



INTERNATIONAL JOURNAL OF
MULTIDISCIPLINARY RESEARCH & REVIEWS

journal homepage: www.ijmrr.online/index.php/home

A STUDY ON MEASURING E-SERVICE QUALITY OF MAKE MY TRIP

Dr. Ravindra Patil

Department of commerce, University of Mumbai, Maharashtra, India

How to Cite the Article: Patil, R. (2024). A Study on Measuring e-Service Quality of Make My Trip, International Journal of Multidisciplinary Research & Reviews, Vol 03, No. 02, pp. 105-115.

Keywords

E-service quality,
User satisfaction,
E-booking.

Abstract

A company claiming to be number one number one has to go through an extraneous process to achieve what it has been claiming. The purpose of conducting this research is to measure the e-service quality of Make My Trip. The technique used in the present study is paired t-Test. The findings of this study indicated that Make my trip does not respond immediately to the customer's request and also is not fun to use as it does not provide games and spin wheels to win rewards. Further studies can be conducted building a SEM model and evaluating impact of e-service quality on user satisfaction and user loyalty.

1. INTRODUCTION

MakeMyTrip was founded in 2000 by Deep Kalra to help travel bookings be made quickly and without the hassle of visiting travel agents. This company is based in Gurugram, Haryana, and it provides accessible ticket-booking services for flights, railways, buses, and hotel stays internationally and nationally. This company has a worldwide reach, and a person in India can book tickets for domestic and foreign locations. This company was founded by an IIM-Ahmedabad Alumni, Deep Kalra. It was initially launched in the USA market, and it helped the Indians living there easily book tickets and holiday plans in India without any difficulty. It was later launched in 2005 in India towards booking flight tickets, holiday packages, hotel



booking, travel booking, etc. In India alone, the company has 14 stores in 14 cities and 30 franchisees in 28 cities across India. It also has its base in other countries like the USA: Dubai, Phuket, Singapore, Kuala Lumpur and Bangkok. The company is one of the first online travel companies that has made lives easier for those busy people who hardly have time to visit travel agencies to plan their holidays; Makemytrip has made life easier for several people; it has been receiving various awards since 2009 and has acquired several small companies and merged them into their business. It also merged with another travel giant, i.e. Ibibo, in 2016; they have been creating wonders and stress-free travel bookings for millions across the globe; they have more than 3,000 employees who work tirelessly towards bringing the best travel experience to their customers.



Source: <https://blog.insaid.co/how-are-product-managers-making-it-to-makemytrip/>

This study aims at measuring the e-service quality of Make My Trip. Service quality can be measured keeping in mind the five dimensions; Application /website design is the way the application or the website is designed, whether it is attractive to the eyes of its users, and is easier to download or load swiftly while browsing all these aspects define the e-service quality of the service provider. Reliability is the company's potential to consistently succeed in performing a service that brings customers contentment. Responsiveness is the firm's docility to aid its customers in terms of instant replies towards the issues and queries a customer may have about the product or any other service. Security is one of the most crucial aspects for any

service provider applications and webpages; it ensures that the application is safe and secure for the customers to insert their details without fearing misusing it. Information refers to the availability of information that is accurate and true to its nature and is never misleading or false. Accurate and fair information ensures that the users are not being lied to and that the company is honest with its customers. All these together define the service quality of a company.

2. REVIEW OF LITERATURE

Chauhan, S. K. (2019). The author examined the purchase intention and customer satisfaction towards online travel agencies. Online travel services have been in India since 2009, more than a decade since this industry was introduced, and it has been soaring since then. The paper further elaborates on online travel agencies such as Make MY Trip, Travel Guru, Cleartrip, and Goibibo. It states that the feedback and reviews of the customers of Goibibo have been mostly positive and that the company provides a lot of exciting deals and has one of the most significant clusters of destinations and hotels.

