



A STUDY ON ONLINE BUS TICKET BOOKING WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

The rapid growth of digitalization has significantly transformed the travel and transportation industry, with online bus ticket booking platforms becoming a preferred choice for commuters. This study aims to analyse customer satisfaction with online bus ticket booking services in Coimbatore City. The research evaluates key factors such as ease of use, payment security, pricing, service reliability, customer support, and overall user experience.

A structured survey was conducted to collect data from frequent bus travelers who use online booking platforms. Findings reveal critical insights into customer preferences, challenges faced, and potential improvements needed in online ticket booking services. The study also provides recommendations to enhance service quality and customer experience in the online bus ticketing sector.

This research contributes to a deeper understanding of user expectations and the role of technology in shaping consumer behavior in the transportation sector, particularly in the context of Coimbatore City.

INTRODUCTION

A unique characteristic of online ticket booking system is that it allows customers to book tickets with highly interactive features. This system will also allow the bus service organizations to monitor their booked tickets information online which reduced the human mistakes in offline bus ticket booking process, increases accuracy and enhance the flexibility of information processing. In bus reservation system there has been a collection of buses, agent who are booking tickets for customer's journey which give bus number and departure time of the bus. According to its all agent, tickets, rental details, and timing details and so on.

OBJECTIVES

- To measure the level of satisfaction derived by the customers on the various services rendered by the online bus ticket booking service providers.
- To know about the problems faced by the customer in online ticket booking. To suggest suitable measures to overcome the problems faced by the customers.

STATEMENT OF THE PROBLEM

A study on customer satisfaction on online bus ticket reservation, helps to know the preferable travels, type of bus, utilization of online bus ticket reservation, payment details and problems faced in the online ticket booking and cancellation process. Online bus booking is a tool to help employee, Businessmen and others to achieve continuing booking. Many websites have implemented booking online. Online bus booking due to change of environment is not located on some Bus websites or demanded for booking in some other online websites.

RESEARCH METHODOLOGY

$$\text{Percentage of Respondents} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100$$

LIMITATION

- The study can't be 100% accurate at all the time. This is because of the inherent limitations that could be present in a study.
- The study was undertaken only in Coimbatore District, and the result may not be the same in other of the state.

REVIEW OF LITERATURE

Dr. Surendra Kumar Chauhan (2019), "A Study on Purchase Intention and Customer Satisfaction in Online Travel Agencies". This study is based on purchase intention and consumer satisfaction in online travel product providing agencies. The finding concludes that service quality and system quality measurements to evaluate the quality of travel oriented website design. We see the purchase intention of the travelers perception the convenience and value of the customers is the effective measurements of travelers' attitudes toward purchasing travel products online. This research paper focus on the travelers attitudes and customers' satisfaction is also a strong link of the travelers purchase intentions. Point is that the quality of website design of the website is the main focus area of the attraction of the travelers purchase intention. The intention of the purchase gives the consumers satisfaction in the travel demonstration. Consumers loyalty is the main focus on the future research for make a new model of purchase intention.

G.Kasirajana and S. Revathib (2019), "A Study on Customers Attitude towards Online Bus Ticket Booking with special reference to Tiruchendur Area". The demand for transport infrastructure and services has been rising year by year with the current infrastructure being unable to meet these growing demands. It is needless to affirm that, online reservation is a new way of thinking about how transport sectors can target increasing number of customers with a beneficial change. Customers meet many problems during ticket reservation. Problems arise in booking tickets through counters, spending time by waiting in queues, reservation from filling, carrying cash for lump booking, risk of confirmation and so on. Therefore, Transport sectors spend a lot of time and money in developing online booking systems to satisfy customers.

INDUSTRY OVERVIEW

- Online bus ticketing business is likely to witness robust growth in the coming years. A number of online bus ticketing portals have sprung up of late. Though the business is still at a nascent stage, it's witnessing a 45% year on year growth.
- Through the contribution of online bus ticket booking to the overall online travel business is more 8-10% currently, the share is expected to double in the next three years.
- These online services will enable travelers to choose a bus seat, book onward and return tickets, order home delivery of tickets, compare prices of different travel operators, consult boarding points and timings.
- Apart from bus operators/ travels, the many players(some of the budding online bus ticketing portals) aggressively planning to foray into this sector and are looking for tie-ups with bus operators.
- Although air travel is growing in popularity with the middle class, road networks in India are said to carry about 90% of the country's passenger traffic as per department of road transport & highways 2008-09 report.
- The buses have a reach into the every corners of india that trains and planes just cannot reach and match.

