



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

A Study on Customer Satisfaction towards Online Bus Reservation

¹Mrs. M. Sneha, ²Miss. S. Sivapriya

¹M.COM CA, Assistant professor, department of B.COM CA, Sri Krishna Adithya College of Arts and Science, Coimbatore-42

²III. B. COM CA, Sri Krishna Adithya College of Arts and Science, Coimbatore-42

Email: privas8359@gmail.com, phone no:9629768359

INTRODUCTION

Online Bus Reservation System provides bus transportation system, a facility to reserved seats, cancellation of seats and different types of enquiry 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 traveling 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.

OBJECTIVE OF THE STUDY

1. To Identify the importance or relevance of e ticketing Service.
2. To understand various factors effecting e ticketing service.
3. To Study about the security issues of ticketing service.

SCOPE OF THE STUDY

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. The current bus booking system relies on buying tickets from the conductor for commuting to and from a location through public transportation.

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 customers have to go to the counter to buy bus ticket or ask for bus schedule, that 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.

RESEARCH METHODOLOGY

Research methodology is the description, explanation and justification of various methods of counting research. This area deals with the research design, source of data collection, sampling design, size of the sample, hypothesis, and statistical tools used for the data analysis and interpretation.

PRIMARY DATA

Primary data are those data which are collected for the first time which is original in character. Here primary data are collected from the passenger through a well structured questionnaire.

RESEARCH DESIGN

The study is descriptive in nature. Descriptive study is taken up when the researcher is interested in knowing the present status regarding the particular area of interest. The conclusion are arrived from the collected data. Statical tools are to be used for the analysis of collected data from the survey.

SAMPLING DESIGN

The sample units used by the researcher is certain number of passenger residing in coimbatore city.

SAMPLE SIZE

The number of samples collected for the study is 100 passenger.

SOURCE OF DATA

Source of data is primary data.

STATISTICAL TECHNIQUES USED FOR ANALYSIS

- 1.Simple percentage analysis
- 2.Rank analysis

LIMITATIONS OF THE STUDY

- 1.The study is limited to coimbatore city.
- 2.The sample size is very small.
- 3.The responded option may vary.

REVIEW OF LITERATURE

1.Ma et al. (2017) proposed a methodological framework for CB network design using a questionnaire data collected on the Internet. Conducting online surveys is passive and limited, as well as inefficient and costly in investigating all the OD without a specific aim.

2.Tong et al. (2017) developed a joint optimization model to address several important practical issues: (1) how to formulate a holistic traveler mobility optimization approach to determine bus stops, passenger-to-vehicle assignment, and detailed bus route and schedule; and (2) how to integrate and solve capacitated trip-to-bus assignment and bus timetabling problems for largescale networks.

3.R. Ramya (2015) undertook the project entitled "customer satisfaction on online bus ticket booking" with an objective to analyze and evaluate the level of customer satisfaction. The main aim of this study was to find out the level of customer satisfaction towards online reservation of bus tickets. The sample size is of 110 respondents. The study revealed that socio-economic factors like age, educational qualification, occupation, monthly income earnings of the family have direct impact on the level of customer satisfaction of the customers in relation to online reservation of bus tickets.

4.Maike, J.P.(2014).public transport operators have been trying to replace paper-based tickets with electronic media, and many countries have implemented or are about to introduce e-ticketing systems. The main characteristic of e-ticketing is that tickets are sold and stored in electronic devices. However, the benefits of a comprehensive e-ticketing system for public transport operators are hard to quantify, as the main aim of e-ticketing is an improved service quality. In monetary terms, e-ticketing could reduce administrative costs as fewer cashiers are needed, fare processing times could be reduced and a better throughput of passengers could be allowed.

5.Gayathry, (2013).Bus ticket booking during the offline era posed various difficulties to the customers as well as the bus operators. Offline ticket booking reduced the scope of customers to choose different options based on their travel criterion.

