



Determinants of Customer Satisfaction Towards E-Ticketing System in Indian Railways (With Special Reference to Udumalpet Taluk)

KEYWORDS

Dr.P.Rengarajan

Associate Professor & Head
Department of Commerce
Vidyasagar College of Arts &
Science Udumalpet – 642 126
Tamilnadu India

Mrs.R.Sathya

Assistant Professor Department of
Commerce Vidyasagar College of
Arts & Science Udumalpet – 642 126
Tamilnadu India

Miss.S.Dhivya

M.Phil (FT) Research Scholar
Vidyasagar College of Arts &
Science Udumalpet – 642 126
Tamilnadu India

ABSTRACT Rail transport is one of the most common modes of long-distance travel and caters to transportation requirements of a major part of the Indian populace. The rail network in the country stretches for a total length of 63,140 km and transports over 5 billion passengers and over 850 million tons of freight annually.

Indian Railways today enjoys state monopoly on the entire rail transport system of the country. In fact, Indian Railways is the third largest utility and commercial employer in the world and has more than 1.6 million employees under its umbrella. It also manages long distance and suburban railway travel, MRTS and runs about 16,000 trains daily.

INTRODUCTION

The Indian Railways has been continuously remaining as a great integrating force for more than 150 years. It is the backbone of the economic life of the country and helps in accelerating the development of the industry and agriculture. Railways being the more energy efficient mode of transport are ideally suited for movement of bulk commodities and for long distance travel. First introduced in the year 16.4.1853, rail transport in India was nationalized and formed into a single unit as Indian Railways in 1951. Today, Indian railway system is the third largest rail network in the world, under single management. Almost all the rail operations managed by the state-owned Railway companies fall under the jurisdiction of federal 'Ministry of Railways'. Thus, Indian Railways is a department of the Indian Government that comes under the purview of the Ministry of Railways. While the Ministry of Railways is under Ages of the Cabinet Rank Railway Minister, the Indian Railways Department, on the other hand, is controlled by the Railway Board.

Demand for public transportation is high due to its rapid population growth. Trains, a major public transport, in India hold a unique position in the transportation sector of country and are considered to be the key determinant for the national growth. Transportation sector is still passing through its transformational stage as it is still insufficient to serve the fastest growing 121 crores population of India.

STATEMENT OF THE PROBLEM

The organizational justification for this study comes from the compelling need to change for the Indian Railways made time and again. It needs to change in order to survive. In this case, the old systems remain untouched and they continue to generate the same behaviors. However, we believe that it is possible to bring about a change in such a manner and in such areas of Indian Railways which is acceptable to different stakeholders and therefore implementable. In the context of Indian Railways, action choices emanating from changes in such factors as owner-

ship and structure have the risk of antagonizing the three important stake holders the government, the railway personnel and even the customers who would like to see the Indian Railways more as a not-for-profit organization. Thus it can make them withdraw from or oppose the proposed change. However a change in such factors as system, culture, leadership and industrial relations are not necessarily threatening to them and a beginning can be made to initiate change in these areas.

OBJECTIVES OF THE STUDY

To impact between the customer awareness and occupational status of selected sample customers.

METHODOLOGY

The study was conducted in Udumalpet Taluk. For the study, a questionnaire was formulated & administered to the respondent. Questionnaire was open ended with the likert's scale. The medium of this questionnaire was English. The questionnaire was face to face with respondents. Some of these were filled up after a small conversation relevant to the subject of study.

The study is a descriptive study. Descriptive Research includes surveys of different kinds. The major purpose of descriptive research is description of the start of affairs as it exists at present. The main characteristics of this method is that the researcher has no control over the variable, he can only report what has happened or what is happening. Descriptive research method was used & structured questionnaire data collection from respondents.

LIMITATIONS OF THE STUDY

The study has been focused on the customer satisfaction towards the services provided by Indian Railways. For the purpose of study, convenient random sampling has been chosen and the study limits its area to Udumalpet taluk. 200 respondents. Primary and Secondary data are the sources had been collected. Study reveals that, the customers are satisfied with the services rendered by the rail-

way department but still they want to improve the services and other benefits.