Dhingra, S., Gupta, S., & Bhatt, R. (2020). The authors aimed to determine the relationship between service quality and e-commerce websites concerning the consumer contentment and purchase determination. The paper identified e-service quality dimensions from the literature reviewed for this study. The outcome of this indicated that trust was the only dimension that had a pragmatic influence on overall service quality. It was further observed that there is an association between the overall e-service quality and contentment of customers, and the intention to purchase and contentment of customers was statistically significant.

Jha, B., & Kshetri, A. (2017). The authors conducted a case study on the use of social media and consumer arrangement at Makemytrip.com. The paper elaborates on the online travel industry and its market in India. The author further found that according to Facebook that there are 82 million users in India, although there are only 12% of the total population uses the internet. The paper further lists the importance of social media and various loyalty programs of MakeMyTrip and its standing on several social media platforms and shares examples of several customer engagements.

Singh, G. et al. (2021). The authors studied the tourism and online booking system of hotels and guides. India has seen an increase in online tourism for a decade. The country is coming out of the traditional form of booking and is rushing towards online booking facilities for travel. The authors believe that people are now travelling within the country to wildlife sanctuaries, beaches, yoga retreats, luxury hotels, etc., and this online booking system is helping them plan their journeys with much stress. The online booking system done via trusted websites is risk-free and safe and has a lot of benefits towards future travel plans.

Sirohi, S. (2018). The author researched the marketing strategies adopted by MakeMyTrip. The author believes that the company provides various deals and offers in terms of flight booking and other forms of travel booking; the website is also very user-friendly, loads quickly, and reduces stress on the customer. They also have tickets at discounted prices if the customers are looking for business class air tickets. The author, after analysing data and conducting this research, concludes the study by stating that MakeMyTrip is a platform that is user-friendly and very easy to use people can learn it quickly. Also, several offers and discounts can be availed by the customers.

Sucharitha, R. et al. (2022) The authors conducted a research on the effect of service quality and customer contentment towards online travel agencies. The number of people travelling in India and with the frequency of their travels is growing steadily. The study was conducted on 300 regular travellers using a survey designed specifically for them and was analysed using the SPSS software. The authors concluded the study by stating that service quality improvement will help maintain and retain consumers and will grant their loyalty towards the brand. The perceived service qualities for all the dimensions, like tangibility, reliability, responsiveness, assurance and empathy, are different from the level of expectation of travel consumers.

3. OBJECTIVE OF THE STUDY

- (i) To examine the e- service quality of Make My Trip
- (ii) To give suitable suggestions to improve the e- service quality of Make My Trip.

4. HYPOTHESIS

Ho: There is no significant difference in the expected and perceived mean score.

H1: There is a significant difference in the expected and perceived mean score.

5. RESEARCH METHODOLOGY

Data has been collected from 120 users of Make My Trip application using google forms. (minimum sample required at 0.5 effect size, Alpha of 5% and power of test 95% to apply paired t test =45) Non-probability convenience sampling technique was used for the current study. Both primary and secondary data collection technique have been used for the current study. SPSS 26 have been used for the current study and the technique applied for the analysis is paired t –test.

6. DATA ANALYSIS AND INTERPRETATION

Table 01: Reliability Analysis

Construct	Expected	Perceived
Application Design	0.701	0.845
Reliability	0.723	0.810
Responsiveness	0.897	0.988
Security	0.900	0.732
Information	0.805	0.799

As per the above table all the values of Cronbach’s alpha > 0.7 indicating the responses are reliable.

Table 2: Gap Analysis- Application Design/Website

Items	Expected		Actual		GAP	P-Value
	Mean	SD	Mean	SD	(Perceived Mean Expected Mean)	0.000
Make my trip application is easy to download	3.5400	.90	3.9000	.89	0.36	0.000
Make my trip application design is visually appealing.	4.2000	.76	4.4500	.88	0.25	0.000
Make my trip application pages' load quickly.	3.1600	.66	3.8900	.69	0.73	0.000

As p (value) < 0.05 for all the items of the construct application desing/website indicating significant mean difference in expected and perceived mean score.

