



## Factors Determining the Service Quality of E-Ticketing Process in Indian Context – An Empirical Study

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**ABSTRACT:** The aim of the present study attempted to measure the factors influencing the service quality of e-ticketing and characterize Indian tire three city's customer satisfaction with web purchasing experience. So many works have been done in service quality of e-ticketing whereas service quality of e-ticketing with respect to both rail and bus transport is very few especially in the Indian context. For this study, a self-administered questionnaire was drafted and proclamations were coined in discussion with the subject specialists and on line with the references from literature survey. The data was collected by convenience sampling method and customers crosswise over different demographic profiles were covered for the examination. The framework of analysis includes descriptive statics, one-way ANOVA and correlation analysis and reliability analysis. Service Quality factors included ease of use, web composition, information security, specialized help offered by the site and customer satisfaction. The study also found that age, gender and education as the associating profiles in measuring the service quality factors. All the factors were found to be significantly correlated to each other and the same was dealt analytically through correlation analysis. The results of the study confirm the importance of the factors as a vital tool that support organisation's attempts to encourage their customers to continue using online channels. In the growing world of digitalization, the expectations of the people are increasing this study will help the service providers to understand the gap and enhance the service quality.

**Keywords:** e-ticketing, service quality, customer satisfaction, Empirical Study, India.

### I. INTRODUCTION

Web has turned into an integral part of this developing populace portion for staying associated with companions, getting to messages, purchasing movie tickets and ordering food. The changing ways of life of the nation's urban populace have likewise prompted numerous individuals depending on the Internet for their travelling needs. The convenience of booking the travel tickets just by the solace sitting at one's home and having a wide assortment of sites or applications to browse has realized expanded dependence on the online medium. This is declaration to the developing significance of online business in our day by day lives. A standout amongst the most dumbfounding actualities about web-based business is its capacity to spare time and human asset endeavours. Until a couple of years prior it would have been awesome to imagine that the uses of web-based business would make such a scope of activities from paying service bills to booking movie tickets or travel tickets to purchasing nearly anything so helpful. Just login, scan for products we need, order it and it will be done in no flat time, without us hauling out the wallet or sign cheques. Strikingly, the primary money related exchanges that changed the Indian web-based business space have been for purchasing travel tickets. The travel e-ticketing space is the largest and the quickest developing web-based business [27, 36]. In India it is picking up from extreme challenge in view of the scaled down costs of railroad tickets, bus transport tickets and domestic air tickets. The e-ticketing business or what it implies is very clear and self-explanatory. It is about choosing the best mode of transport and the most appropriate price, and reserving our seat instantly through the agent's website. The main e-ticketing background goes back to the most recent decade when print air tickets in the United States were changed into e-tickets. The International Air Transport Association

(IATA) site affirms, 'United Airlines was the first airline to issue electronic tickets, in 1994'. India's transportation sector has possessed the capacity to keep pace with the rising demand. Real enhancements in the sector are done to help the monetary development of the nation. Its transport segment is substantial and diverse and it carters to the need of almost 1.3 billion individuals. Indian Railways is one of the largest in the globe. It gives web-based rail ticket administration where railroad tickets can be reserved through the Indian Railway Catering and Tourism Corporation Ltd. The bus transport industry in India is divided and unorganized. This industry is developing sensationally in India, being a standout amongst the most favoured methods of transport for many Indians. This industry is for the most part ruled by the private players. There are a few applications through which individuals can book the bus tickets through the web.

### II. MATERIALS AND METHODS

#### Review of Literature

Telugu *et al.*, (2019) built up a microcontroller based computerized open vehicle ticketing framework utilizing IoT and smart card to diminished the money related misfortune and wastage of paper and primarily time and human asset.

