



A Study on Factors that Influence the Passenger Satisfaction in E-Ticketing Experience in Coimbatore

KEYWORDS

e-Ticket, Southern Railways, Ease of Use, Information Quality, Website Design, Payment Security, Interactivity, Customer Satisfaction

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ABSTRACT *The daily growth of the internet and electronic ticketing has become an integral part of Southern Railways for increased profits through better customer service. The electronic ticketing (E- ticketing) is experiencing growth in Coimbatore. This study is defining Coimbatore customer's satisfaction with online purchasing experience using the Technology Acceptance Model (TAM). Customer satisfaction factors included ease of use, website design, payment security, interactivity and information quality of the website. The objective of this study is to examine the extent to which these five factors effect passenger's satisfaction with Southern Railways in Coimbatore. Data collected from 112 passengers of Southern Railways in Coimbatore. The results show that, there are three significant factors, interactivity, payment security and ease of use, affect satisfaction with the e-ticketing experience on customer satisfaction in Coimbatore.*

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 have 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.

REVIEW OF LITERATURE

An e-ticketing is a paperless electronic document, particularly in the airlines industry (Kurniawan, 2010). Now-a-days all major airlines use e-ticketing method for selling ticket. When a customer buys or books airline ticket by telephone or internet, the detail of reservation are stored in computer. The benefit of e-ticketing is reduces expense of purchasing airline ticket by eliminating the need printing and mailing paper documents (Chen, 2007). Another advantage is that consumers can compare ticket costs easily online without transaction fee. In Mongolia, the airline reservation system started since November in 2007, according to the Statistic-2010 of MCAA. The customer satisfaction may be a basic standard of service performance and a possible standard of faultlessness for any business

organization (Gerson, 1993). Satisfaction is a response to a perceived discrepancy between prior expectations and perceived performance after consumption (Eid, 2011; Lau T.C, 2011; Merwe V.D, 2010). Customer satisfaction is defined by how satisfied with product/services. Thus satisfaction is extremely important to marketers of product and services because a satisfied customer has a positive purchase intention such as a repurchase, positive word-of-mouth and loyalty in the long term. For example: (Rosen, 2001) found that 35 to 40% of e-commerce website sales revenue comes from repeat visitors. Thus, customer satisfaction leads to customer loyalty and it has positive growth in market share and predict further market penetration of Airline Company (Yeoh & Chan, 2011).

OBJECTIVES

To identify what extent the selected five factors effect customer satisfaction towards e-Ticketing in Southern Railways at Coimbatore.

METHODOLOGY

The study was conducted in Coimbatore. 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. Sample collected for 112 respondents by using convenience sampling technique.

The Technology Acceptance Model (TAM) is one of the most widely used models for explaining end user behavior (Davis, 1989). This study used five variables of TAM which are ease of use, website design, information quality, interactivity and payment security. Our questionnaire is designed by previous scholars Merwe V.D (2010), For-

gas, Palau, Sánchez, and Huertas- García (2012) and Eid (2011). Questionnaire has two parts, first part is designed by demographic questions and second part is designed by Likert Scale questions which is every question consists of the items be based on the research variables and each item measurement in 5-point Likert Scale, ranging from 5 for 'Highly satisfied' to 1 for 'Highly dissatisfied' is used to measure responses to questions.

RESULTS AND DISCUSSION

5.1 Socio-Economic Profile of the respondents

The following table shows the socio-economic characteristics of the selected sample respondents.

Table 1 : Socio-Economic Profile of the respondents

Socio-Economic Profile	Frequency	Percentage
Age		
Below 20 Yrs.	31	27.7
21 – 30 Yrs.	43	38.4
31 – 40 Yrs.	22	19.6
Above 40 Yrs.	16	14.3
Total	112	100.0
Gender		
Male	79	70.5
Female	33	29.5
Total	112	100.0
Occupation		
Employee	43	38.4
Business	50	44.6
Others (House wives, unemployed, Students, Agriculturist, etc.)	19	17.0
Total	112	100.0
Educational Status		
No Formal Education	7	6.3
School level	16	14.3
College Level	55	49.0
Professional	34	30.4
Total	112	100.0
Purpose of Travel		
Tour	31	27.7
Job	41	36.6
Education Purpose	18	16.1
To see relatives / Functions, etc.	22	19.6
Total	112	100.0
Getting e-Ticket through		
Self / friends / Relatives	82	73.2
Agent	30	26.8
Total	112	100.0
Period of experiencing the e-Ticketing		
Below 4 years	13	11.6
4-6 years	41	36.6
Above 6 years	58	51.8
Total	112	100.0

