Impact of e-Ticketing on Customer Satisfaction in Kathmandu Valley

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Abstract

This study examines the impact of e-ticketing on customer satisfaction in Kathmandu Valley. Customer satisfaction is the dependent variable. The selected independent variables are reliability, responsiveness, assurance, ease of use and data security. The primary source of data is used to assess the opinions of respondents regarding reliability, responsiveness, assurance, ease of use and data security. The study is based on primary data of 127 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and importance of impact of e-ticketing on customer satisfaction in Kathmandu Valley.

The study showed that reliability has a positive relationship with customer satisfaction. It implies that increase in reliability leads to increase in customer satisfaction. Likewise, responsiveness has a positive relationship with customer satisfaction. It implies that increase in responsiveness leads to increase in customer satisfaction. Similarly, assurance has a positive relationship with customer satisfaction. It implies that increase in assurance leads to increase in customer satisfaction. Furthermore, ease of use has a positive relationship with customer satisfaction. It implies that increase in ease of use leads to increase in customer satisfaction. Moreover, data security has a positive relationship with customer satisfaction. It implies that increase in data security leads to increase in customer satisfaction.

Keywords: customer satisfaction, reliability, responsiveness, assurance, eases of use, data security.

1. Introduction

Increased globalization of the world economies has created many opportunities for marketers. At the same time, this has also intensified competition among businesses so that many companies are looking towards unconventional forms of marketing. Marketing through the internet is one such unconventional form of marketing which many companies have resorted to (Mahadevan, 2000). According to Hernandez *et al.* (2013), the internet is consulted globally by people on a daily basis. The use of this facility is embarked upon by many people for different purposes as it supports the day-to-day activities in different sectors of everyday life. It is used specifically by some people in getting information on items. It is a powerful tool of communication is growing daily at an exponential rate largely due to the

numerous benefits it offers in saving time and cost. The popularity of internet technology has increased substantially over the course of the last several years (Lopez-Bonilla *et al.,* 2013). Customer satisfaction is an important element for success of business and is based on the judgment and reaction of customer regarding utility of products and services According to Chellappa and Pavlou (2002), having a trusted website with exceptional security helps customers to be more confident and eventually feel satisfied. Customers are more satisfied if their personal information is not shared and credit card information is secured (Sakhaei *et al.,* 2014). Similarly, Jayasubramanian *et al.* (2015) examined a study on customer satisfaction towards online shopping. The study found that time saving is positively correlated to customer satisfaction.

Tripathi *et al.* (2009) investigated algorithms for validating e-tickets in mobile computing environment. The study found that e-ticketing can be used by a wide range organization to provide services including coupons for e-shopping, to tickets for entrance into a concert or sporting event. Similarly, Borthick and Kiger (2003) examined the designing audit procedures when evidence is electronic the case of e-ticket travel revenue. The study found that customer satisfaction has been used to measure how the services or products of a firm meet or go beyond customer expectations. Likewise, Nikhashemi *et al.* (2011) examined the customer perception towards online-ticketing in Malaysia. The study found that different style of e-ticketing is a strong determinant of a customer's perception. Similarly, Janda *et al.* (2002) investigated the consumer perceptions of internet retail service quality. The study found that e-service quality in online environment is an important determinant of the effectiveness of the e-commerce. Likewise, Anderson *et al.* (1994) examined the customer satisfaction, market share, and profitability. The study stated that the role of e-service quality that is treated as the performance of auctioneer and seller. Further, Wei and Ozok (2005) examined the development of a web-based mobile airline ticketing model with usability features. The study pointed out the issue of customer satisfaction in e-ticketing has become a central issue of focus, prompting organizations to investigate the specific variables that shape customer outcomes when choosing e-ticketing options. Moreover, Bernardo *et al.* (2013) analyzed the impact of quality and recovery on satisfaction. The study found that the loyalty in e-service is shaped by services provided to customers before and after a sale, as well as the general environment in which the transaction takes place.

Munusamy *et al.* (2010) examined the measurement of customer satisfaction through delivery of service quality in the banking sector in Malaysia. The study concluded that tangibility has a positive relationship and

