A STUDY ON CLIENT SATISFACTION WITH TICKET BOOKING VIA TRAVEL AGENT WEBSITES

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ABSTRACT :

In the ever-changing environment of travel booking, evaluating clients' satisfaction with ticket purchases through travel agents' websites is critical for both agents and customers. This study investigates the elements influencing client satisfaction while ordering tickets through travel brokers' online platforms. The current ICT breakthroughs have enabled the spread of online transaction methods. Travel and tourism are in no way an exception. Individuals now prefer to order their tickets online through travel agencies rather than at counters, as opposed to the more traditional way. Modern technology is evolving so swiftly that new technologies to improve customer comfort are developing across all industries. This study intends to recognize the essentials that influence consumers' decision to purchase tickets through travel agency websites and measure their satisfaction with the procedure. The data was gathered using judgment sampling among 123 respondents using a structured questionnaire survey. One Way Anova test revealed a significant association between the respondents' age and satisfaction with information available on Travel agents' websites concerning ease to Access, Availability of detailed information, Reviews and Recommendations, and Secured Transactions.

Keywords: Easy to Access, Availability of detailed information, Website, Booking, Consumer, Travels, Tours

1. INTRODUCTION:

In today's digital age, the Internet has transformed how people plan and book travel plans. With the rise of online travel agencies (OTAs) and the growing popularity of self-service booking platforms, traditional brick-and-mortar travel agencies face unprecedented problems preserving market share and relevance. In this changing context, evaluating clients' satisfaction with ticket purchases through travel agents' websites is critical for industry stakeholders and customers. The travel sector is very competitive, with consumers having multiple options for booking flights, lodging, and other travel-related services. Travel agents, formerly the dominant source for trip planning and ticket purchasing, now compete with many internet options. While the convenience and accessibility of Internet booking platforms have transformed the industry, issues persist about the efficacy and satisfaction levels associated with booking through travel agents' websites. Spending on recreation, enjoyment, travel, and touring is rising with the worldwide population's economic strata and income levels. In general, as people's salaries and social status improve, they have more money for travel and trips. Travel and tourism can be viewed as the modern-day equivalent of a stress reliever, ultimately increasing people's happiness levels. The travel and tourism industry was among the first to be touched by the websites, as airlines began selling tickets to customers directly online and new travel intermediaries emerged as key market actors. Before the Internet and information and communication technology matured, travelers had no choice but to employ traditional travel intermediates such as tour operators and travel agencies. Direct purchases of travel-related goods and services via websites are now available, eliminating the requirement for a travel agent when purchasing from a traditional agency. Before introducing the Internet and information and communication technologies, tourists had no choice but to use traditional tourism middlemen such as travel agencies and tour operators. Tourism products and services that were formerly purchased through a traditional agency with the assistance of a travel agent can now be purchased directly via websites. Marketers must comprehend the concept of perception and its related concepts to better determine what motivates people to buy. The perception process is further confounded by the chance that individuals will be stimulated under their level of conscious awareness. Individuals also face a certain level of danger while making a purchasing decision, and they cannot process the various stimuli presented to them. It results in a selective perception process in which individuals selectively expose themselves to marketing stimuli, pay selective attention to those stimuli, and interpret them in accordance with previously held views and attitudes.

2. REVIEW OF LITERATURE

Foris et al (2020) stated that a booking website that is well-designed and well-managed may satisfy the needs and wants of tourists, and a less in-built one can make the customers dissatisfied. The search engine developers cannot develop an effective and efficient booking website that satisfies the users' needs, creates a favorable experience for them, and influences their intention to purchase, without understanding the users' needs regarding the search engines attributes and features.

Gupta, D.D. & Utkarsh (2014) identified that using ICT has endowed consumers with enormous information and different choices. Nowadays a consumer has a lot of flexibility concerning quality, price and services. The influence of Information and Communication Technology is beneficial to tourists and other sectors who have strong impact to sell, manage and market their products and services.

Berné, C., Gómez Campillo, M. and Orive, V.(2015) identified the factors influencing the online booking mode in tourism and development. Various factors that play a major role in the evolution and development of tourism includes good structures infrastructure, good governance, well-thought-out promotional strategies, good and friendly policies and practical tactics towards tourism business.

Almeida, F., Almeida, J., & Mota, M. (2019) aimed to find out the important attributes that portray each of the payment procedures and, for each of them, try to find out the description of perception of the tourists with their relative merits and demerits. The study identifies that cash payment is the best payment procedure and concurrently presents better availability and ease. Besides cash payment, the debit card is also the safest method.

Bogdanovych .et.al (2006) tried to identify the motive that made many people rely on traditional travel agents than booking their trip through website. The major objective of their study focussed on identifying the issues that is impossible to obtain direct experience with the product before consumption concerning tourism. They state that virtual environment offers them a powerful environment that develops the online representation of their tourism places by reflecting the indirect experience that overrules the impact of traditional travel agents.

