



A STUDY ON CUSTOMER SATISFACTION TOWARDS REDBUS SERVICES IN COIMBATORE CITY

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ABSTRACT:

This study aims to investigate customer satisfaction towards online portal-based interstate bus ticket booking in Coimbatore city. As the digital landscape continues to evolve, understanding customer satisfaction in online services becomes increasingly crucial for businesses. Coimbatore, a bustling city in Tamil Nadu, serves as an ideal setting to explore this phenomenon given its vibrant intercity travel network and tech-savvy populace. Through a combination of quantitative surveys and qualitative interviews, this research seeks to identify key factors influencing customer satisfaction, such as website usability, service reliability, pricing, and customer service quality. The findings will provide valuable insights for bus operators and online booking platforms to enhance their services, ultimately improving the overall customer experience in interstate bus travel in Coimbatore.

Keywords: Customer satisfaction, Online portal, Interstate bus ticket booking, Coimbatore city, Usability, Service reliability, Pricing, Customer service quality.

INTRODUCTION:

Online services have reshaped various industries, including transportation, with the advent of online portal-based interstate bus ticket booking. Coimbatore, a key city in Tamil Nadu, has enthusiastically embraced this digital transformation, boasting a robust interstate bus network and a tech-savvy population.

Customer satisfaction is paramount for both bus operators and online booking platforms. This study focuses on assessing customer satisfaction with online portal-based interstate bus ticket booking in Coimbatore. By analyzing factors such as website usability, service reliability, pricing, and customer service quality, this research aims to enhance service quality and ultimately improve the interstate bus travel experience in Coimbatore and beyond.

OBJECTIVE OF STUDY:

- To analyze the security and privacy concerns of customers while using these online services.
- To determine the level of trust and credibility customers place in different online bus ticket booking platforms.
- To evaluate the user-friendliness and ease of navigation of the online booking portals.

SCOPE OF STUDY:

- Assess the quality of services provided by online portals including website performance mobile app usability and the accuracy of information.
- Investigate the impact of pricing structures and discounts on customer satisfaction and booking decisions.
- Explore the convenience and security of various payment methods accepted by the online portals.

STATEMENT OF PROBLEM:

In recent years, the online portal-based interstate bus ticket booking industry has witnessed significant growth in Coimbatore city. However, there is a pressing need to assess and understand the levels of customer satisfaction with these services. This study aims to investigate the factors affecting

customer satisfaction and dissatisfaction in the context of online bus ticket booking in Coimbatore, with the goal of identifying areas for improvement and enhancing the overall experience for passengers.

REVIEW OF LITERATURE:

- **P.B. Rajendran and P. Tamilarasi (2017)** This research assesses the efficiency of Redbus's online ticket booking platform concerning customer satisfaction. The authors gathered data from a sample of 100 customers through a structured questionnaire, revealing that a significant majority expressed satisfaction with the service, particularly citing convenience, ease of use, and reliability.
- **Shruti Jani (2018)** In 2005, Redbus, the online bus booking platform, emerged as an entrepreneurial initiative by three Indian technocrats. Their aim was to revolutionize intercity and interstate bus travel by automating the ticket booking process.
- **Mahzabeen, Arma (2019)** Buses stand out as the most convenient and comfortable mode of transportation for the masses. The integration of technology and the internet allows customers to book bus tickets through online portals, eliminating the need to travel to transportation offices and saving valuable time in securing a confirmed bus journey ticket.

COMPANY PROFILE:

REDBUS:

RedBus, headquartered in Bangalore, is an Indian company facilitating online bus ticket bookings. Operating as a central hub, it connects with a network exceeding 3500 bus operators in India, Malaysia, Indonesia, Singapore, Peru, and Colombia. The platform boasts over 180 million registered trips and a customer base exceeding 20 million. In 2018, redBus achieved a GMV of ₹50 billion (equivalent to ₹67 billion or US\$840 million in 2023), securing a substantial 70% share in the Indian online bus ticketing segment.

Founded in 2006 by engineers Phanindra Sama, Sudhakar Pasupunuri, and Charan Padmaraju from the Birla Institute of Technology and Science, redBus emerged with an initial investment of ₹500,000 (equivalent to 1.6 million or US\$20,000 in 2023). Commencing operations by collaborating with travel agents for seat reservations through their portal, the founders had previously worked together in different organizations. In 2006, redBus became part of the TiE Entrepreneurship Acceleration Program, receiving mentorship on various business aspects. The company also owns BOGDS, a cloud computing service for bus operators, and SeatSeller, a GDS for bus inventory distribution.