This computerized ticket can be utilized in different modes of transport like train, metros and bus with a human verification [42]. Sanath Kumar and Kaliyamurthy (2019) dissected and confirmed the effect of web-based ticketing approach on consumer loyalty in Tiruchirappalli city. Also, expressed that the examination will be valuable to online based specialist organizations to meet the prerequisites of expanding levels of administration. It was discovered that the elements were partitioned in to caring components and consent factors [33]. Rajalaksjhmi and Lakshmi (2019) contemplated the

ascent of 'Book My Show', a web-based ticketing organization who spearheaded the model of selling film tickets web based during the mid-2000s in India. Furthermore, researched the ascent of the organization to its current state by a careful investigation of the considerable number of parts of business and broke down the components that added to the ascent of the organization. They additionally clarified techno-preneurship as a mode of disrupting customary market [29]. Jeffrey and Khai (2018) analysed the capability of the e-booking framework as the blue sea in improving property engineers' upper hand, and furthermore explored the advantages and key highlights of the e-booking framework in the Malaysian property industry. The discoveries uncovered that the observation towards the utilization of the e-booking framework is certain. The advantages and unmistakable highlights are distinguished. There were no critical contrasts in observations among the three age companions involving Generation Y, Generation X, and Baby Boomers [15]. Sattar *et al.*, (2017) proposed productive e-ticket passage plans for time composed administrations. This plan helps to diminish charges, improve the control of correspondence, made sure about against extortion and secures travelers' protection. The fundamental preferred position in this plan was that the administration backer will not be proficient to uncover the data of the traveler and furthermore divergent excursions of a similar traveler is likewise not linkable [34]. Magdalena *et al.*, (2016) introduced two recommendations of electronic ticketing framework with namelessness and transferability, in view of the utilization of RSA marks or gathering marks, introducing various degrees of unpredictability and obscurity. Both the recommendations were executed and their presentation were assessed and it was discovered that the assessment was valuable to demonstrate the practicality of the proposition in any event, when complex cryptography was utilized. The quality of the secrecy and the execution costs were the parameters consider to pick the more sufficient proposition for a particular application [19]. Nail *et al.*, (2016) recognized the basic predominant episodes and key instigators that impacted utilization or absence of use of e-ticketing by Kosovo Air Passengers. Additionally, used the Grounded Theory of Anselm Strauss and Barney Glaser, and the Critical Incident Technique to recognize the components that impacted on the fulfillment or disappointment of the voyagers in utilizing e-ticketing [22]. Panchamia and Gayathri (2015) anticipated the connection between the variables of the Technology Acceptance Model and the outside elements of Perceived Risk and Infrastructure Support which impacted the client's mentality towards e-ticketing in India. It was discovered that Perceived Usefulness was the most grounded indicator of Customers' mentality and Intention to Use online administrations gave by e-ticketing site. Seen Ease of Use was seen as the significant indicator to Perceived Usefulness, as there was a solid connection between these factors. It was additionally discovered that Infrastructure Support did not foresee the Perceived Usefulness just as Intent to utilize [26]. Harrison and Norman (2014) legitimized an interdisciplinary typology and related trust develops to web-based business shopper activities, characterizing both reasonable dimension and operational-level trust builds [14]. Sabote *et al.*, (2012) examined the impact of culture on the connection between each one of the components of e-administration quality and fulfillment with a site including buy of a travel industry administration [31]. Mendes