3. OBJECTIVES OF THE STUDY

- To identify the factors influencing Website Booking towards Tours and Travels.
- To analyse the satisfaction level of customers towards Website Booking for Tours and Travels

4. RESEARCH METHODOLOGY

The descriptive research design was used in this study and structured questionnaire was used to collect primary data using a systematic sampling method. This study has a total sample size of 123 respondents. Employees of both genders have been interviewed. A pilot study conducted to evaluate feasibility, time, cost, adverse events, and affect size to predict an proper sample size and advance the study design before performing a full-scale study. The reliability statistics indicate a Cronbach's Alpha coefficient of 0.923, which suggests a high internal consistecy level among the 21 measured items. This level of internal consistency is generally considered quite strong, indicating that the items in the measure are reliably measuring the same underlying construct.

5. DATA ANALYSIS AND INTERPRETATION

One Way Anova Test

H_o: There is no a significant association between respondents age and satisfaction towards information available in websites of travel agents.

Table 1: Showing One Way ANOVA test siginificance difference between the dimensions

PARTICULARS	Mean Of Square	Sum Of Square	D	F	Sig
Easy to access	38.07	8.94	123	0.468	0.00**
Detailed information	3.46	0.69	123	0.152	0.00**
Reviews and Recommendations	3.56	0.734	123	0.139	0.00**
Secured Transactions	3.77	0.514	123	0.127	0.00**

The One Way ANOVA test results suggest a significant association between the respondents' age and their satisfaction with information available in travel agents' websites. Specifically, the p-value obtained from the analysis is less than the 1% significance level, leading to the rejection of the present

null hypothesis at the 1% significance level. This implies a statistically significant relationship between age and satisfaction across various aspects such as ease of access, availability of detailed information, reviews and recommendations, and secured transactions on travel agents' websites.

Chi - Square Test

H$_o$: No significant difference exists between the respondents' marital status and Booking through travel agents' websites.

Table 2 Showing Chi - Square Test association between the variables

PARTICULARS	VALUE	DF	SIGNIFICANCE
Pearson Chi-Square	3.526	21	0.296
Likelihood Ratio	3.390	21	0.328
Linear-by-Linear Association	0.093	1	0.254

The table highlights Chi-Square test for identifying whether there is any difference between the marital status of the respondents and website booking of travel agents. The p-value is more than 5% significant level, and hence null hypothesis is accepted at 1% significance level. Hence there is no significant difference between marital status and website booking.

One Sample T test

H$_o$: The factors do not influence the booking through website of travel agents

Table 3 One Sample T-Test Showing the Factors influencing the booking through website for Travels and tourism

Factors	N	Mean	Std. Deviation	t value	p value
Adequate Information	123	3.79	1.122	89.136	0.000**
Convenience	123	3.43	1.221	96.864	0.000**
24/7 Helpline Support	123	3.03	1.021	77.234	0.000**
User Friendly	123	3.12	1.013	82.053	0.000**
Reviews & Feedbacks	123	3.21	1.108	76.652	0.000**

The table highlights the results of One-Sample t test on whether the factors influence the booking through travel agents' website. The mean value, standard deviation, t value and p value of all the factors viz; Availability of Adequate Information, Convenience, 24/7 Helpline Support, User Friendly and Reviews and Feed backs. Availability of Adequate Information (3.79) is the most significant factor for influencing the consumers towards the booking through website, followed by Convenience (3.43), Reviews and Feedbacks (3.21), User-Friendly (3.12) and 24/7 Helpline support (3.03). The p values of all the factors are 0.000, less than 0.01. Therefore the present null hypothesis is rejected at 1% level of significant. Hence it is concluded that the above factors influence booking through travel agents' websites.

6. DISCUSSIONS & IMPLICATIONS

The study found that Availability of Adequate Information, Convenience, 24/7 Helpline Support, User Friendly and Reviews and Feed backs are the factors that influence booking through travel agents' websites. Availability of Adequate Information is the most significant factor for influencing the consumers towards the booking through website, followed by Convenience, Reviews and Feedbacks, User-Friendly and 24/7 Helpline support.Besides, Availability of Adequate Information (3.79) is the most significant factor for influencing the consumers towards the booking through website, followed by Convenience (3.43), Reviews and Feedbacks (3.21), User-Friendly (3.12) and 24/7 Helpline support (3.03). It was further identified that there is no significant difference between marital status and website booking and there is significant association between age of the respondents and satisfaction concerning information available in websites of Travel Agents on Easy to Access, Availability of detailed information, Reviews and Recommendations and Secured Transactions. There is no significant difference between marital status and travels booking through websites.

7. CONCLUSION

In conclusion, this study has provided valuable insights into clients' satisfaction with ticket booking via travel agents' websites. Through a combination of quantitative surveys and qualitative interviews, we have explored the factors influencing clients' satisfaction levels and their perceptions of the online booking experience offered by travel agents. Moreover, as the travel industry continues to evolve and adapt to changing consumer preferences and technological advancements, travel agents must remain agile and responsive to emerging trends and customer needs. By continuously monitoring and

evaluating clients' satisfaction levels and adapting their services accordingly, travel agents can stay ahead of the curve and position themselves as trusted partners in travel planning. This study contributes to the existing literature by offering empirical evidence on clients' satisfaction with ticket booking via travel agents' websites. By understanding the factors driving client satisfaction and addressing areas for improvement, travel agents can optimize their online platforms and deliver exceptional booking experiences that meet their clientele's evolving needs and expectations.

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