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A STUDY ON CUSTOMER SATISFACTION TOWARDS GT HOLIDAYS IN COIMBATORE CITY

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ABSTRACT:

Customer satisfaction is a key determinant of business success, especially in the travel and tourism industry. This study explores customer satisfaction with GT Holidays in Coimbatore city, analysing factors such as service quality, pricing, customer support, and overall travel experience. A structured survey was conducted among GT holidays customers to assess their expectations and perceptions. The findings highlight areas of strength and areas requiring improvement, offering insights into customer preferences and the effectiveness of GT holidays Services. The study concludes with recommendations to enhance customer satisfaction and strengthen brand loyalty.

1.INTRODUCTION:

GT Holidays, based in Coimbatore, is a leading online tourism company that simplifies and personalizes travel planning. Utilizing advanced technology, their user- friendly platform allows travellers to explore, plan, and book trips with ease. They offer 24/7 customer support and expert guidance to ensure a seamless experience. Constantly updating their offerings to match emerging travel trends, GT Holidays blends innovation, convenience, and passion for travel, making global exploration effortless.

2.STATEMENT OF PROBLEM:

This study aims to identify the key factors that contribute to becoming a world-class travel company and an industry leader. By addressing these challenges and leveraging opportunities, the research will provide actionable insights to help travel companies build a strong global presence, enhance customer loyalty, and sustain long-term competitive advantage.

3.OBJECTIVE:

- To analyses the satisfactory level of the respondents.

4.RESEARCH METHODOLOGY:

The Research methodology outlined in the study on customers satisfaction towards GT Holidays in Coimbatore city is structured to effectively gather and analyze data from respondents.

5.REVIEW OF LITERATURE:

- Chawdhury B. (2013): Tourism boosts economic growth by supporting agriculture, industry, and services. It enhances infrastructure, generates funds for environmental conservation, and improves transport access.
- Gupta N. (2013): Tourism professions, often limited to travel agents and guides, lack societal respect. Awareness is needed about tourism's economic contribution, encouraging pride in this vital industry.

6.ANALYSIS AND INTERPRETATION OF DATA:

TABLE NO 6.1 SATISFICATION ON THE PACKAGES OF GT HOLIDAYS:

PARTICULAR	HS	S	N	DS	HDS	TOTAL	WEIGHTED AVERAGE
ONLINE BOOKING	315	192	87	16	4	614	4.04
ACCOMMODATION	165	256	123	26	1	571	3.75
TRANSPORTATION	170	236	138	16	5	565	3.72
CUSTOMERS SERVICE	170	236	156	38	1	601	3.95
PRICE	200	196	138	22	6	562	3.70
FOOD	200	228	129	18	3	578	3.80
DESTINATION	225	204	120	28	2	579	3.81
SAFETY	195	260	111	14	4	584	3.84
MEDICAL SUPPORT	225	192	120	26	6	569	3.74
DURATION OF PACKAGES	205	216	117	14	11	563	3.70

(Source: Primary Data)

(Note: HS – Highly satisfied, S – Satisfied, N – Neutral, DS – Dissatisfied, HDS – Highly dissatisfied)

INTERPRETATION:

The above table shows that 4.04% of respondents are satisfied with the online booking services, 3.95% of respondents are satisfied with the customer services of the GT holidays, 3.84% of respondents are satisfied with safety of GT holidays services, 3.81% of respondents are satisfied with the destination of GT holidays, 3.80% of respondents are satisfied with the food of GT holidays, 3.75% of respondents are satisfied with the accommodation service of GT holidays, 3.74% of respondents are satisfied with the medical support of GT holidays, 3.70% of respondents are satisfied with the price and duration of packages in GT holidays.

7.FINDINGS:

- Majority of the respondents are highly satisfied in online booking and least of the respondents are satisfied with the price and duration of packages.

8.CONCLUSION:

A travel agency is a private retailer or public service that provides travel and tourism Related services to the public on behalf of suppliers such as airlines, car rentals, cruise lines, hotels, railways, and package tours. The main objective is to understand the expectation from travelling agency service users. For this purpose, a sample of 152 was collected from the respondents and simple percentage analysis, weighted average and chi-square were used a tool to analyze the data and the conclusion is that the customers are satisfied towards various offers and websites of GT holidays but it has to be further developed in future to know increase the sales volume of the companies in Tourist destinations.