A STUDY ON PASSENGER SATISFACTION TOWARDS ONLINE BOOKING IN IRCTC APPLICATION

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ABSTRACT
*Online booking system is based on the application. This project present a review on the software program "**A study on passenger satisfaction towards online booking in IRCTC application**" as should be used in a online booking in IRCTC application, a facility which is used to reserve seats, cancellation of reservation and different types of route enquiries used on securing quick reservations. The primary objectives of this study are to find out the passenger satisfaction towards online booking in IRCTC application. A sample size of 150 respondents. Convenient sampling method has been followed to choose the sample and the data was analyzed using simple percentage and likert scale analysis. The study reveals that social economic variable like age, education qualification, occupation, monthly income earning of the family passenger satisfaction towards online booking in IRCTC application*

KEY WORDS-*Passenger satisfaction, service quality , technology changes, flexibility, online booking,*

INTRODUCTION
At its most basic, an **online booking system** is software which allows a potential passenger to book and pay for an activity or service directly through your service directly through your website. That means from the moment a passenger decides they want to book to choosing a date, picking a time and paying for the booking for the booking, everything is handled online, greatly reducing the workload on your staff and removing   the opportunity for double-booking. Advanced systems like ours allow passenger to book through a variety of methods online, including mobile, greatly expanding the potential for your business, and better leveraging an increasingly social internet.

STATEMENT OF THE PROBLEM
In their busy schedule as fast roaming world public in need of online booking process. The queues in front of the ticket counters in railway stations have been drastically increased over the period of time. In order to reduce the rush of daily commuters and to avoid overcrowding at ticket counters, India Railways has offered online ticket booking services. Ticket reservation through counter is not sufficient and convenient for the passengers. The passengers are struggling to get tickets in the time from ticket counters. So they like to switch over online ticket booking. There are so many services available to book train tickets through online. Hence, it is need to study the efficiency and level of consumer satisfaction and to know the problem and to get solutions for the problem.

SCOPE OF THE STUDY

As a success of business depends on the passenger satisfaction towards their services on products and a brand image from public so the study or analysis on passenger satisfaction help the business to know their efficiency. The scope of this study is know passenger satisfaction level on **IRCTC** and to know what are factors effect passenger satisfaction and factors which convenience the passenger and interpreted and give suitable suggestions to improve then passenger satisfaction level in future.

OBJECTIVES

- To study and analyses use of online railway ticket booking services process.
- To measure the level of satisfaction derived by the passenger.
- To know identify the problems faced by the customer in online railway ticket booking passenger.

RESEARCH METHODOLOGY

Research methodology is the systematic way to solve research problem. It is a science of studying how research is to be carried out. Its aim is to give work plan of research. The study is based on a survey collected with the help of primary and secondary data.
DATA USED: Primary data and Secondary data are used.
SAMPLE SIZE: The study was conducted with a sample size of 150 respondents.
ANALYTICAL TOOLS USED:
Simple percentage, Likert scale analysis.

REVIEW OF LITERATURE

Sheeba.A. A & Dr. K. Kumuthedevi (2013) in their study," service quality of south Indian railway determines of satisfaction in trains", service quality may be defined and consumer perception of how well as service need are exceeds their expectation. The study aims to identify factors which the Indian railways provided for the passenger in train. In their objective with the help of the questionnaire. The result provided from the statistical analysis supported that the determines of safety and security is the most important factor if determine the satisfaction of the consumer.

Dr.U. Sirnivasa Roa (2018) "passenger satisfaction on catering services of Indian Railway Catering and Tourism Corporation ltd(IRCTC)"In the study Indian railway span global volume in hospitality and catering sectors with services provided to 22 million passengers a day. The passenger satisfaction level on catering service of Indian railways. The data has been collected from both sources primary and secondary. The standard meals to be priced in the multiples of Rs.10 to prevent overcharging. concern for the environment and heritage. Conclusion IR shall have the mandate to firm an efficient quality assurance programs to ensure good quality and hygienic food to the passengers.

HISTORY &PROFILE OF THE STUDY

Indian Railway Catering and Tourism Corporation ltd. (IRCTC) is a Public Sector Undertaking (PSU) under the ministry of railways. During 1999, in the context of reduced budgetary support and high cost of market borrowing, Indian Railways (IR) explored ways and means of maximising revenues, mobilizing resources, reducing subsidies and stimulating private participation and investment in rail related infrastructure and services through various options including organization restructuring and corporatisation. The need to commercialise and corporatise railway catering and tourism related business as a profit centre and cost centre was acknowledged as running of passenger services and allied amenities such as catering, hospitality etc., which had inbuilt subsidies by way of low tariffs, administered pricing, possible leakage of revenues and high establishment cost, were an important part of Railway's business.