Lubeck *et al.*, (2012) stated that the increased complexity in the competition and innovation in the post-industrial era led organizations to adopt new strategies, capabilities and competencies. This led to the innovation and implementation of e-tickets. But it was difficult to implement it in an operating environment where the business strategy is based on an open access system for flexible travelling and they had to come up with successful implementation strategies [21]. Kim *et al.*, (2009) proposed an extended technology acceptance model (TAM), that coordinates abstract standards and electronic trust into the model, so as to decide the importance to the acknowledgment of carrier business-to-client eCommerce sites. The proposed model was experimentally tried [17]. Tsai *et al.*, (2005) expressed that the electronic trade demonstrate has had a huge effect on Taiwan's movement industry, as there are different circulation channels on the Internet. New innovation clients have started to purchase specifically from providers' sites, bringing about value delicate clients [44]. Dina *et al.*, (2004); Marios & William (2004) unequivocal in e-commerce, faithful clients are viewed as incredibly significant and dependability was for the most part credited to fulfillment with the nature of administration. Since online exchanges include numerous vulnerabilities for the client, trust was a condition for trade [7, 20]. Yapp *et al.*, (2014), Qteishat *et al.*, (2014), Tee *et al.*, (2014), Baasandulam & Kuo-Chung (2013), Seyed *et al.*, (2011), Suhaiza *et al.*, (2008), Sulaiman *et al.*, (2008) and Grace *et al.*, (2006) investigated the determinates of customer perception on e-ticketing and found usefulness, perceived risk, reliability, web design, interactivity, security, efficiency and convenience were the factors that affected customer satisfaction [47, 28, 41, 5, 35, 38, 39, 12]. Zuhail & Nurgun (2013) and Al-hawari & Mouakket (2012) studied the offline-online and trust factors that led to switch in consumer behaviour towards buying e-tickets and found that long waiting hours, manual errors and payment methods were the reasons behind it [49, 1]. Joseph and Steven (1992) researched the conceptualization and estimation of service quality and the connections between service quality, buyer fulfillment, and buyers' expectations and expressed that an exhibition-based proportion of administration quality might be an improved method for estimating the service quality develop [16].

**Rail Transport E-Ticketing:** Anbupriya and Subadra (2016) identified that in addition to railway e-tickets, i-tickets were also issued that are basically regular tickets expect that they are booked online and delivered through post for which the associations make use of GPRS and SMS services [3]. Anju and Sanhita (2016) studies the trend of advance ticket booking in India Railways. Five trains were selected for this purpose from the Indian Railway Network. It was found that the cumulative number of bookings with the available seats were seen to increase with time [4]. Remi *et al.*, (2016) used the Technology Acceptance Model (TAM) to explicit passenger acceptance and intention to use e-ticketing in selected train stations in Malaysia [30]. Ghosal *et al.*, (2015) and Girinivas *et al.*, (2015) stated that e-ticket reservation with wallet system helped to overcome the tedious process of traditional ticket booking and they developed a new application for android smart phones through which people can book tickets online and can pay through e-wallets [10, 11]. Sahney *et al.*, (2013) suggested that the rate of diffusion and adoption of the new phenomenon of online ticket booking was relatively low and identified the motivational factors that influenced the online buying

decision of the people [32]. Fan *et al.*, (2012) and Zongjiang (2012) studied the system design, operation and implementation of e-ticketing using the Entropy method and Fuzzy evaluation method in China [9, 48]. Amit and Priyanka (2011) developed a business model for generating railway train tickets through the ATM (Automated Teller Machine) besides withdrawing money [2].

**Bus Transport E-Ticketing:** Vrushali *et al.*, (2019) proposed an application for bus e-ticketing framework which can be utilized in mobile phones and with facilities to approve and erase the ticket naturally after a particular interim of time. Additionally, the client's data is put away in the security database. The ticket checker is likewise furnished with a versatile application to scan for the ticket numbers and to confirm the identity of the travellers [46]. Sivakumar & Jamilu (2018) and Vinayak Nair *et al.*, (2018) proposed a new android application to over the disadvantages in the current system and suggested the use of QR codes, Route plans, GPS (Global Positioning System), Discounted fares, Bluetooth printing and Offers and Codes [37, 45]. Chaya & Sadiq (2016) and MaalimAlshazaly (2013) explored the opportunities and the challenges of online reservation of bus tickets in India and stated that huge population availed the online service because of their convenience or due to the lack of time [6, 18]. Nwakanma *et al.*, (2015) built an online bus ticket reservation system for Imo Transport Company for which they made use of MySQL for the back end and PHP Hypertext Processor for front end designing of the software [24]. Thomas *et al.*, (2014) investigated the RedBus online ticket book application's operation in Indian and furthermore investigated the development model in existence for RedBus which could give an economical advancement to it in long haul [43]. Oloyede *et al.*, (2014) and Eze *et al.*, (2012) investigated the existing bus transport ticketing system in Nigeria and made a comparison with the contemporary approaches and also suggested a theoretical model to be used by the Nigerian bus transport system. And also developed online bus ticket reservation system [25, 8].