- It could be noted from the analysis that 27.7 percent of the respondents belongs to below 20 years, 38.4 percent of the respondents belongs to 21-30 years, 19.6 percent of the respondents belongs to 31-40 years and remaining 14.3 percent of the respondents belongs to above 40 years.
- Among the 112 respondents, 70.5 percent of the respondents are male and 29.5 percent are female.
- Around 38.4 percent are working as employee in government or private, 44.6 percent are engaged in business activities and 17.0 percent are some others like housewife, unemployed, students, agriculturist, etc.
- Out of 100 percentage of educational qualification, 6.3 percent of the respondents recorded no formal education, 14.3 percent recorded school level, 49.0

percent recorded college level and 30.4 percent recorded professionals.

- Around 27.7 percent of the respondents travel in train for the purpose of tour, 36.6 percent are going to job, 16.1 percent are going to school or colleges and 19.6 percent are travelling to see their relatives, functions, etc.
- It could be noted that 73.2 percent are getting e-Ticket through self apply or through friends and relatives and remaining 26.8 percent are getting through agent.
- In the account of period of experiencing, 11.6 percent are having 4 years of experience in e-Ticket, 36.6 percent are having 4-6 years of experience and 51.8 percent are having above 6 years of experience.

5.2 Relationship between selected factors (Correlation Analysis)

The following table shows the relationship between selected factors.

Table 2 : Relationship between selected factors

Variables	Information quality	Website design	Payment security	Interactivity	Ease of use	Customer satisfaction
Information quality	1.000					
Website design	0.412*	1.000				
Payment security	0.365*	0.416*	1.000			
Interactivity	0.551*	0.760*	0.443*	1.000		
Ease of use	0.602*	0.652*	0.391*	0.364*	1.000	
Customer satisfaction	0.491*	0.392*	0.558*	0.506*	0.425*	1.000

* - Sig. at 1% level

From the above analysis, it is found that customer satisfaction is having positive close association with all the selected variables like Information quality, Website design, Payment security, Interactivity and Ease of use.

5.3 Identify the Influencing Factors

Table 3 : Influencing Factors - Multiple Regression Analysis

No.	Variables	Coefficient	SE	't' value	'p' value
	(Constant)	3.903			
1.	Information quality	-0.047	0.013	-3.526	0.000*
2.	Website design	0.048	0.011	4.491	0.000*
3.	Payment security	0.052	0.014	3.615	0.000*
4.	Interactivity	0.061	0.011	5.514	0.000*
5.	Ease of use	-0.015	0.013	-1.162	0.246 ^{NS}
	R Value	0.971			
	R ² Value	0.943			
	F Value	136.400*			

Note : * - Significant at 1% level; NS – Not Significant
Dependent Variable : Customer Satisfaction

It shows that the independent variables contribute about 94.3 percent of the variation in the customer satisfaction in getting e-Ticketing experience among the railway passengers and further, the model has fit with the evident of significant F value. It is found from the analysis that the website design, payment security and interactivity are having positive association. On the other hand, the variables, information quality and ease of use are having negative association. Finally, the variable ease of use has not any significant influence on customer satisfaction in utilizing e-Ticket in Coimbatore.

FINDINGS AND SUGGESTIONS

It is found that majority of the passengers are belongs to 21-30 years aged, male, business people, having college level education, going job, getting e-Ticket through self / friends / relatives and having above 6 years of experience in utilizing e-ticketing.

It is found from the correlation analysis, customer satisfaction is having positive close association with Information quality, Website design, Payment security, Interactivity and Ease of use.

From the multiple regression analysis, it is noted that the website design, payment security and interactivity are having positive association followed by the variables, information quality and ease of use are having negative association.

Coimbatore Southern Railways customers focus more on ease of use of e-ticket purchases due to a lack of experience in using railway e-ticketing and being more comfortable with face-to-face interaction with railway ticket counter personnel and the more traditional payment system. It is also one of the reasons for internet usage and e-ticketing is not common in Coimbatore. Finally, this study evaluated that website payment security, interactivity and website's ease of use to ensure high level of customer satisfaction toward e-ticket in Coimbatore.

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