

A Study On Customer Satisfaction Towards Online Air Ticketing Services In Chennai

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Abstract:

In any business satisfying the customer is the ultimate goal or objective of any marketer. Excellent passenger satisfaction is one of the greatest assets for air business in today's competitive environment. Passenger satisfaction service arises when a company can provide passengers with benefits that exceed passenger's expectation and this is considered value-added. If customers are satisfied with the product or service which the company is providing then they will buy more, and do so more often. Passenger gratification is an essential goal for each airline providing passenger services. The on board experience is still something special for the customer. The customers have a wide choice to select the suitable airline product according to their requirements. Therefore, Airlines Companies are continuously working on the in-flight product development and innovation to differentiate themselves from their competitors. There are many factors that can help an Airlines Company to build its customer base, and passenger service and satisfaction can be a determining factor in the success of an entire operation.

In order to fulfil the customers' needs, the ultimate concern for Airlines Corporation is the service offered. The contributing factor for the latter is due to the fact that only satisfied customers will have the intention of repeat purchase. Additionally, they will tend to share their great experiences and benefits with their network of friends. Many people would argue that price is the most crucial element of concern among the customers. The popularity of Internet technology has increased substantially over the course of the last several years. Organizations have worked diligently to develop new methods for interfacing with customers. Central to this process has been the development of Online Air Tickets. E-tickets can be used by a wide range of organizations & agents to provide services including coupons for booking air tickets.

INTRODUCTION:

In rapidly changing contemporary business world, the emerging significance of the airlines industry has been one of the most crucial economic developments of the past decade. A paradigm shift was recorded in terms of the ease of transportation and reliability of the airlines corporations across the globe. India's airline industry is on a high-growth trajectory. India aims to become the third-largest aviation market by 2020 and the largest by 2030.

The Online Air Ticket Booking System is about the online service for the reservation and the inquiry for the passengers. The online system mostly very helpful to the company as it can make available the seats availability to the passengers online and sell the tickets online. The system replaces the previous system of manual purchasing of the ticket and inquiry the flight schedule and the timings will be shown on the online. The system makes the booking system very easy.

E-ticketing is a way to document the sales process from the customer's travel activities without having to spend valuable documents physically or paper ticket. All information on electronic tickets stored digitally in the airline's computer system. As proof of expenditure e-ticketing, the customer will be given Itinerary Receipt is only valid as an apt to get into the airport in Indonesia, which still requires passengers to take the evidence of the journey. E-ticketing is an opportunity to minimize costs and optimize passenger comfort. E-ticketing reduces the cost of the e-ticketing form, eliminate paper and increase the flexibility of passengers and travel agents in making changes in the itinerary.

REVIEW OF LITERATURE:

1. Thapanat Buaphibana and Dothang Truongb (2017), Evaluation of passengers' buying behaviours toward low cost carriers in Southeast Asia. Journal of Air Transport Management, The purpose of this paper is to examine how Southeast Asian passengers' attitudes and behaviours affect their buying intention and actual purchase of Low Cost Carrier (LCC) tickets. A research model was developed based on the Theory of Planned Behaviour. Results indicated the important role of passengers' attitudes, subjective norms, and perceived behavioural control in LCC passengers' buying behaviours. This paper provides LCCs with useful information about passengers' attitudes and behaviours toward using LCC services, which will help the carriers form necessary strategies to attract more customers.
2. Dariush Rafati and Peyman Shokrollahi (2015), "The Impact of Expectation & Perception on Customer Satisfaction in Airline Industry (A Case Study of Mahan Air)" Sharif University of Technology International Campus. In their studies they have talked about the gap between customer expectations and perceptions about services. They have said that according to the educational level the expectation of the customer differs. They have also said that gap between customer's expectations and perceptions in airline service attributes help top managers to understand which services are important to customers and which services are consistent to customers' perceptions.
3. Rilwan Arif S.H (2013), CFS Aviation Industry Customer Satisfaction Survey, Master of Business Administration, Annamalai University, Journal of Business Management

and Marketing Research. In this report the study was conducted in Chennai. It is found that they prefer advance ticket booking services and they have bad experience. So to satisfy the customer the Airlines Company may take care of this issue. Customers also think about safety and security in flight. So the marketers need to improve the security system. The service providers need to make a smooth process of ticket reservation and ticket cancellation. Customer satisfaction mainly depends on these above issues.

Scope of the study:

- To find the service expected by the customer.
- To know any improvement is needed by the online air ticket booking.
- To analyze the awareness and attitude level of customers in E-Ticketing.