ANALYSIS AND INTERPRETATION

Analysis and Interpretation refers to a systematic and critical examination of the financial statements. The main purpose of Analysis and Interpretation is to present the financial data in such a manner that is easily understandable and self explanatory. This not only helps the accounting users to assess the financial performance of the business over a period of time but also enables them in decision making and financial designing process.

The tools used for analysis are,

- 1.Percentage Analysis
- 2.Rank Analysis

SIMPLE PERCENTAGE ANALYSIS

The simple percentage analysis describe the classification of the respondents under each category. It is mainly used for standardization and comparison. In this method, based on the opinion of the respondents percentage is calculated for the respective scale of each factor. In the percentage analysis percentage is calculated by multiplying the number of respondents in to 100 and it is divided by the sample size.

FORMULA;

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$$

TABLE SHOWING GENDER THEY ARE BELONGING TO:**TABLE**

S. NO	GENDER	NUMBER OF RESPONDENTS	PERCENTAGE
1.	MALE	45	45
2.	FEMALE	55	55
	TOTAL	100	100

SOURCE TYPE: PRIMARY DATA**INTERPRETATION**

Above the table shows 55% of the respondents from female.45% of respondents from male.

TABLE SHOWING AGE GROUP THEY ARE BELONGING TO:**TABLE**

S. NO	AGE GROUP	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Under 18	7	7
2.	19-25	84	84
3.	26-30	7	7
4.	30&above	2	2
	TOTAL	100	100

SOURCE TYPE:PRIMARY DATA**INTERPRETATION**

The above table shows 84%of respondents from 19-25 age.7% of respondents from under 16 age .7% of respondents from 26-30 age .2% of respondents from 30& above the age.

TABLE SHOWING MARITAL STATUS THEY ARE BELONGING TO:**TABLE**

S. NO	MARITAL STATUS	NUMBER OF RESPONDENTS	PERCENTAGE
1.	MARRIED	10	10
2.	UNMARRIED	90	90
	TOTAL	100	100

SOURCE TYPE:PRIMARY DATA**INTERPRETATION**

The above table and chart shows the marital status the respondents. Most of the respondents are belonging to unmarried which is 90 out of 100 and 10 out of 100 are belonging to the married.

TABLE SHOWING QUALIFICATION THEY ARE BELONGING TO:**TABLE**

S. NO	QUALIFICATION	NUMBER OF RESPONDENTS	PERCENTAGE
1.	SSLC/HSC	7	7
2.	UG	76	76
3.	PG	11	11
4.	OTHERS	6	6
	TOTAL	100	100

SOURCE TYPE:PRIMARY DATA**INTERPRETATION**

Above the table shows 76% of respondents from ug, 11% of respondents from pg, 7% of respondents from sslc/hsc, 6% of respondents from others.

TABLE SHOWING AREA OF RESIDENCE THEY ARE BELONGING TO:**TABLE**

S. NO	ARE OF RESIDENTS	NUMBER OF RESPONDENTS	PERCENTAGE
1.	URBAN	25	25
2.	SEMI URBAN	27	27
3.	RURAL	48	48
	TOTAL	100	100

SOURCE TYPEA:PRIMARY DATA**INTERPRETATION**

The above the table shows 25% of respondents from urban, 27% of respondents from semi urban, 48% of respondents from rural.

RANK ANALYSIS

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same rating. The ranking themselves are totally ordered, for example, materials are totally pre ordered by hardness, while degree of hardness are totally ordered. By reducing detailed measures to a sequence of ordinal numbers, ranking make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it funds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

TABLE SOWING RANKING FOR OPINION OF ONLINE BUS**RESERVATION THEY ARE BELONGING TO:**

RANKING	5	4	3	2	1	TOTAL	RANK
PRICE CHARGED	23	41	29	5	2	222	4
SAFETY	15	62	20	3	0	211	5
PUNCTUALITY	15	43	36	5	1	234	3
QUALITY OF SERVICE	15	49	24	11	3	244	1
FACILITIES	17	46	25	5	9	241	2

INTERPRETATION

The above table depicts that level of online Bus Reservation higher rank towards Quality of service, second rank towards Facilities, Third rank towards Punctuality, Fourth rank towards Price charged, and fifth rank towards safet.

