INTEGRATION OF DIGITALISATION IN ROAD TRANSPORT:
THE IMPACT OF E – TICKETING

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ABSTRACT

The rapid development of information technology has made the management of   on-line ticket orders, payment and ticket generation possible. It is a facility which is used to reserve seats, cancellation of reservation and different types of route enquiries used on securing quick reservations. E-ticketing systems that meet the requirements will provide the organization with satisfied customers who will express their satisfaction through loyalty and by remaining with the organization over the long-term. A sample size of 150 respondents was selected for his study. Convenience sampling method has been followed to choose the sample and the data was analysed using simple percentage. The study reveals that socio-economic variables and online ticket reservation association with customer's satisfaction on e-ticketing.

KEY WORDS: *E-ticketing, Customer satisfaction, Problem facing*

INTRODUCTION

The popularity of Internet technology has increased substantially over the course of the last several years. As a result, organizations have worked diligently to develop new methods for interfacing with customers E-tickets appear to offer a number of advantages to organizations, including lower costs and increased operational efficiency. It is projected that the use of e-tickets will only continue to increase over time. With the rise of the internet and smart phones, most events have switched to e-tickets. Consumers expect e-tickets as standard for all events, but there are some segments of the market that are stuck doing things the old-fashioned way. E-Tickets are better for the environment using an online ticketing platform drastically reduces the need for paper at the event. E-Tickets are more secure and are impossible to lose and hard to steal. Customer satisfaction in e-ticketing is a complex phenomenon that is shaped by a wide range of variables including customer technical support, infrastructure, data security and user-friendliness. Understanding these issues is critical for organizations to create e-ticketing systems that initially meet customer needs and generate a high level of satisfaction. Although creating e-ticketing systems that achieve customer satisfaction is a significant undertaking for the organization, addressing the key issues noted in this investigation should facilitate the ability of the organization to create an e-ticket system that allows for building customer satisfaction, loyalty and retention.

REVIEW OF LITERATURE

According to Kevin (2012) Web-based Bus Reservation and Ticketing System is a generic web portal application that aids bus customers to reserve a seat in a certain bus company anytime and anywhere and variety of buses that satisfy the customer's requirements are provided. The project, on the bus company's side, serves as a marketing

strategy and aids an efficient processing and delivery of itinerary receipts.

STATEMENT OF THE PROBLEM

The propensity to search and book travel online is expanding in the present scenario. The convenience, choice and transparency of online bookings continue to attract and retain more travellers. Internet penetration and robustness of network are the key concern areas. Today all we need is a smart phone and a variety of e-commerce experiences, and the entire planning, researching and booking process can be completed through online. Quite a lot of people find it hard to go to bus stand each time to check whether there is any availability of ticket. Thoothukudi is a Industrialised city, which consist of a high number of working class people who prefer online ticket booking. Hence, the researcher has made an attempt to find the satisfaction level of e-ticketing in Thoothukudi.

OBJECTIVES OF THE STUDY

➢ To analyze the perception of customers regarding the advancement of technology of e-ticketing.
➢ To trace the problems faced by the customer online reservation of bus tickets.
➢ To measure the level of satisfaction of the customers towards E-Tickets.

SCOPE OF THE STUDY

The scope of the present study is to analyse the customer's perception towards reservation of e-tickets. The study reveals the impact of technology and digitalized ticketing platform of both public and private buses. The benefits and importance of the e-ticketing was also focused in the study. The sample respondents are selected for the study who is residing within the limit of Thoothukudi city only.

RESEARCH METHODOLOGY

This study concerned with obtaining information by administering a questionnaire to the respondents is descriptive in nature. By adopting convenience sampling method, respondents were selected from various parts of Thoothukudi. The sample size of this study is 150 respondents. A structured questionnaire was used to collect the relevant data. Primary data were collected through questionnaire. Secondary data were collected through books, websites, published articles, magazines and journals. The selection of statistical tools was based upon the nature of data used and objectives. The applied statistical analyses are Percentage analysis and Chi-Square Analysis.