have significant impact on customer satisfaction. The study also found that assurance and responsiveness have positive relationship but it has no significant effect on customer satisfaction. According to Hafeez and Muhammad (2012), banks should focus on improving the quality of their services for better and greater customer's satisfaction and customer's loyalty. Similarly, Anand and Selvaraj (2013) assessed the impact of service quality on customer satisfaction and loyalty in Indian banking sector. The study found that service quality factors such as empathy, responsiveness, assurance, reliability and technology have strong positive relation with customer satisfaction and loyalty but tangibility have no any direct relationship. Similarly, Pavlou (2003) analyzed the consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. The study found that perceived satisfaction associated with online banking made some customer shift from the traditional banking because of perceived usefulness, perceived ease of use, security and privacy provided by online banking. Likewise, Allagul and Mimoun (2010) examined consumers' adoption of electronic ticketing. The study found that perceived ease of use has a positive impact on customer satisfaction. Similarly, Ganesan (1994) investigated the determinants of long-term orientation in buyer-seller relationships. The study found a positive relation between satisfaction and security. Moreover, Robbins and Stylianou (2003) investigated the global corporate web sites: An empirical investigation of content and design. The study found that responsive website support to customers expect respond to their questions promptly. Further, Sulaiman *et al.* (2008) investigated the usage trends and patterns of e-ticketing. The study found that consumer's profession has a significant effect on e-ticketing adoption.

In the context of Nepal, Jamkatelsh (2018) investigated the customer satisfaction and service quality of e-ticketing services. The study found that the satisfaction level of the customer is high due to the in-flight service and fight reliability and out of variables; one variable Ticket fares satisfaction level is low. Likewise, Gyawali and Kumar (2014) examined customer perception about internet banking service quality and their satisfaction based on five service dimensions i.e. reliability, responsiveness and assurance. The study found there is positive and significance relationship between customer satisfaction and five service quality dimensions. Similarly, Thapa (2016) revealed that service quality is an important factor in determining customer satisfaction and customer retention in Nepalese market. The variables like responsiveness, empathy and technology have major impact on customer satisfaction. Likewise, Maharjan (2016) examined the determinants of

customer satisfaction and its impact on financial performance in Nepalese commercial banks. The study found that the most important determinant of customer satisfaction is reliability followed by responsiveness, price factor, brand image and empathy respectively.

The above discussion shows that empirical evidences vary greatly across the studies on the impact of e-ticketing on customer satisfaction. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exists in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the impact of e-ticketing on customer satisfaction in Kathmandu Valley. Specifically, it examines the relationship of reliability, responsiveness, assurance, ease of use, and data security with customer satisfaction towards e-ticketing in Kathmandu Valley.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data which were collected from 127 respondents through questionnaire. The study employed convenience sampling method. The respondents' views were collected on reliability, responsiveness, assurance, ease of use, and data security in e-ticketing on customer satisfaction within Kathmandu Valley. This study is based on descriptive as well as causal comparative research designs.

The model

The model used in this study assumes that customer satisfaction depends upon impact of e-ticketing. The dependent variable selected for the study is customer satisfaction. Similarly, the selected independent variables are reliability, responsiveness, assurance, ease of use, and data security. Therefore, the model takes the following form:

Customer satisfaction = *f (REL, RES, ASS, EAS and SEC)*

More specifically,

$CS = \beta_0 + \beta_1 REL + \beta_2 RES + \beta_3 ASS + \beta_4 EAS + \beta_5 SEC + e$

Where,

CS= Customer satisfaction

REL = Reliability

RES = Responsiveness

ASS = Assurance

EAS = Ease of use

SEC = Data security

Customer satisfaction was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include "I would recommend others to use e-ticketing services", "My choice to purchase from this website was a wise one" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.804$).

Reliability was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include "Transactions with the online electronic ticketing are error-free", "The services that came was represented accurately by the websites" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.789$).

Responsiveness was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include "The e-ticketing gives prompt services while purchase online tickets", "The online organization is interested in getting feedback" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.731$).

Assurance was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include "Detail information is available while purchasing online tickets", "Nepali e-ticketing website provides its customers good expertise guidance" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.818$).

Ease of use was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include "Electronic ticketing is easy to use", "Clear and simple help menus and language allow to perform e-ticketing system" and so on. The reliability of

the items was measured by computing the Cronbach's alpha ($\alpha = 0.772$).

Data security was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include "There is payment security in e-ticketing services", "I like to purchase tickets from a trustworthy websites" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.830$).

The following section describes the independent variables used in this study along with the hypothesis formulation.

Reliability

Customers prefer those firms that keep their promises and communicate the same to them. According to Omar *et al.* (2015), reliability is representing the ability of the web site to fulfill orders correctly, deliver promptly, and keep personal information secure. Bressolles *et al.* (2007) found a positive impact of reliability on customer satisfaction. Similarly, Kashif *et al.* (2015) revealed a positive effects of reliability on customer satisfaction. Likewise, Yousuf (2017) revealed that reliability has a significant positive influence on customer satisfaction. Customer satisfaction is influenced mostly with the perception of reliability (Swaid and Wigand, 2007). Further, Saha and Zhao (2005) found a positive relationship between reliability and customer satisfaction. Moreover, Kheng (2010) found a positive relationship between reliability and customer satisfaction. Likewise, Asadpoor and Abolfazli (2017) revealed a positive effect on customer satisfaction. Based on it, this study develops the following hypothesis:

H_1: There is a positive relationship between reliability and customer satisfaction.