DATA ANALYSIS AND INTERPRETATION

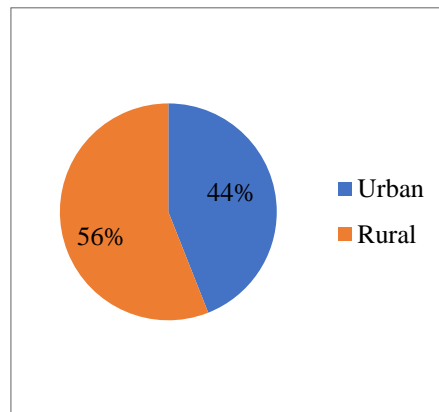
TABLE 4.1
AREA WISE CLASSIFICATION OF RESPONDENTS

AREA OF RESIDENCE	NO.OF RESPONDENTS	PERCENTAGE (%)
Urban	88	44%
Rural	112	56%
Total	200	100%

INTERPRETATION

Out of 200 respondents, 44% of the respondents are residing in urban area and remaining 56% of the respondents are residing in rural area.

CHART 4.1
AREA WISE CLASSIFICATION OF RESPONDENTS



INFERENCE The majority 56% of the respondents are residing in rural area.

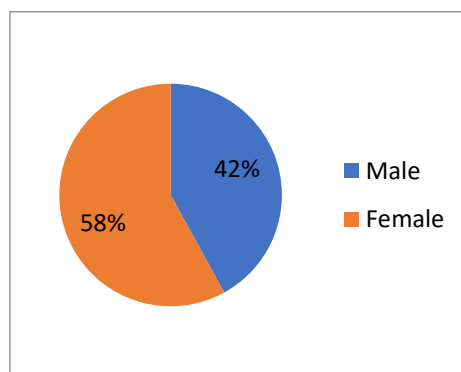
TABLE 4.2
GENDER WISE CLASSIFICATION

GENDER	NO.OF RESPONDENTS	PERCENTAGE (%)
Male	84	42%
Female	116	58%
TOTAL	200	100%

INTERPRETATION

The above table reveals that out of 200 respondents, 42% of the respondents are male and the remaining 58% of the respondents are female.

CHART 4.2
GENDER WISE CLASSIFICATION



INFERENCE

The majority 56% of the respondents are female.

TABLE 4.3
AGE GROUP OF THE RESPONDENTS

AGE OF THE RESPONDENTS	NO.OF RESPONDENTS	PERCENTAGE (%)
Upto 30 years	92	46

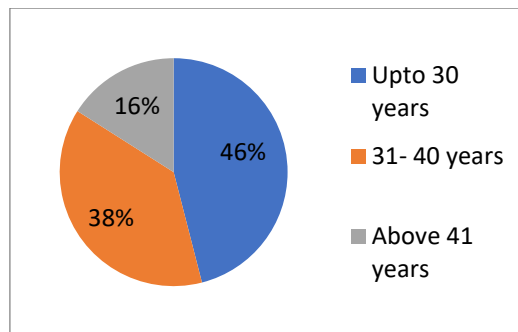
31- 40 years	76	38
Above 41 years	32	16
TOTAL	200	100

INTERPRETATION

Out of 200 respondents, 46% of the respondents are belong to the age group of below 30 years, 38% of the respondents are belong to the age group between 31-40 years and remaining 16% of the respondents are belong to the age group of above 41 years.

CHART 4.3

AGE GROUP OF THE RESPONDENTS



INFERENCE

The majority 46% of the respondents are belong to the age group of below 30 years

FINDINGS

- The majority 56% of the respondents are residing in rural area.
- The majority 56% of the respondents are female
- The majority 46% of the respondents are belong to the age group of below 30 years

SUGGESTIONS

- The organization shall take necessary action to create more awareness towards online ticket booking process and related services.
- Only very few travels provides online booking services. It would be better if all the travel agencies provide the facility of online ticket booking.
- Using card payment and online ticket verification can be develop in the highest security manner

CONCLUSION

In this age of ever increasing competition, it is very important for travel agencies and operators to keep a constant eye on preferences and behavior of their customers in order to capture the large untapped market both in rural and urban areas of India. The majority of the respondents were familiar with the concept of online bus ticket reservation. Every day is a learning experience for an entrepreneur. The research and development expenses are increased in the past five years as it will bring some new innovative and better ways to generate and communicate information to the users. Thus, tours and travel service providers have to understand the ever changing preferences and the behavior of customers constantly in order to serve them better and satisfy them.

REFERENCE

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2. Farzana Rahman, Tanay Datta Chowdhury, Tanvir Haque, Rezwanur Rahman and Aminul Islam (2021), "Identifying Existing Bus Service Condition and Analyzing Customer Satisfaction of Bus Service in Dhaka City", Journal of Transportation Technologies, Vol 7, pp 107-122.