**Research Gap:** There are so many articles on e-ticketing with reference to strategies, customer perception, customer satisfaction, system design and implementation, challenges and opportunity and e-wallet system. Considerable amount of importance was given to study the relationship between the demographic profile of the people and the service quality of e-ticketing. But only less articles were available with

reference to service quality of e-ticketing. Especially no study has been done in service quality of e-ticketing combining both rail and bus transport in the Indian context. Keeping this as the research gap the present study was done in analysing the service quality of e-ticketing pertaining to rail and bus transport.

**Research Methods:** The research was descriptive in nature [23]. It helped to identify the factors that measuring the service quality of e-ticketing. A questionnaire was framed to find out the factors that measured the service quality of e-ticketing pertaining to rail and bus transport on the topic taken for the research. It consisted of statements to measure the impact of service quality. The non-probability sampling technique was applied based on the convenience sampling method [13]. The survey was conducted using google forms and 276 samples were collected.

**Research Objective:** The study focused on the following objectives,

- To understand the customer profile booking the e-tickets.
- To find out the factor that influences the service quality of e-ticketing.

- To find the association between the customers' profile and factors measuring the service quality of e-ticketing.

- To find the degree of relationship between the factors of service quality.

**Research Instrument:** The study was based on the primary data that was collected through a questionnaire. The questionnaire was divided into two sections one being the customers' demographic profile and the other being the factors that measure the service quality. The customers were asked to rate the statements from "strongly agree" to "strongly disagree" with respect to the significance of the statements regarding the measures of service quality.

**Framework of Analysis:** To achieve the objectives, the following tools of analysis were used; Percentage analysis, Reliability Analysis (Cronbach alpha), Descriptive statistics, One-way Analysis of Variance and Correlation Analysis.

### III. RESULTS AND DISCUSSION

**Percentage Analysis:** The opinion was collected from 276 respondents for the study. They were segregated based on the age, gender, education, profession, monthly income, region, travel frequency and marital status. On the basis the information of the customers, the classification of the group is described in the Table 1.

**Table 1: Percentage Analysis of the respondents.**

Demographic Profile	Category	Percentage
Age	Below 25	66.67
	25-35	16.67
	35-50	15.21
	Above 50	1.45
Gender	Male	62.68
	Female	37.32
Educational Qualification	School	0.72
	Under Graduate	54.34
	Post Graduate	44.94
Profession	Self-Employed	10.87
	Employed	35.88
	Student	53.26
Monthly Income (for students' expenses)	Below 5000	50.36
	5,000-10,000	9.78
	10,000-25,000	15.94
	25,000-40,000	11.23
	Above 40,000	12.69

Region	Urban	59.42
	Semi urban	26.44
	Rural	14.15
Travel frequency	Weekly	25.36
	Monthly	40.57
	Occasionally	34.07
Marital status	Married	22.11
	Unmarried	77.89

It was inferred that most of the respondents fall under the age category of below 25 and majority of the respondents were male. Majority of the respondents were under graduates and students and their monthly expenses were below Rs. 5,000.

They were unmarried based in urban area and mostly travelled once in a month.

**Reliability Analysis:** The basic objective of the study was to find out the factors influencing the service quality. The data collected for the study was found to have a greater reliability coefficient in terms of all the five factors which implies that the inference obtained for the study was highly reliable.