ANALYSIS

TABLE SHOWING THAT SATISFIED WITH BOOKING TICKETS THOUGH IRCTC APPLICATION

S.NO	Factors	No. of Respondents	Percentage
1	Highly satisfied	45	30
2	Satisfied	78	52
3	Neutral	23	15
4	Dissatisfied	3	2
5	Highly dissatisfied	1	0.67
TOTAL		150	100

INTERPETATION
This table shows that out of 150 respondents, 30% of the respondents are highly satisfied, 52% of the respondents are satisfied, 15% of the respondents are neutral, 2% of the respondents are dissatisfied, 0.67% of the respondents are highly satisfied.

INFERENCE
It is clear that majority of **52%** of the respondents are **satisfied**.

TABLE SHOWING THAT MONEY TRANSACTION FACILITIES

S.NO	Factors	Respondents	Likert Scale Value	Total Value
1	Very easily	30	5	150
2	Easily	55	4	220
3	Neutral	40	3	120
4	Bad	19	2	38
5	Very bad	6	1	6
TOTAL		150		534

INTERPRETATION
LIKERT = $\sum$ (fx)/ Total number of respondents

$$= 534/150$$
$$= 3.56$$

INFERNCE
Likert scale value is **3.56** which is greater than the mid value **(3),** So the respondents are **easily.**

FINDINGS
1. SIMLPE RECENTAGE METHOD
- Majority of the respondents **53%** belong to **Female** gender.
- Majority **64%** of the respondents are laid between **20-30** years of age.
- Majority of **60%** of the respondents are **Unmarried.**
- Majority of **64%** of the respondents are **UG**.
- Majority of **40%** of the respondents are **private employed**.
- Majority of **36%** of the respondents are **less than 1.5 lakhs**.
- Majority of **32.67%** of the respondents are **once in a six months**.
- Majority of **44%** of the respondents are **personal**.
- Majority of **71.33%** of the respondents are **IRCTC**.
- Majority of **52%** of the respondents are **satisfied**.
- Majority of **55.33%** of the respondents are **agree**.
- Majority of **26.67%** of the respondents are **debit card**.
- Majority of **43.33%** of the respondents are **easily**.
- Majority of **68.67%** of the respondents are **7days**.
- Majority of **28.67%** of the respondents are **neutral**.
- Majority of **44%** of the respondents are **most of the time**.
- Majority of **30%** of the respondents are **service charge**.

2. LIKERT SCALE ANALYSIS

- Likert scale value is **1.83** which is greater than the mid value **(3),** So the respondents are **bad.**
- Likert scale value is **3.62** which is greater than the mid value **(3),** So the respondents are **easily.**
- Likert scale value is **2.96** which is greater than the mid value **(3),** So the respondents are **neutral.**
- Likert scale value is **2.70** which is greater than the mid value **(3),** So the respondents are **neutral.**
- Likert scale value is **3.56** which is greater than the mid value **(3),** So the respondents are **easily.**
- Likert scale value is **4.18** which is greater than the mid value **(3),** So the respondents are **very easily.**
- Likert scale value is **4.26** which is greater than the mid value **(3),** So the respondents are **excellent.**
- Likert scale value is **4.56** which is greater than the mid value **(3),** So the respondents are **excellent.**
- Likert scale value is **4.35** which is greater than the mid value **(3),** So the respondents are **excellent.**
- Likert scale value is **4.64** which is greater than the mid value **(3),** So the respondents are **excellent.**
- Likert scale value is **3.96** which is greater than the mid value **(3),** So the respondents are **good.**

SUGGESTIONS

At present passengers are well aware about the online reservation system of IRCTC, this system being used by the education population for travel plan and ticket booking. IRCTC online reservation system is very convenient for the passengers and hence it is popular and its popularity is increasing day by day.

But there are some concerns with this system like there are significant numbers of failed transaction, sever down and server crashing problem are very often. The system is failed to provide smooth service in time of urgency like the system is not very effective to book TATKAL tickets. IRCTC should continue to improve its service regarding server performance and payment gateways.

CONCLUSION

Understanding the fact that online ticket booking is one of the most crucial bits of planning any trip or holiday, IRCTC proved assurity for the same. Once can manage booking ticket online and opt for a cancellation in case of any change in plans .one can be notified on email as well as cell phone on all confirmation and cancellations. The contribution of this study is the identification of factors that determine passenger satisfaction with services offered by the rail system.

The model, although designed in a specific context, may be extended to other similar services and help to improve quality of life for the masses and thus increase overall satisfaction.

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