Objectives of the study:

- To study the customer perception towards online air ticketing services in Chennai.
- To understand the problems faced by the customers while using online air ticket booking.
- To examine the factors influencing the use of the online air ticketing services among customers in Chennai.



Benefits of Online Air Ticketing:

Each organization is planning an event and is responsible for selling tickets for the event can enhance the activity on the website. All the promoters who sign up will be approved by administrators before they can start selling tickets so that only those who can demonstrate that they are the main event will be allowed to promote the event. This system allows the customers to promote a free event and sell tickets for the event to a wider audience. This also means customers do not have to pay a fee to set up this system or the administration. E-ticketing offers many benefits they are:

- a) Cost savings means reduce costs associated with printing and mailing tickets to ticket buyers. Eliminate or reduce the need tickets for the stock, envelopes and mail.
- b) Labour savings means reduce labour associated with printing and mailing tickets. Cut down on the effort required to take the e-ticketing to buy will call orders.
- c) Safe and secure means e-ticket safe and secure. Barcode validation eliminates the possibility of counterfeit and duplicate e-ticketing.
- d) Actual attendance reporting means find out how much customer's e ticket patrons attended customer's event and when they arrived.
- e) Instant delivery means ticket buyers happy to be able to print their tickets immediately. No need to wait for a letter or waiting in line at the event. Customers can print their electronic tickets as soon as they buy it. This makes e-tickets are ideal for last minute gift or a last minute decision.
- f) Additional information means e-tickets to provide space for additional information such as street maps, directions, and other customer information customer may need to know.
- g) Advertising means e-ticket provides unique advertising capabilities. Increase company's revenue by offering ad space on web ticket. While maintaining high safety standards is the main priority to ensure flight safety, a number of full-service airlines have adopted e-ticketing as part of an effort to improve service to customers. E-ticketing system that allows passengers a book a plane e-ticketing to get copies of records they receive inventors or reservation number and e-ticket number. E-ticket is beneficial for both airlines and travellers. Eliminate this problem and the cost of travellers' expectation when they lose a paper ticket. If a boarding pass is lost, replacement is often easy to get as up to the e-ticketing counter and give confirmation number for the new one. As for airlines, e-tickets are cheaper and more efficient method of ticket management. He eliminates the manual tasks required to process and account for paper airline e-ticketing and save the cost of other materials, such as the e-ticketing jacket. A passenger who holds the e-tickets have the option to check in online and print out his boarding pass at home or at work. This service is available between 30 hours and one hour before scheduled departure passengers. With benefits for both airlines and passengers, it's no wonder that more and more airlines are preparing an electronic ticketing system - something that has received enthusiastic response from passengers around the world.



Customer Satisfaction in Online Air Ticketing:

Customer satisfaction is the degree to which customer expectations of a product or service are met or exceeded. It is seen as a key performance indicator within business. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

Customer satisfaction is the part of customer's experience that exposes a supplier's behaviour on customer's expectation. It also depends on how efficiently it is managed and how promptly services are provided. This satisfaction could be related to various business aspects like marketing, product manufacturing, engineering, online air ticketing service, quality of product and services, responses customer's problem and queries, completion of project, post delivery services, complaint management etc.

There are five factors that has been found out how on what factors that affect the customer satisfaction of their airline industry- peer influence, product quality, customer service quality, promotion. The consumer are getting the benefits from the result of this fierce competition among the airline industry in India because these service agencies will keep improving and offer more attractive promotion in order to maintain and attract the new customers.

Suppose customer satisfaction is rated one scale from one to five. At a very low level of customer satisfaction (Level One), customers are likely to abandon the company & even bad mouth it. At level two to four, customers are fairly satisfied but still find it easy to switch when a better offers companies along. At the level five, the customer is very likely to repurchase and even spread good word of mouth about the company. High satisfaction or delight creates an emotional bond with the brand or company, not just a rational preference.

Table Showing Educational Qualification of Respondents. Chart Showing Educational Qualification of Respondents.

Educational Qualification	No. of Respondents	Percentage of Respondents
Primary	13	8.67
Secondary	15	10
Graduate	43	28.67
Diploma	12	8
Postgraduate	67	44.67
Total	150	100



Interpretation: The study covers all categories of people. The table and chart shows, the number of respondents who have completed 'Primary education' are 8.67% (13), 'Secondary education' are 10% (15) 'Graduate holders' are 28.67% (43), 'Diploma holders' are 8 % (12) and the remaining 44.67% (67) are 'Post Graduates'.