MAKE MY TRIP:

MakeMyTrip, founded by Deep Kalra, established in 2000, MakeMyTrip Limited is an Indian online travel company with its headquarters in Gurugram, Haryana. The company offers a range of online travel services, encompassing flight tickets, domestic and international holiday packages, hotel reservations, and rail and bus tickets. As of March 31, 2018, MakeMyTrip boasts 14 company-owned travel stores in 14 cities, over 30 franchisee-owned travel stores in 28 cities, and counters situated in four major airports across India. Additionally, MakeMyTrip has operational offices in New York, Singapore, Kuala Lumpur, Phuket, Bangkok, and Dubai.

YATRA:

Established 15 years ago by Dhruv Shringi, Sabina Chopra, and Manish Amin, Yatra provides a range of services including domestic and international flight and hotel reservations, cruises, homestays, bus and train bookings, and more.

Ease My Trip:

EaseMyTrip is an Indian online travel company that facilitates flight bookings, hotel reservations, bus bookings, and holiday packages. Established in 2008 by Nishant Pitti and Rikant Pitti, EaseMyTrip has grown to become one of the leading travel agencies in India. The platform aims to provide affordable and convenient travel solutions to its customers.

ANALYSIS AND INTERPRETATION OF DATA

PERCENTAGE ANALYSIS:

Table showing the drawbacks you face while using these application

DRAWBACKS	FREQUENCY	PERCENTAGE
PAYMENT GATEWAY	35	23.3%
TICKET CANCELLATION	30	20%

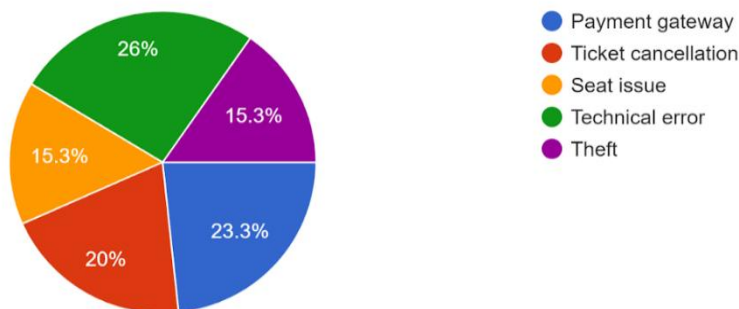
SEAT ISSUE	23	15.3%
TECHNICAL ERROR	39	26%
THEFT	23	15.3%
TOTAL	150	100%

Source: Primary data

Interpretation:

The above table depicts that 26% of the respondents faced technical error, 23.3% of the respondents faced payment gateway, 20% of the respondents faced ticket cancellation, 15.3% of the respondents faced theft, 15.3% of the respondents faced seat issue.

Chart showing the drawbacks you face while using these application



RANKING ANALYSIS:

Table showing the reason for choosing online ticket booking

REASON	6	5	4	3	2	1	TOTAL	RANK
CONVENIENCE	16	14	32	26	28	34	462	6
TO SAVE TIME	22	17	19	33	36	23	487	3
SECURITY	14	14	36	31	29	26	475	5
EASY TO USE	10	21	35	32	32	20	485	4
WORKS 24*7	24	25	26	25	23	27	521	1
OFFERS	27	15	26	26	31	25	506	2

Interpretation:

The respondents ranked works 24*7 as 1st followed by offers, to save time, easy to use, security, convenience for their usefulness among the reasons for choosing online ticket booking.

WEIGHTED AVERAGE SCORE METHOD:

Table showing how satisfied are you with the overall experience of using online portal-based interstate bus ticket books services in Coimbatore

Overall experience	Very satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Very dissatisfied (1)	Total	Weighted average score	Rank
Red bus	55	47	38	5	5	592	3.94	1
Make my trip	20	74	44	11	1	551	3.67	2
Yatra	22	40	70	15	3	513	3.42	4
Easy my trip	23	59	40	5	4	523	3.48	3

Interpretation:

The respondents are highly satisfied with the overall experience of using online portal-based interstate bus ticket books services of red bus followed by make my trip, easy my trip, Yatra.

SUGGESTIONS:

- It is recommended to ensure consumer security when using Redbus.
- The study suggests that mobile apps should offer relevant information to consumers.
- The study indicates a necessity to enhance facilities for bus travel.
- There is a suggestion to offer additional videos and information to customers in order to boost usage of online booking

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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