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A Study on Customer Satisfaction Towards Online Bus Reservation

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ABSTRACT: This research will serve as a valuable resource for stakeholders in the transportation industry, providing a deeper understanding of customer expectations in the digital age. Customer satisfaction plays a crucial role in determining the success and sustainability of any service-oriented business. For online bus reservation platforms, factors such as ease of use, website or app interface, payment security, availability of services, and customer support directly influence satisfaction levels. The boom in the information technology especially the online devices such as laptops, tablets, smart phones played major role. This study aims to bridge this knowledge gap by exploring the factors that influence customer satisfaction with online bus reservation systems. This study has taken period of 4 months from December to March 2025. Primary data have been collected with the help of structured questionnaire to fulfil the objectives of this study. A convenience sampling technique was used to collect data from the respondents. The sample size chosen for this study is 120.

KEYWORD: Bus reservation, Payment security, customer satisfaction

I. INTRODUCTION

In the modern digital era, online bus reservation systems have become a corner stone of convenience for travel. The integration of technology into transportation services has streamlined the booking process, offering customers the ability to reserve tickets from the comfort of their homes. This shift from traditional ticketing methods to digital platforms has brought significant changes to customer behaviour, expectations, and satisfaction.

Customer satisfaction plays a crucial role in determining the success and sustainability of any service-oriented business. For online bus reservation platforms, factors such as ease of use, website or app interface, payment security, availability of services, and customer support directly influence satisfaction levels. The boom in the information technology especially the online devices such as laptops, tablets, smart phones played major role. Online bus reservation has centralized the information for all including the consumers. Online bus reservation has empowered the consumers, they are informed they have wider choices and all these just a click away. The consumers can compare the online ticket booking prices the quality features and any information. Analyzing these factors helps businesses improve their offerings, enhance customer experiences, and foster loyalty.

This study aims to explore and understand customer satisfaction with online bus reservation services. It seeks to identify the key factors that influence customer perceptions, assess the challenges they face, and provide actionable insights for service providers. By analyzing user feedback and preferences, the study aspires to contribute to the continuous improvement of online bus reservation systems, ensuring they meet evolving customer needs effectively.
This research will serve as a valuable resource for stakeholders in the transportation industry, providing a deeper understanding of customer expectations in the digital age.

Despite the growing importance of online bus reservation systems, there is a need to investigate customer satisfaction with these platforms. This study aims to bridge this knowledge gap by exploring the factors that influence customer satisfaction with online bus reservation systems.

II. STATEMENT OF PROBLEM

The study is on the basis of bus reservation involving the various forms and methods   which are the online booking and telephonic booking. Over the decades these reservation process has been evolved and attempted a new era of technology. That had changed the charging process where the customer had to pay some other various charges other than the actual rental amount which includes maintaining charges, service charges etc. And on the other hand, the online application for bus reservation has reduced the connection between the owner and the customer. Because the online reservation booking market is evolved into a competitive business the price stability has become a boon for the sector.

Hence, here the researcher has made an attempt give a comparison over the online booking and telephone bus reservation and the different services rendered by them.

III. OBJECTIVES

- To assess the level of customer satisfaction towards online bus reservation
- To evaluate the effectiveness of online bus reservation platform
- To identify areas for improvement in online bus reservation

IV. LIMITATION

Small sample size may not represent all customers.
Response bias can skew results.
Limited demographics might miss other perspectives.
External factors (like economy) can influence satisfaction.
Subjectivity makes it hard to quantify experiences.
Data collection methods might not capture everything.
Online feedback only may overlook other customer insights.

V. REVIEW OF LITERATURE

Shruti Jani (2018) In 2005, Redbus, the online bus booking platform, emerged as an entrepreneurial initiative by three Indian technocrats. Their aim was to revolutionize intercity and interstate bus travel by automating the ticket booking process.

Dr. Chaya Bagrecha and Sadiq Alam (2015) the authors suggested that the online booking companies have to provide the service should be provided as per the desire of the passengers and the companies have to maintain the secrecy in respect of passengers personnel information. It is also suggested that the refund must be done as per the period mentioned on the websites.

Sujo Thomas, Bharthi Pathak (2014) the author concluded that redbus has a volume driven business and it plans to expand further into the Indian market by opening regional offices to serve the customers better. The current strategy followed by redbus is to aggregate bus tickets by any means close at hand and later delivering to the consumers through any channel that is accessible by them. redbus has to put forward a growth model in existence which would provide a sustainable growth in the long term. redBus owners have a challenge that maintaining strong relationship with bus operators and gaining the trust of new operators/agents was a challenge right from the inception.

R. Ramya (2015) undertook the project entitled "customer satisfaction on online bus ticket booking" with an objective to analyze and evaluate the level of customer satisfaction. The main aim of this study was to find out the level of customer satisfaction towards online reservation of bus tickets. The sample size is of 110 respondents. The study revealed that socio-economic factors like age, educational qualification, occupation, monthly income earnings of the family have direct impact on the level of customer satisfaction of the customers in relation to online reservation of bus tickets.

