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 presents 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 variables 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 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
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
corporate 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

<table>
<thead>
<tr>
<th>S.NO</th>
<th>Factors</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly satisfied</td>
<td>45</td>
<td>30</td>
</tr>
<tr>
<td>2</td>
<td>Satisfied</td>
<td>78</td>
<td>52</td>
</tr>
<tr>
<td>3</td>
<td>Neutral</td>
<td>23</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Dissatisfied</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Highly dissatisfied</td>
<td>1</td>
<td>0.67</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>150</td>
<td>100</td>
</tr>
</tbody>
</table>

INTERPRETATION
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

<table>
<thead>
<tr>
<th>S.NO</th>
<th>Factors</th>
<th>Respondents</th>
<th>Likert Scale Value</th>
<th>Total Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Very easily</td>
<td>30</td>
<td>5</td>
<td>150</td>
</tr>
<tr>
<td>2</td>
<td>Easily</td>
<td>55</td>
<td>4</td>
<td>220</td>
</tr>
<tr>
<td>3</td>
<td>Neutral</td>
<td>40</td>
<td>3</td>
<td>120</td>
</tr>
<tr>
<td>4</td>
<td>Bad</td>
<td>19</td>
<td>2</td>
<td>38</td>
</tr>
<tr>
<td>5</td>
<td>Very bad</td>
<td>6</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>150</td>
<td></td>
<td>534</td>
</tr>
</tbody>
</table>

INTERPRETATION
LIKERT = \( \frac{\sum (fx)}{\text{Total number of respondents}} \)

\[ = \frac{534}{150} = 3.56 \]

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

FINDINGS

1. SIMLPRE 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.

REFERENCE