REVIEW OF LITERATURE

The Review of Literature guides the researcher for getting better understanding of methodology used, limitations of various available estimation procedures, data base, lucid interpretation and reconciliation of the conflicting results. It is essential for a research scholar to review the related literature for the study.

Dr. S. Saravanan, S. Gandhimathi (2014) On the basis of the study, the researcher conclude that majority of the respondents are highly satisfied with the service of railway transport. Now a day's population is increasing day by day and the rate also increase. So people select alternative method. In this time train travelled attract many people. Railway provide many services like Lighting, Fans, Drinking water, Food etc .Train is more useful for those people who are moving in a busy schedule. This paper was concluded analysis the passengers expectations are punctual arrive in train but passengers are only get satisfied towards the speed because this gap was filled expected to be analysis in future studies. Most of the people think that train travelled is very punctual and it cannot be replaced any transport. In our study most of the people are satisfied speed of the train. In future railway transport will attract more passengers.

Mr. P.Vimal Kumar, Mr. P. Jitin (2015) The service offering by Indian railway is vital for its growth. The satisfaction of the need of the passengers is important to compete with other mode of transport. On the basis of this study some suggestions has been made. If the suggestive measurements have been considered by the Indian Railways, it is hope that the Indian Railways will shine and bring grandeur to our country in the near future.

RESEARCH GAP

As far as my reviews most of the studies were related to tourism, online reservation, queries of customers satisfaction etc., in separately those reviews can give a clear picture about my study. In my study the researcher wants to make analyze of meaning the combination of all the above three concepts like IRCTC (Indian Railway Catering and Tourism corporation). Hence I would like to study the topic in **"Determinants of customer satisfaction towards E-ticketing system in Indian railway with special reference to Udumalpet taluk"**.

CLASSIFICATION BASED ON AWARENESS OF ONLINE RESERVATION

The customer's are divided in to four categories based on their awareness among the online services in Indian railways.

**TABLE 1
AWARNESS OF ONLINE RESERVATION**

Mode of Awareness	No. of Respondents	In Percentage
Internet	63	31.50
Newspaper	56	28.00
Friends	55	27.50
Relatives	26	13.00
TOTAL	200	100

Source: Primary Data

INTERPRETATION

The table 1 exhibits the awareness among the online services of Indian railways. The most of respondents aware by the way of Internet (31.50%) and the (28.00%) respondents are got awareness in the news paper. By the way of friends (27.50%) respondents are get awareness. Rest of (13.00%) people knows about Indian railways through their relatives and neighbours.

Most of awareness gets exhibit the respondents through the way of Internet 31.50 per cent.

THE IMPACT BETWEEN THE CUSTOMER AWARENESS AND OCCUPATIONAL STATUS OF SAMPLE CUSTOMERS

REGRESSION ANALYSIS:

Below the table shows the model summary of regression analysis between occupation status of a customers and the awareness being the services provided by the Indian railways.

H₀₁: There is no impact between the customer's awareness and occupational status of sample customers.

TABLE 2 (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F value	sig	Significance/ Non-significance
1	.840 ^a	.706	.673	.11520	21.622	.001	Significant

Predictors: (Constant), CUSTOMER AWARENESS

Dependent variable: OCCUPATIONAL STATUS

INTERPRETATION

Since the table 2 shows the clear impact relationship between occupational status of customer and the awareness among the people while using internet services in Indian railways. The relationship between the variables is found with the R² value of 0.706, which states that the customer awareness have contributed significantly for the occupational status of a sample customers. The calculated F value is more than the table value and hence, the null hypothesis is rejected and there is a significant impact by the occupational status and customer awareness while using the internet services in Indian railways.

CLASSIFICATION BASED ON OCCUPATION

To find out the classification of the customers based on their occupation, they classified into six categories.