Responsiveness

Responsiveness indicates how efficiently a firm addresses customer queries and provides solutions to their problems. Responsiveness is not only an important component of service quality model but it also has a positive effect on customer satisfaction. If employees are highly responsive to customer queries it will lead to a higher level of customer satisfaction (Al-Azzam 2015). Fonseca (2014) found that bank response to customers' queries in a timely manner contributed significantly towards the customer satisfaction. Similarly, Mengi (2009) found that responsiveness is positively related to customer satisfaction. Likewise, Anderson *et al*. (1994) observed a positive impact of responsiveness on customer satisfaction. Further, Joseph *et al.* (2005) found

that responsiveness has a positive effect on customer satisfaction. Based on it, this study develops the following hypothesis:

H_2: There is a positive relationship between responsiveness and customer satisfaction.

Assurance

Assurance is defined as the means of the well-mannered and responsive staff, facility of financial information, interior well-being, eases of access to account information and knowledgeable and experienced management team (Sadek *et al.,* 2010). When employees extend courtesy while providing services, they are indirectly giving assurance to customers that they will solve all their problems. Factors such as employee knowledge and courtesy also help in extending trust which positively influence customer satisfaction. Customer trust on employees leads to a higher satisfaction level and positively affects purchase intention (Khan and Fasih, 2014). Similarly, Annamalah *et al.* (2011) revealed that empathy and assurance are the key factors in delivering customer satisfaction. Likewise, Kassim *et al.* (2010) found that there is a positive impact of assurance on customer satisfaction. Further, Halimi *et al.* (2011) revealed that there is a positive relationship between high level of communication and assurance level of the customer which ultimately increases customer satisfaction. Based on it, this study develops the following hypothesis:

H_3: There is a positive relationship between assurance and customer satisfaction.

Ease of use

Al-Sharafi *et al.* (2017) revealed that there is a positive effect of perceived ease of use and usefulness on customer's intention to use online banking services. Similarly, Tu *et al.* (2012) showed that perceived ease of use, trust, and satisfaction positively affect consumers' loyalty towards online auction website. Likewise, Lau *et al.* (2011) found that ease of use has a positive influence of the e-service quality on customer satisfaction. Perceived ease of use of internet as a shopping channel has a positive influence on the customer satisfaction towards e-ticket purchase (Davis *et al.,* 1989). In addition, Alfawaer *et al.* (2011) found that ease of use has a positive effect on perceived service quality and customer satisfaction. Further, Morris and Venkantesh (2000) found that the ease of use of older employees has a positive impact on the usability of new technologies in the workplace than on younger employees. Based on it, this study develops the following hypothesis:

H_4: There is a positive relationship between ease of use and customer satisfaction.

Data security

Koufaris and Hampton-Sosa (2004) defined security or safety as the ability of online shop in controlling and guarding the transaction data. Moreover, the security guarantees plays an important role in the establishment of trust to reduce consumer concern about the misuse of personal data and transaction data that can be easily damaged. Kiong *et al.* (2014) found that there is a significant and positive relationship between data security and customer satisfaction with e-ticketing services. Likewise, Schierz *et al.* (2010) found that there is a positive impact of perceived security on customer satisfaction. Further, Sharma and Lijuan (2014) found that there is a positive relationship between data security and customer satisfaction. Based on it, this study develops the following hypothesis:

H_5: There is a positive relationship between data security and customer satisfaction.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1 shows that reliability is positively correlated to customer satisfaction which indicates increase in reliability leads to better customer satisfaction. Likewise, responsiveness is positively related to customer satisfaction. It shows that better response form the service provider leads to increase in customer satisfaction. Similarly, assurance is positively related to customer satisfaction. It implies that increase in assurance leads to better customer satisfaction. Furthermore, ease of use is positively related to customer satisfaction which indicates that more ease of use regarding online ticketing leads to improve customer satisfaction. Moreover, data security has a positive relationship with customer satisfaction. It implies that more data security leads to more customer satisfaction.

Table 1

Kendall's Tau correlation coefficients matrix

This table presents Kendall's Tau coefficients between dependent variable and independent variables. The dependent variable is CS (Customer satisfaction)). The independent variables are REL (Reliability), RES (Responsiveness), ASS (Assurance), EAS (Ease of use) and SEC

(Data security).

