83% of the respondents opt for E-Ticketing to book online for the bus.
- Majority 61.67% of the respondents feel satisfied on availability of seats.
- Majority 63.33% of the respondents feel satisfied of travel time.
- Majority 41.67% of the respondents feel satisfied on booking method.
- Majority 38.33% of the respondents feel satisfied on live tracking.
- Majority 49.17% of the respondents feel satisfied on comfort.
- Majority 45% of the respondents feel satisfied on convenience.
- Majority 37.5% of the respondents feel satisfied on brakes in travel.

RANKING

- Majority of the respondents chose Uncomforted as problem that ranks 1st.

CHI SQUARE

- There is a significant relation between the Age and level of satisfaction of respondents.
- There is no significant relation between the Gender and level of satisfaction of respondents.

SUGGESTIONS

The need for the ticket booking in the current period is raising rapidly. many of the people are traveling from one place to another for working purposes so the ticket booking should be made comfortable with many features.

The following suggestion are given based on the survey

- The customer must be given with many features.
- Cancellation charge must be improved.
- Tracking should be improved.
- Internet accessibility must improve.
- Pickup should be on time.
- Booking fee can be reduced.

CONCLUSION

This study is conducted in Coimbatore city, the customer satisfaction towards the online bus ticket booking is been analyzed. The customer are facing many problem while going to buy ticket so that online bus ticket booking is useful for them. The app reduces their time by making the ticket booking easier. the app has many features that help the customer to make their trip easier. thus, the improvement in the app reduces the cancellation charges for the customer.

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