



# International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

## A STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE BUS TICKET BOOKING PORTAL IN COIMBATORE CITY

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### ABSTRACT

This study aims to explore and analyse customer perception towards online bus ticket booking portals in Coimbatore City. This take a look at pursuits to discover and examine client belief towards on line bus ticket booking portals in Coimbatore City. With the speedy development of technology and increasing net penetration, on-line reserving platforms have end up a preferred approach for getting bus tickets. The studies investigates key elements influencing consumer pride, including ease of use, reliability, pricing, fee security, and customer service. A dependent questionnaire became used to acquire number one information from a sample of respondents who frequently use online reserving portals. The findings spotlight the level of attractiveness, demanding situations faced, and normal pride among customers. This look at gives precious insights for service vendors to decorate person revel in and improve service nice, thereby fostering more purchaser loyalty inside the aggressive on line journey industry.

### 1. INTRODUCTION

In recent years, the virtual transformation of the transportation industry has revolutionized the way humans ebook interstate bus tickets. Coimbatore, a bustling city in tamil Nadu, has no longer been immune to this paradigm shift. Online portal-based interstate bus price tag reserving platforms have gained gigantic popularity most of the citizens and vacationers passing via the metropolis. This examine pursuits to delve into the customer satisfaction stages concerning those on-line portals in Coimbatore, dropping light on numerous aspects of this emerging trend.

The introduction of the Internet and mobile era has made it increasingly more handy for passengers to reserve bus tickets, compare fares, and pick desired the routes from the consolation in their homes or at the go. Understanding consumer pleasure critical for both provider vendors and policymakers in the transportation zone. It company to become aware of areas of improvement and enhance their offerings to meet patron expectations.

### 2.STATEMENT OF PROBLEM

In current years, the online portal-primarily based interstate bus price ticket booking industry has witnessed vast increase in Coimbatore metropolis. However, there is a urgent want to evaluate and recognize the stages of purchaser pleasure with these services. This take a look at pursuits to analyze the elements affecting client pride and dissatisfaction inside the context of on line bus ticket booking in Coimbatore, with the goal of figuring out regions of development and improving the overall experience for passengers.

### 3. OBJECTIVE OF STUDY

- To verify the overall purchaser satisfaction level with the present on-line portallbased interstate bus price tag reserving offerings in Coimbatore.
- To analyze the security and privateness worries of clients while the use of these online Services.

### 4.SCOPE OF STUDY

Evaluate more than one on line bus price tag reserving portals to offer a comparative evaluation of client delight. Assess the great of services supplied by way of online portals consisting of internet site overall performance mobile app usability and the accuracy of facts. Study the entire patron journey from attempting to find bus routes and schedules to making bills and post-booking offerings. Investigate the impact of pricing systems and discounts on client satisfaction and booking decisions. Evaluate the responsiveness and effectiveness of customer service channels, consisting of chat assist, e-mail, and call guide. Consider emerging developments in on-line booking services, which includes integration with other transportation modes (e.G., trains,

flights), and verify their capacity Impact on patron pride. Examine the Technological infrastructure helping these portals, together with server reliability and cellular app overall performance. Collect comments from customers about their reviews and collect hints for improving the offerings. Explore the benefit and safety of numerous price methods customary by way of the online portals.

## 5 .REVIEW OF LITERATURE

➤ Melisa, (2007) Bus operators faced challenges in monitoring their bus seat occupancy facts. Numerous small and medium-sized bus carrier carriers lacked any unbiased on-line bus ticket reserving device. The Online Bus Ticketing System internet portal offers a comprehensive internet ticketing solution, facilitating whole in-house management of bus schedules, ticket bookings, income, record era, and all business functions linked to price ticket sales.

➤ Sulaiman, A., Ng, J., & Mohezar, S. (2008) In their studies paper titled “Eticketing as an Innovative Ticket Purchase Method,” the point of interest is on exploring motivational elements influencing on line purchasing. As in line with I.A.M.A.I., India boasts a full-size pool of technologically willing individuals (30% of the full population, i.E., 375,000,000), actively browsing and making online purchases. Leveraging the internet to draw customers and facilitate service or product income embodies the essential precept of on line advertising. This paper theoretically establishes connections between essential motivational factors affecting on-line shopping. The study discovered that those motivational elements show off no vast difference Among women and men.

➤ Stefan klein, frank kohne, anssi oorni (2008) During the preliminary years of important e trade, the tourism sector held high expectancies for on-line reserving. Significant investments have been made with the aid of important airlines not simplest to offer reserving functions however also to seamlessly integrate them into attractive and consumer-pleasant net.Interfaces. Despite years of monetary commitment and enhancements, the booking ratios, except for no-frills airways, continue to be disappointingly low. This paper delve into the reasons behind the slow adoption of on line booking. It examines online.Booking structures as customer information environments in particular for scheduled

Airline tickets, drawing insights from two experiments conducted in 1999 and 2002.Additionally, the paper explores the destructive influences of the marketplace shape and

Product complexity on the adoption of online booking.

➤ Ivan Burmistrov (2009) Air price tag booking on line poses a cognitive challenge,even on fully-purposeful net-access devices like desktops. It includes a repetitive, multi parametric seek in the flights database, followed by way of navigating thru sizeable lists of flights from numerous vendors, each with extraordinary charges,dates, and instances. This goals to create an most appropriate aggregate of outbound and inbound flights. Our research explores ability users of cell air ticketing,gives domain-specific person interface layout recommendations, and gives wireframe layout for a mobile air price tag reserving application.

## 6. ANALYSIS AND INTERPRETATION OF DATA

How long using e-ticketing services	Frequency	Percentage
More than 1 year	56	37.3%
1-6 Months	46	30.7%
6-12 Months	35	35%
Never	13	8.7%
Total	150	100%

### Interpretation

The above table depicts that 37.Three% of the respondent the usage of e ticketing services in greater than 1 12 months, 30% of the respondents the use of e ticketing services in 1 to 5 months,18.7% of the responding the usage of e ticketing services in 6 to twelve months, 35% of the respondents the use of e ticketing offerings in 365 days, 8.7% of the respondents are never the use of e ticketing services.

### WEIGHTED AVERAGE SCORE METHOD

Overall performance	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
Ease 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, Ease my trip, yatra.

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## 7 .FINDINGS

This study explores consumer satisfaction regarding on-line portal-based interstate bus ticket reserving in Coimbatore city. Assessing consumer reviews and choices is crucial for boosting service exceptional within the transportation area. Understanding delight levels aids in reefing on-line reserving platforms, main to improved consumer reports. By investigating elements influencing Satisfaction, this studies goals to offer insights that may tell strategies for boosting customer pleasure and loyalty within the realm of interstate bus price tag reserving.

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## 8 .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.

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## 9. 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