**Table 2: Reliability Analysis.**

Factor	No. of statements	Statements	Reliability
Ease of Use	5	I think that it is simple to get E-ticketing websites to get things done	0.860
		Simple for me to expertise in utilizing E ticketing Websites	
		Sites empowers me to achieve my acquiring	
		I realize it is simple to utilize E-ticketing Websites	
		Figuring out how to work E-ticketing Websites is simple for me.	
Web Composition	6	Enables data to be promptly accessible	0.839
		Helps first time clients with a simple access to applications	
		It can without much of a stretch be coordinated with any E-supporting contraptions	
		Websites adaptability changes with prerequisite and inquiry	
		Websites gives adequate data	
		E-Ticketing site give exact data.	
Information Security	6	Checks online clients 'identity for security purposes.	0.873
		Guarantees that data about electronic exchanges is shielded from being adjusted or pulverized.	
		I feel safe in giving individual data	
		Organizations have satisfactory website security highlights	
		Organizations secure my protection when acquiring on the web	
		Gives high security on my credit card information	
Specialities offered by the site	5	Gives great individual deals help by email or SMS	0.847
		E-Ticketing gives FAQ to help client quarries.	
		Terms and conditions are anything but difficult to discover through the web.	
		Gives a simple access to the organization's policy for delivery and treatment of their products	
		Gives full subtleties of estimation and assessments for product and administration	
		Gives full subtleties of estimation and assessments for product and administration	
Customer Satisfaction	8	As a client, I am generally happy with this site	0.911
		This site successfully underpins my buy	
		Satisfied with the specialized nature of these sites	
		Satisfied with the data gave in these sites	
		Satisfied with the nature of the administration accessible through these sites	
		Satisfied with the manner in which they react to my specific needs	
		Satisfied with choosing seats of my inclination	
		I feel contented in booking tickets on the web.	

**Descriptive Statistics**

**Table 3: Descriptive Statistics.**

Factor	Statements	Mean	SD	Variance	Skewness	Kurtosis
Ease of Use	I think that it is simple to get E-ticketing websites to get things done	4.07	0.887	0.787	-0.834	0.523
	Simple for me to expertise in utilizing E ticketing Websites	3.88	0.919	0.845	-0.787	0.571
	Sites empowers me to achieve my acquiring	3.81	1.053	1.108	-0.852	0.351
	I realize it is simple to utilize E-ticketing Websites	3.90	0.993	0.986	-0.805	0.231
	Figuring out how to work E-ticketing Websites is simple for me.	4.02	0.914	0.836	-1.107	1.549
Web Composition	Enables data to be promptly accessible	3.92	0.909	0.826	-1.035	1.245
	Helps first time clients with a simple access to applications	3.74	0.932	0.868	-0.634	0.423
	It can without much of a stretch be coordinated with any E-supporting contraptions	3.87	0.926	0.858	-0.836	0.711
	Websites adaptability changes with prerequisite and inquiry	3.82	0.884	0.782	-0.824	0.990