Sulaiman, A., Ng, J., &Mohezar, S.(2008) in their research paper entitled "E-ticketing as a new way of buying tickets" try to focus on the motivational factors that influence online buying. According to I.A.M.A.I., India has a big pool of techno savvy population that is not only browsing the internet but also purchasing products that are available online. Using internet as a medium to attract the customers and sell products or services is the basic concept of online marketing. This paper theoretically attempts to connect critical motivational factors that influence online buying. It was found in the study that the motivational factors do not have significant difference between men and women

TABLE : 1

| Social-Economic Condition	No. of Respondent	Percentage
Below 18	6	5
21-30	8	48.3
31-40	38	31.7
31-55	18	15
Male	53	44.2
Female	67	55.8
Student	19	15.8
Employee	50	41.7
Business person	27	22.5
Others	24	20
Red bus	26	21.7
Makemy trip	37	30.8
Abhi bus	41	34.2
others	16	13.3

Source: Primary Data

INTERPRETATION

The above table shows that 6(5%) of the respondents are in the age group of below 18, 58 (48.3%) of the respondents are between the age group of 21-30, 38 (31.7%) of the respondents are between age group of 31-40, 18 (15%) respondents from the age group of 31-55 respondents from the age group. The above table show that 53(44.2%) of respondents are male and 67(55.8%) of the respondents are the female. The above table shows that 19(15.8%) of the respondents student in the occupation, 50 (41.7%) of the respondents employee in the occupation , 27(22.5%) of the respondents for business employee, 24(20%) respondents from others**.** The above table shows that 26(21.7%) of the respondents for red bus, 37 (30.8%) of the respondents for makemy trip,41(34.2%) of the respondents for abhi bus, 16(13.3%) respondents from others

Table: 2
Have you experienced any of the following issue?

S.no	Variables	No.of Respondents	Percentage
1	Technical glitches during booking	26	21.7
2	Incorrect ticket details	43	35.8
3	Payment failure	36	30
4	Delayed refund	5	12.5
	Total	120	100

Source: Primary Data
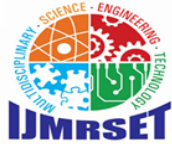
INTERPRETATION:

The above table shows that 26(921.7%) of the respondents for technical gliches during booking, 43 (35.8%) of the respondents for incorrect ticket details , 36(30%) of the respondents payment failure, 5(12.5%) respondents for delayed refund.

Table: 3
How secure do you feel when making online payment for bus reservation?

S. no	Response	No.of Respondent	Percentage
1	Very secure	30	25
2	Somewhat secure	38	31.7
3	Neutral	34	28.3
4	Very secure	18	15
	Total	120	100

Source: Primary Data

INTERPRETATION:

The above table shows that 30(25%) of the respondents for very secure, 38 (31.3%) of the respondents for somewhat secure,34(28.3%) of the respondents for neutral, 18(15%) respondents for very secure.

Table : 4
What are the advantages of online bus reservation over offline booking?

| S.no	Response	No.of respondent	Percentage
1	Convenience	27	22.5
2	Timer-saving	44	36.7
3	Wider selection of bus operation	37	30.8
4	Competitive price	12	10
	Total	120	100

Source: Primary Data

INTERPRETATION:

The above table shows that 27(22.5%) of the respondents for convenience for offline booking, 44 (36.7%) of the respondents for timer-saving,37(30.8%) of the respondents for wider selection of bus, 12(10%) respondents for competitive price

Table : 5
How does you online bus reservation experience compare to your offline booking experience?

S.NO	Response	No. of. Respondent	Percentage
1	Much better	33	27.5
2	somewhat better	43	35.8
3	Somewhat worse	30	25
4	Worse	14	11.7
	Total	120	100

Source: Primary Data
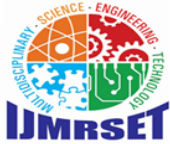
INTERPRETATION:

The above table shows that 33(27.5%) of the respondents for convenience for offline booking, 43 (35.8%) of the respondents for somewhat better,30(25%) of the respondents for somewhat worse, 14(11.7%) respondent for worse

SUGGESTIONS

- Easy booking and availability of bus in rural areas and other facilities for the lower- class people which will bring a wide customer.
- Enlarging the requirements regarding destination
- Reducing of waiting charges like signal waiting charges, standing charges would help the customers
- Easy availability of bus in night hours will be helpful to the working people. further development in booking apps/websites like alert notification, ride history, fare calculator, driver manage settings etc.

VI. CONCLUSION

From the research work done in customer perception towards online bus reservation service through online App and mobile app, its prominent that majority of the customer as satisfied with the process and service. Majority of the respondents are satisfied with online bus reservation service. Through the easy booking methods and payment methods initiated by them are welcomed but there is a dissatisfaction on the price charged which included the waiting charge and standing charges. And also, the driver's behaviour towards the customers sometimes becomes a drawback for the system

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