Variables	Mean	S. D	CS	REL	RES	ASS	EAS	SEC
CS	3.721	0.862	1					
REL	3.598	0.913	0.482**	1				
RES	3.506	0.863	0.430**	0.346**	1			
ASS	3.802	0.849	0.535**	0.433**	0.387**	1		
EAS	3.723	0.814	0.575**	0.470**	0.438**	0.418**	1	
SEC	3.753	0.858	0.600**	0.470**	0.401**	0.482**	0.553**	1

Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.

Regression analysis

Regression analysis is a statistical process for estimating the relationships among variables. The regression results were estimated where reliability, responsiveness, assurance, ease of use and data security are used as independent variables and customer satisfaction is used as dependent variable. The regression result for reliability, responsiveness, assurance, ease of use, data security and customer satisfaction on e-ticketing in Kathmandu valley is shown in the table 2.

Table 2 shows that the beta coefficients for reliability are positive with customer satisfaction. It indicates that reliability has a positive impact on customer satisfaction. This finding is consistent with the findings of Kheng (2010). Similarly, the beta coefficients for responsiveness are positive with customer satisfaction. It indicates that responsiveness has a positive impact on customer satisfaction. This finding is similar to the findings of Joseph *et al*. (2005). The result shows that the beta coefficients for assurance are positive with customer satisfaction. It indicates that assurance has a positive impact on customer satisfaction. This finding is consistent with the findings of Halimi *et al.* (2011). Likewise, the beta coefficient for ease of use are positive with customer satisfaction. It indicates that ease of use has a positive impact on customer satisfaction. This finding is consistent with the findings of Davis *et al.* (1989). Similarly, the beta coefficient for data security is positive with customer satisfaction. It indicates that data security has a positive impact on customer satisfaction. This finding is similar to the findings of Koufaris and Hampton-Sosa (2004).

4. Summary and conclusion

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. Central to this process has been the development of e-tickets. E-tickets can be used by a wide range of organizations to provide services including coupons for e-shopping, to tickets for entrance into a concert or sporting event. -tickets appear to offer a number of advantages to organizations, including lower costs and increased operational efficiency. As such, it is projected that the use of e-tickets will only continue to increase over time.

Table 2

Estimated regression result of reliability, responsiveness, assurance, ease of use and data security on customer satisfaction

The results are based on the responses gathered from 127 respondents by using linear regression model. The model is $CS = \beta_0 + \beta_1 REL + \beta_2 RES + \beta_3 ASS + \beta_4 EAS + \beta_5 SEC + e$ where CS (Customer satisfaction)) is the dependent variable. The independent variables are REL (Reliability), RES (Responsiveness), ASS (Assurance), EAS (Ease of use) and SEC (Data security).

Model	Intercept	Regression coefficients of					Adj. R_bar2	SEE	F-value
		REL	RES	ASS	EAS	SEC			
1	1.398 (6.118) **	0.646 (10.483) **					0.464	0.631	109.89
2	1.518 (6.066) **		0.628 (9.063) **				0.392	0.671	82.13
3	1.009 (4.014) **			0.714 (11.057) **			0.490	0.615	122.25
4	0.807 (3.325) **				0.783 (12.293) **		0.544	0.582	151.12
5	0.755 (3.538) **					0.790 (14.249) **	0.616	0.533	203.03
6	0.779 (3.264) **	0.459 (6.929) **	0.368 (5.261) **				0.558	0.572	80.51
7	0.320 (1.353)	0.305 (4.486) **	0.256 (3.780) **	0.370 (5.017) **			0.630	0.524	72.53
8	0.060 (0.264)	0.210 (3.141) **	0.154 (2.274) *	0.279 (3.888) **	0.350 (4.368) **		0.677	0.489	67.16
9	-0.003 (0.012)	0.158 (2.463) *	0.123 (1.918)	0.184 (2.581) **	0.201 (2.403) *	0.341 (4.147) **	0.715	0.459	64.30

Notes:

   i.   *Figures in parenthesis are t-values.*

   ii.   *The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.*

   iii.   *Customer satisfaction is dependent variable.*

This study attempts to examine the impact of e-ticketing on customer satisfaction in Kathmandu Valley. The study is based on primary source of data collected from the 127 respondents. This study hypothesizes that the customer satisfaction towards e-ticketing depends on several factors such as reliability, responsiveness, assurance, ease of use and data security.

The study showed that reliability, responsiveness, assurance, ease of use and data security are positively correlated to customer satisfaction towards

e-ticketing. It indicates that increase in reliability, responsiveness, assurance, ease of use and data security lead to improve in customer satisfaction towards e-ticketing. The study also concludes that data security followed by ease of use and assurance are the most influencing factors that affect the customer satisfaction towards e-ticketing in Kathmandu Valley.

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