Chi- Square Test:

Table – Significant Relationships between Times of purchasing online air tickets and Speed of Responses by airline services

Null Hypothesis (H_0): There is no significant relationship between Times of Purchasing online air tickets and Speed of Responses by airline services

Alternate Hypothesis (H_1): There is significant relationship between Times of Purchasing online air tickets and Speed of Responses by airline services

Cross tabulation:

Times of Purchased Air Ticket		Speed of Response					Total
		Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	
Never	Count	9	8	18	7	3	45
	Expected Count	5.7	18.0	15.3	4.5	1.5	45.0
1-5 times	Count	4	30	22	3	0	59
	Expected Count	7.5	23.6	20.1	5.9	2.0	59.0
6-10 times	Count	1	9	3	2	2	17
	Expected Count	2.2	6.8	5.8	1.7	.6	17.0
More than 10 times	Count	5	13	8	3	0	29
	Expected Count	3.7	11.6	9.9	2.9	1.0	29.0
Total	Count	19	60	51	15	5	150
	Expected Count	19.0	60.0	51.0	15.0	5.0	150.0

Chi-Square Tests

	Value	DoF	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.075(a)	12	.010
Likelihood Ratio	29.018	12	.004
Linear-by-Linear Association	1.936	1	.164
N of Valid Cases	150		

Inference: Since the asymptotic significance value (0.010) is less than the level significance value (0.05), null hypothesis (H_0) is rejected. So there is significant relationship between Times of Purchasing online air tickets and Speed of Responses by airline services.

Price of Ticket	Ranking	1	2	3	4	5	Total	Mean	Ranking
Will Offers and Discounts on Air Tickets Increases Your Number of Flying?		55	42	38	13	2	315	21.00	2
Are You Satisfied With The Post Purchase Arrangements (Confirmation of the Purchase and Receipt of E-Ticket)?		43	71	23	8	5	311	20.73	1
Will You Choose the Airline's Service According to the Cost of Ticket?		32	51	51	10	6	357	23.80	3
In Future, If Service Charges for Booking E-Tickets Get Increased, Do You Wish to Continue Purchase Ticket Online?		24	31	38	35	22	450	30.00	4

Weighted Average Test:

Table showing Rating through Price of Tickets

Yes-1, Probably Yes-2, I'm Not Sure-3, Probably Not-4, No-5

Rating through Price of Tickets (Rank)

1. - The Post Purchase Arrangements (Confirmation of the Purchase and Receipt of E-Ticket)
2. - Offers and Discounts on Air Tickets
3. - Cost of Ticket
4. - Increase in Service Charges for Booking E-Tickets

Inference: The test reveals the 'Rating through price of tickets'. The Majority of respondents had given 1st rank for 'The Post Purchase Arrangements (Confirmation of the purchase and receipt of E-ticket)'. They gave 2nd rank to 'Offers and Discounts on Air tickets'. The 3rd rank is for the 'Cost of ticket' and the 4th rank is for 'Increase in Service charges for booking e-tickets'.

Findings:

- Majority of the respondents (44.67%) are 'Post graduates'.
- By carrying out 'Chi-square Test': There is relationship between Times of Purchasing online air tickets and Speed of Responses by airline services.

- By carrying out 'Weighted Average Rank Test': Ranking for the Rating through Price of Tickets: The respondents gave 1st rank for 'The Post Purchase Arrangements (Confirmation of the purchase and receipt of E-ticket)'. The respondents gave last, 4th rank is for 'Increase in Service charges for booking e-tickets'.

Suggestions:

- ✓ Strict rules may be followed by airline industries to prevent fraudulent activities and their strategies can be sufficiently flexible to adapt new developments.
- ✓ In order to prevent the malpractice of the brokers, proper norms must be framed by the aviation authorities.
- ✓ Irrelevant advertisements which contain Photos, Videos and Pop-ups can directly have adverse effect on booking air tickets.

Conclusion:

Though the airline industries provide online services to its passengers, the consumers were faced with so many challenges because the airline cannot meet their expectations. Passengers' expectations were very high almost in all dimensions. This study concludes that the results of customers are relatively matched in reliability but also differed in a few aspects. The lowest value was found in reliability, such as punctuality and dilatoriness was very crucial. Understanding precisely what customers expect is the most crucial step in defining and delivering high-quality services.

Reference:

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