	Websites gives adequate data	3.81	0.916	0.839	-0.839	0.988
	E-Ticketing site give exact data.	3.63	0.984	0.967	-0.437	-0.165
Information Security	Checks online clients 'identity for security purposes.	3.71	0.996	0.992	-0.616	0.49
	Guarantees that data about electronic exchanges is shielded from being adjusted or pulverized.	3.58	1.064	1.132	-0.565	-0.248
	I feel safe in giving individual data	3.41	1.126	1.267	-0.356	-0.471
	Organizations have satisfactory website security highlights	3.66	0.987	0.974	-0.439	-0.165
	Organizations secure my protection when acquiring on the web	3.51	1.050	1.102	-0.419	-0.290
	Gives high security on my credit card information	3.61	1.030	1.061	-0.546	-0.006
Specialities offered by the site	Gives great individual deals help by email or SMS	3.87	0.981	0.962	-0.908	0.649
	E-Ticketing gives FAQ to help client quarries.	3.83	0.954	0.910	-0.977	1.011
	Terms and conditions are anything but difficult to discover through the web.	3.59	1.050	1.102	-0.574	-0.140
	Gives a simple access to the organization's policy for delivery and treatment of their products	3.58	0.998	0.997	-0.295	-0.527
	Gives full subtleties of estimation and assessments for product and administration	3.69	0.989	0.979	-0.703	0.228
Customer Satisfaction	As a client, I am generally happy with this site	3.85	0.922	0.849	-0.872	1.035
	This site successfully underpins my buy	3.84	0.952	0.905	-0.824	0.604
	Satisfied with the specialized nature of these sites	3.76	0.960	0.923	-0.827	0.772
	Satisfied with the data gave in these sites	3.88	0.923	0.852	-0.718	0.303
	Satisfied with the nature of the administration accessible through these sites	3.79	0.910	0.828	-0.534	0.102
	Satisfied with the manner in which they react to my specific needs	3.74	0.992	0.984	-0.568	-0.40
	Satisfied with choosing seats of my inclination	3.84	0.979	0.959	-0.629	0.039
	I feel contented in booking tickets on the web.	4.00	0.982	0.964	-1.076	1.022

Descriptive statistics (Talib *et al.*, 2011) [40] were mainly used to explore the data collected through survey questionnaires and to summarize and describe those data. In this case the various mean scores, SD, variance, skewness and kurtosis of all the statements related to the measure of service quality were computed and analyzed for estimating the level of service quality provided to the customers by the websites.

E-Ticketing website is easy to use and handle and learning to operate the website is also easy has the highest mean of 4.07 and 4.02. These come under the factor ease of use which indicated that the e-ticketing websites are user-friendly and learning and operating them is efficient without any technical glitches. The satisfaction of booking tickets online has a mean of 4.00 this indicates that the customers are satisfied in

purchasing the e-tickets. The websites allow information to be readily accessible to the customers has received a mean of 3.92 this comes under the factor web composition and it reveals that the websites give sufficient information that is accessible by the customers.

**One-Way Analysis of Variance:** The five factors measuring the service quality of e-ticketing were taken to test whether there was any influence of the demographic profile of the respondents in measuring the factors of the service quality of e-ticketing. Keeping this as an objective, the data was collected and worked out for the testing of the hypothesis at 5% level of significance using the Analysis of Variance and the result obtained were given in the table below

**Table 4: One-Way Analyses of Variance.**

S.No.	Demographic Variables	F-Statistics				
		Ease of Use	Web Composition	Information security	Specialities offered by the site	Customer Satisfaction
1	Age	1.710*	1.113	1.809*	0.794	0.486
2	Gender	1.680*	1.865*	1.335	2.090	1.174
3	Educational Qualification	0.877	2.063*	1.331	2.049*	0.940
4	Profession	1.233	1.050	1.506	1.343	0.830
5	Monthly Income (for students' expenses)	1.369	1.386	2.098	1.110	1.006
6	Region	1.291	1.208	1.032	0.697	0.853
7	Travel Frequency	1.043	0.992	1.294	0.788	0.974
8	Marital Status	1.469	1.145	1.712*	0.848	1.397

\*Significant at 0.05 level Source: Primary Data.

It was inferred that age and gender were the critical criterion for ease of use, this was because the people

who were young found it easy to deal with the technological advancements compared to the old. And

the user-friendliness may vary depending upon the gender what the male may find easy the female may find it difficult and vice versa. The critical criterion for web composition was gender and educational qualification. The reason was females usually had the tendency to skip the instruction and the terms and conditions given by the site and the choose agree which was not in the case of male and they tend to read the instructions. People who are educated only gave more importance to web composition compared to the others. For information security age was the critical criterion the reason being that the old people scared of revealing their personal information like credit or debit card number, Aadhar card number etc. because of the security reasons compared to the young. And for specialities offered by the site, educational qualification

was the critical criterion this was because people who were less educated only sought the help of the technical support offered by the websites. There was no significant difference in the demographic profile of the respondents with respect to the factor customer satisfaction at 5% level of significance this is because irrespective of the profile of the customer the business must see to their needs and satisfy the customers because it is their primary goal.