Table 3: Gap Analysis- Reliability

Items	Expected		Actual		GAP	p-Value
	Mean	SD	Mean	SD	(Perceived Mean Expected Mean)	
Make my trip provide accurate online services	3.9800	.79	4.3000	.88	0.32	0.000
Make my trip Services is reliable and dependable	3.7000	.77	4.2300	.98	0.53	0.000
Make my trip keep promises made to customer.	4.1000	.67	4.9800	.78	0.88	0.000

As p (value) < 0.05 for all the items of the construct reliability indicating significant mean difference in expected and perceived mean score.

Table 4: Gap Analysis- Responsiveness

Items	Expected		Actual		GAP	p-Value
	Mean	SD	Mean	SD	(Perceived Mean Expected Mean)	
Make my trip respond immediately to customer request	3.7800	.45	2.9800	.58	(.54)	0.000
Make my trip solve customer problem in given time.	4.2000	.78	4.6500	.76	0.45	0.000
Make my trip provides 24x7 customer support.	3.7600	.89	3.9000	.88	0.14	0.000

As p (value) < 0.05 for all the items of the construct responsiveness indicating significant mean difference in expected and perceived mean score.

Table 5: Gap Analysis- Security

Items	Expected		Actual		GAP	p-Value
	Mean	SD	Mean	SD	(Perceived Mean Expected Mean)	
Make my trip offers enough concern to enter information.	3.7600	.70	4.7000	.71	0.94	0.000
Make my trip provides safe and secure service while doing online transactions	4.3600	.92	4.9000	.90	0.63	0.000
Make my trip is secured, safe from hacking	3.8700	.78	4.9500	.73	1.08	0.000

As p (value) < 0.05 for all the items of the construct security indicating significant mean difference in expected and perceived mean score.

Table 6: Gap Analysis- Ease of use



items	Expected		Actual		GAP	p-Value
	Mean	SD	Mean	SD	(Perceived Mean Expected Mean)	
Make my trip provides various languages to users	3.1000	.79	4.5400	.82	1.44	0.000
Make my trip application is user friendly.	4.3200	.80	4.4880	.79	0.168	0.000
Make my trip is fun to use. (Spin wheel and games).	3.3200	.68	2.8900	.74	(0.43)	0.000

As p (value) < 0.05 for all the items of the construct ease of use indicating significant mean difference in expected and perceived mean score.

7. CONCLUSION

Various factors measure a company's success; service quality is one of the most critical factors. The customer's contentment towards the services provided by the companies they purchase goods and services from the make and breaks a company. This research analysed the data based on the reliability analysis, and it was seen that five dimensions were considered, namely application design, reliability, responsiveness, security and information. The application design dimension showed that the make my trips application is easy to download, visually appealing, and the page's load quickly. In the Reliability dimension, it was observed that it provides accurate online services; these services are reliable and dependable and keep the promises they make to the customer. As for the responsiveness analysis, it was observed that they failed to respond to the customer's request immediately. However, they tried to quickly solve the customer's problems and provide customer support 24x7. The security analysis showed that MakeMyTrip is safe and secure while conducting online transactions and is safe and secure from hacking. Customers do not have concerns about entering information on the application. The last dimension, the ease of use, showed that makemytrip provides various language options to the users, and the application is user-friendly. However, it is not much fun as it provides no games and spins wheels to win rewards. It was seen that overall the company

is providing good e-service quality to the customers, which is leading to contentment; they have to concentrate more towards providing immediate responses to the customer as well as include some fun and games on the application, which will increase the visit on their application and also increases their users. The company also needs to improve its services constantly; any lagging will be bad for the reputation.

8. AUTHORS CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body that provides financial or non-financial assistance for the topics or resources covered in this manuscript.

9. CONFLICT OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

10. PLAGIARISM POLICY

All authors declare that any kind of violation of plagiarism, copyright and ethical matters will taken care by all authors. Journal and editors are not liable for aforesaid matters.