FINDINGS, SUGGESTIONS AND CONCLUSION**FINDINGS:**

1. Majority of 55% of the respondents are female.
2. Majority of 84% of the respondents are 19-25 years.

3. Majority of 90% of the respondents are unmarried.
4. Majority of 76% of the respondents are UG.
5. Majority of 48% of the respondents are rural.
6. Majority of 60% of the respondents are yes.
7. Majority of 61% of the respondents are 10,000-,16,000.
8. Majority of 72% of the respondents are yes.
9. Majority of 39% of the respondents are less than 1 year.
10. Majority of 35% of the respondents are daily.
11. Majority of 58% of the respondents are school, college.
12. Majority of 37% of the respondents are traffic.
13. Majority of 30% of the respondents are privacy problem.
14. Majority of 56% of the respondents are internet banking.
15. Majority of 46% of the respondents are red bus.

SUGGESTIONS:

Conduct a survey among customers who have recently used an online bus reservation service. Compare the satisfaction levels of customers who use online bus reservation services with those who book bus tickets through traditional methods such as a travel agency or the bus station. Analyze customer feedback on online bus reservation platforms such as reviews, comments, and ratings. Study the impact of COVID-19 on customer satisfaction towards online bus reservation services.

CONCLUSION

In conclusion, online bus reservation has revolutionized the way people book and manage their bus travel. It has made the process more convenient and hassle-free, offering customers the freedom to book their seats from the comfort of their homes or on the go. With the advent of online bus reservation systems, travelers can now enjoy a safer and more efficient way to plan their bus travel, and bus operators can effectively manage their operations and improve their services. Overall, online bus reservation has contributed greatly to the growth and development of the bus travel industry, and there is no doubt that it will continue to play a significant role in shaping the industry's future.

BIBLIOGRAPHY

REFERENCE

- Ma, J.; Yang, Y.; Guan, W.; Wang, F.; Liu, T.; Tu, W.; Song, C. (2017)** Large-Scale Demand Driven Design of a Customized Bus Network: A Methodological Framework and Beijing Case Study. *J. Adv. Transp.* 2017, 2017. [CrossRef]
- Tong, L.; Zhou, L.S.; Liu, J.T.; Zhou, X.S. (2017)** Customized bus service design for jointly optimizing passenger-to-vehicle assignment and vehicle routing. *Transp. Res. C-Emer.* 2017, 85, 451–475. [CrossRef]
- RAMYA, R. (2017)** Customer satisfaction on online bus ticket booking.
- Maike, J.P. (2014).** Train, bus and museum - Interrelations of diverse actors within integrated E –ticketing schemes. Available at: http://www.mobiltum.vt.bgu.tum.de/fileadmin/w00bqi/www/Session_Poster/Puhe.pdf Accessed 16th October 2014
- Vyas, P. (2014):** The growth of online bus ticketing industry: redBus route to success in the Indian market. *International Journal of Business and Management*, 9(11).
- Gayathry, S. (2013):** Online Bus Ticketing System: Tactful Management Research Journal Through Case Studies. RedBus.in
- Asad, A.A., Ayad, M.J. and Hayder, N.K. (2012).** Design and Developing Online Iraqi Bus Reservation System Using Unified Modeling Language. *International Journal of Scientific Knowledge* Available at: http://www.ijsk.org/uploads/3/1/1/7/3117743/v3i103_information_technology.pdf Accessed 13th December 2014
- Kevin O. C., (2012):** Web-Based Bus Reservation and Ticketing System: College of Computer Studies, Ateneo de Naga University, Naga City, Philippines february 2012.