**TABLE
OCCUPATIONAL STATUS OF THE RESPONDENTS**

Occupation	No. of Respondents	Percentage
Private sector employee	53	26.50
Public sector employee	31	15.50
Business	62	31.00
Professionals	20	10.00
Student	17	8.50
Others	17	8.50
TOTAL	200	100

Source: Survey from respondents

INTERPRETATION

It observed that out of the 200 respondents, (8.50%) respondents are comes under the category of both students and other types. (31.00%) respondents are, Businessman and (26.50%) respondents are in the category of Private sector employee. Public sector employees are getting (15.50%) only. Fifth category of professionals is only in (10.00%).

It is clear from the Table 3 that most (31.00%) of the respondents are BUSINESS MAN.

CUSTOMER SATISFACTION LEVEL AND OCCUPATIONAL STATUS OF THE CUSTOMERS:

CHI-SQUARE TEST:

H₀₂: There is no relationship between customer satisfaction level and the occupation status of the customers.

TABLE 4
(In Percentage)

S.NO	OCCUPATION	HA	A	N	DA	HDA	TOTAL
1	Private Employee	34.29	20.00	11.43	14.29	20.00	34.29
2	Govt. Employee	12.82	28.21	25.64	17.95	15.38	12.82
3	Business	16.67	30.56	33.33	8.33	8.33	16.67
4	Professionals	28.57	17.14	25.71	17.14	11.43	28.57
5	Student	34.48	27.59	6.90	13.79	17.24	34.48
6	Others	11.54	26.92	46.15	7.69	7.69	11.54
	TOTAL						100.00

Source: **Survey from respondents**

Test Statistics					
	HA1	A2	N3	DA4	HDA5
Chi-Square	.667 ^a	.667 ^b	.667 ^a	.000 ^c	.000 ^c
Df	4	3	4	5	5
Asymp. Sig.	.955 [*]	.881 [*]	.955 [*]	1.000	1.000

INTERPRETATION

The table 4 shows the customer satisfaction regarding on-line services compared to the relationship of occupational status of the sample customers. Most of the services are satisfy the customers while using the online services in Indian railways website. With special care of businessperson they are frequently use the internet services provided by the Indian railways for their business and also their personal purposes. Variable one, two and three are significant with 5% level of significance reversible of 5% error constant. Variable four and five are 10% significance level reverse in 10 % standard error in the satisfaction level. For this analysis is explains the variables which are get a strong relationship between occupational status and satisfaction level of customers. Hence, the calculated value of x² is greater than the table value; therefore, there is a relationship between the satisfaction level and occupational qualification of customers. Hence, the null hypothesis is rejected.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

Its comes to know from the table 3 out of 200 respondents, (31.00%) of the respondents mostly prefer train in the purpose of Business.

It is shown from the table 1 Most of awareness gets exhibit the respondents through the way of Internet 31.50 per cent.

MULTIPLE REGRESSION ANALYSIS:

The calculated F value is more than the table value and hence, the null hypothesis is rejected and there is a significant impact by the occupational status and customer awareness while using the internet services in Indian railways.

CHI-SQUARE TEST:

Hence, the calculated value of x² is greater than the table value; therefore, there is a relationship between the satisfaction level and occupational qualification of customers. Hence, the null hypothesis is rejected.

There is a strong relationship between the satisfaction level of the customers and income level of the customers. Hence, the null hypothesis is rejected.

SUGGESTIONS

Authority has to provide training and tries to improve the behaviour of the railway staffs so that they has to be more responsive to the passenger.

Increasing in price of tickets of upper class compartments will make them switch to other alternative say airlines.

Focus on vital service quality factors like Basic facilities, Hygiene and Safety- Security, which are considered paramount factors as far as concerned to the in train passengers.

Since the basic facilities and hygiene are important factors to determine the satisfaction of the customers, the Railways are to pay more attention to provide such services.

The designed satisfaction model can be either developed or to be modified so as to ensure better and qualified services and overall satisfaction to the customers (Passengers) while in the train journey.

CONCLUSION

The contribution of this study is the customer satisfaction of e-ticketing system in Indian railways by Udumalpet Taluk customers. The service offering by Indian railway is vital for its growth. The satisfaction of the need of the passengers is important to compete with other mode of transport. On the basis of this study some suggestions has been made. If the suggestive measurements have been considered by the Indian Railways, it is hope that the Indian Railways will shine and bring grandeur to our country in the near future.