11. SOURCES OF FUNDING

The authors received no financial aid to support for the research.

REFERENCES

- [1] Bernardo, M., Marimon, F., & del Mar Alonso-Almeida, M. (2012). Functional quality and hedonic quality: A study of the dimensions of e-service quality in online travel agencies. *Information & management*, 49(7-8), 342-347.
- [2] Chaddha, P., Agarwal, B., & Zareen, A. (2021) A Study Of Analysing The Effect Of Celebrity Endorsement On Consumer Purchase Intentions: Indian Travel Service Industry.
- [3] Chauhan, S. K. (2019). A Study On Purchase Intention And Customer Satisfaction In Online Travel Agencies. *International Journal of Research and Analytical Reviews (IJRAR)*. Volume 2, Issue 4.
- [4] Dhingra, S., Gupta, S., & Bhatt, R. (2020). A study of relationship among service quality of E-commerce websites, customer satisfaction, and purchase intention. *International Journal of E-Business Research (IJEER)*, 16(3), 42-59.



- [5] Dhingra, S., Gupta, S., & Bhatt, R. (2022). Comparison of e-service quality of Indian e-commerce websites. *International Journal of Indian Culture and Business Management*, 26(3), 407-426.
- [6] Dubey, U. K. B., Kothari, D. P. (2022). *Research Methodology: Techniques and Trends*. United Kingdom: CRC Press.
- [7] Gupta, S. K., Bhatt, V. P., & Vaishnava, A. (2019). Online travel trade in India: challenges and opportunities. *Handbook of Research on International Travel Agency and Tour Operation Management*, 116-132.
- [8] Jha, B., & Kshetri, A. (2017). Case Study 10: Social Media and Customer Engagement at Makemytrip. com. *Services Marketing Cases in Emerging Markets: An Asian Perspective*, 117-132.
- [9] Khurana, M. K., Kushwaha, U. S., Baniya, P., & Yadav, M. (2020). Indian E commerce industry startup scenario with trend and opportunities. *International Journal for Research in Engineering Application and Management*, 5(11), 157-162.
- [10] Kothari, C. R. (2004). *Research Methodology: Methods and Techniques*. India: New Age International (P) Limited.
- [11] Kumar, R. (2010). *Research Methodology: A Step-by-Step Guide for Beginners*. United Kingdom: SAGE Publications.
- [12] PANNEERSELVAM, R. (2014). *RESEARCH METHODOLOGY*. India: PHI Learning.
- [13] Pirani, S. (2024). Navigating Research Ethics: Strategies for Preventing and Addressing Research Misconduct, *International Journal of Multidisciplinary Research & Reviews, Vol 03, No. 02, pp. 96-104.*
- [14] Pirani, S. (2024). Navigating the Complexity of Sample Size Determination for Robust and Reliable Results. *International Journal of Multidisciplinary Research & Reviews, Vol 03, No. 02, pp. 73-86.*
- [15] *Research Methodology Made Easy: A Handbook on Research Methodology*. (n.d.). (n.p.): Exceller Books.
- [16] *Research Methodology: A Handbook for Beginners*. (2017). (n.p.): Notion Press.
- [17] Rishi, A., Kaur, K., & Mahawar, N. (2019). The Expansion of Online Travel Portal—MakeMyTrip. *Business and Management Practices in South Asia: A Collection of Case Studies*, 185-201.

[18] Singh, G., Duggal, V., & Gulati, T. (2021). Study of Tourism and Online Booking System of Hotels and Guides (No. 4866). EasyChair.

[19] Sirohi, S. (2018). Marketing Strategies Adopted By Makemytrip. COM (Doctoral dissertation).

[20] Sucharitha, R., Bhavya, B., & Shankaranarayanan, C. (2022). A Study On The Impact Of Service Quality And Customer Satisfaction Towards Online Travel Agencies. Weser Books, 165.