RESULTS AND DISCUSSION

Table1: Demographic profile of the respondents

Factor	Sub – category	No. of respondents	Percentage
Age	Below 30 years	55	36.7
	31 years - 40 years	36	24.0
	41 years - 50 years	22	14.7
	51 years - 60 years	23	15.3
	Above 60 years	14	9.3
	Total	**150**	**100**
Gender	Male	87	58
	Female	61	40.7
	Transgender	2	1.3
	Total	**150**	**100**
Educational Qualification	School level	41	27.3
	Graduate	53	35.3
	Post graduate	22	14.7
	Professional	23	15.3
	Others	11	7.3
	Total	**150**	**100.0**
Occupation	Students	22	14.7
	Businessman	22	14.7
	Government Employee	29	19.3
	Private Employee	46	30.7
	Others	31	20.6
	Total	**150**	**100.0**

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Monthly Income	Below Rs.10,000	32	21.3
	Rs.10,001 - Rs.20,000	36	24.0
	Rs.20,001 - Rs.30,000	25	16.7
	Rs.30,001 - Rs.40,000	37	24.7
	Above 40,000	20	13.3
	Total	**150**	**100.0**

Source: Primary data

Table 1 shows that majority (36.7 per cent) of the respondents belong to the age group of below 30 years, majority (58 per cent) of the respondents are male, majority (35.3 per cent) of the respondents are graduate, majority (30.7 per cent) of the respondents are booking the private employee and majority (24.7 percent) of the respondents earn income Rs. 30,001 to Rs. 40,000.

Table 2: Indicate the respondents selection of e-ticket provider

Indicate e-ticket provider	Frequency	Percentage
SETC	7	4.7
Private Omni Bus	65	43.3
Both (SETC and Private Omni Bus)	78	52.0
Total	**150**	**100.0**

Source: Primary data

Table 2 shows that majority (52 per cent) of the respondents are indicate both (SETC and Private bus.

Table 3: Prefer of the customers

Preference E-ticket	Frequency	Percentage
Better E- Ticketing price	5	3.3
Elimination of waiting time	50	33.3
Faster	26	17.3
More Convenient	61	40.7
Secured	8	5.3
Total	**150**	**100.0**

Source: Primary data

Table 3 shows that (40.7 per cent) of the respondents prefer e – ticketing in more convenient.

Table 4: Problem faced by the customers

Problem faced E - ticketing	Frequency	Percentage
High charge during Cancellation	80	53.3
Lack accurate information	7	4.7
Non availability of ticket during seasonal time	63	42.0
Total	**150**	**100.0**

Source: Primary data

Table 4 shows that (53.3 per cent) of the respondents are facing the high charge during cancellation.

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Table 5: Age of the respondents and their preference of travel class towards E-ticketing (Chi-square Test)

H_o: There is no significant difference between the age of the respondents and their preference of travel class towards e-ticketing.

Factors	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26.504[a]	4	.000

Source: Primary data

The table 5 shows that there is no relationship between the age of the respondents and preference of travel class on towards e- ticketing. Significant value (0.000) is less than the level of significance (0.05). It is shown that null hypothesis is accepted.

Table 6: Monthly income of the respondents and their usually spend on E-ticketing (Chi-square Test)

H_o: There is no significant difference between the monthly income of the respondents and their usually spend on e-ticketing

Factors	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	52.866[a]	12	.000

Source: Primary data

The table 6 shows that there is no relationship between the monthly income of the respondents and usually spend on e - ticketing. Significant value (0.000) is less than the level of significance (0.05). It is shown that null hypothesis is accepted.

SUGGESTION AND CONCLUSION

These days, bus agencies plays attractive essential role in road transportation, and to make reservation dependable they require a strong solid system that they will make reservation less demanding, faster and more secure. Technological developments are being witnessed by this sector which forms major part of economy. In the modern era the travellers are educated, well informed and are very aware about the trending technology. They want to adopt better and smarter ways to buy products or avail services. Modern passengers do not have time to go the traditional reservation centres and book their tickets. They just book their tickets through internet which helps them in saving time and at the same time avail various other benefits. Online ticketing has got great market opportunity in the future with increasing number of techno savvy youngsters and working women in India. There are some factors such as privacy, hacking etc. due to which people refrain from booking e-tickets. The online travel agencies should adopt various measures to cope up with these challenges and sustain in this competitive market.

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