**Correlation Analysis:** The five factors measuring the service quality of e-ticketing were tested for the degree of relationship among them to find whether the fluctuations in one factor affects the another. To identify this the factors were measured for Pearson correlation with respect to each other.

**Table 5: Correlation Analysis.**

	Ease of Use	Web Composition	Information security	Specialities offered by the site	Customer Satisfaction
Ease of Use	1	0.762**	0.570**	0.637**	0.731**
Web Composition		1	0.722**	0.663**	0.745**
Information Security			1	0.683**	0.685**
Specialities offered by the site				1	0.804**
Customer Satisfaction					1

\*\*Significant at 0.01 level Source: Primary Data.

From the coefficient give in the above table it is clear that there was a significant correlation between all the factors measuring the service quality of e-ticketing. It can be inferred that the effect of change in one factor will influence the other factor positively. Therefore, a change in the factor ease of use will affect web composition, information security, specialities offered by the site and customer satisfaction and vice versa.

#### IV. FINDINGS

- (i) People below the age of 25 generally booked the e-tickets. Even if not for their own purpose they booked tickets for the parents and elders of their family.
- (ii) It was found that e-ticketing websites were user-friendly and learning to operate those websites were uncomplicated and trouble free.
- (iii) The respondents were satisfied in booking the e-tickets because it saved a lot of time and cost for the respondents.
- (iv) The respondents found that the information provided in the websites were sufficient and they were effortlessly accessible.
- (v) The age, gender and the educational qualification of the respondents had an impact on the factors ease of use, web composition, information security and specialities offered by the site.
- (vi) The whole effectiveness of the service quality can be achieved by concentrating on all the five factors equally

**Suggestions:** Government can find a way to conduct mindfulness program much of the time to update the knowledge of people on e-ticketing. The associations can make announcements frequently in regards to the online administrations and conveniences accessible to the people. The administrations and services to be provided, furnished in the website must be in standard with the guarantees made in the websites. The additional site charges can be made minimal taking the people into consideration. Remedial measures can be taken to lessen and reduce the traffic of web-based ticketing and to counteract busy network system.

Individual information and details about the money related exchanges must be kept secured. Few more facilities for payment through online can be added to the websites and can make utilization of Quick Read (QR) code to recognize the travellers. The website can have security firewalls to evade acts of malpractice during the process of online ticket booking. The online travel associations must make sure that have adopted the latest technological innovations so that they are up to date. This will most likely diminish the passage of worldwide players to enter the local market.

#### V. CONCLUSION

Service and Administration Quality in e-ticketing is an unusual wonder that is shaped by a wide extent of elements usability, web creation, information security, specialties offered by the website and consumer satisfaction. Understanding these worries is essential for an affiliation to make e-ticketing framework that at first locates customer needs and make a high component of satisfaction. E-ticketing structures that meet these necessities will give the affiliation with fulfilled customers who will express their fulfilment through reliability and by remaining with the affiliation over the long haul. Raised measures of customer retention will outline the foundation to keep up the affiliation's gauge. Notwithstanding the way that developing e-ticketing frameworks that achieve customer devotion is a critical undertaking for the affiliation, keeping an eye on the key issues noted in this study should encourage the capacity of the affiliation and relationship to make an e-ticket structure that considers building purchaser reliability, commitment and support.

#### VI. FUTURE SCOPE

The present study has focussed the factors determining the service quality of e-ticketing processes in Indian scenario. This was constructed on the common platform of e ticketing process. This can be further done as a comparative study with respect to different modes of transport like bus, train and airways. Also, the study

can be further extended by measuring the relationship between different related service factors. This would still add meaning to the study deeply. Also, the service quality of different brands of transporting agencies can also be studied to understand the best service providers in the county.

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