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A STUDY ON MEASURING E-SERVICE QUALITY OF UTS (UNRESERVED TICKETING SYSTEM) AMONG THE USERS IN MUMBAI REGION

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Keywords	*Abstract*
UTS, E-service quality, E-ticketing.	The UTS ticketing application has emerged as a popular platform for ticket purchasing and transportation services, offering convenience and efficiency to its users. This study aims in measuring the perception of E-service quality of UTS ticketing application. The findings of the study indicated that UTS lacks service quality in providing good transaction accuracy and does not provide 24 x 7 service to its customer. It was also found that the application does not provide prompt services to its users. Further studies can be conducted building a SEM model and evaluating impact of e-service quality on user satisfaction and user loyalty.

1. INTRODUCTION

This growing population now heavily relies on the internet to remain in touch with friends, access messages, buy movie tickets, and place food orders. Many people now rely on the Internet for their travel needs as a result of the nation's metropolitan population's evolving lifestyles. The ease of purchasing airline tickets while relaxing at home and having access to a wide range of websites and applications has led to a greater reliance on the internet. This is a proclamation of the growing importance of internet commerce in our daily lives. One of the most mind-boggling aspects of web-based business is its ability to cut down on time and labor-intensive tasks. Before a few years ago, it would have been incredible to think that the benefits of web-based business would extend to such a wide range of activities as paying utility bills, reserving movie or travel tickets, and buying just about everything. Simply log in, search for the items we need, place the purchase, and it will be completed quickly without our having to dig through our wallets or sign checks. (Nithya & Kiruthika, 2020).

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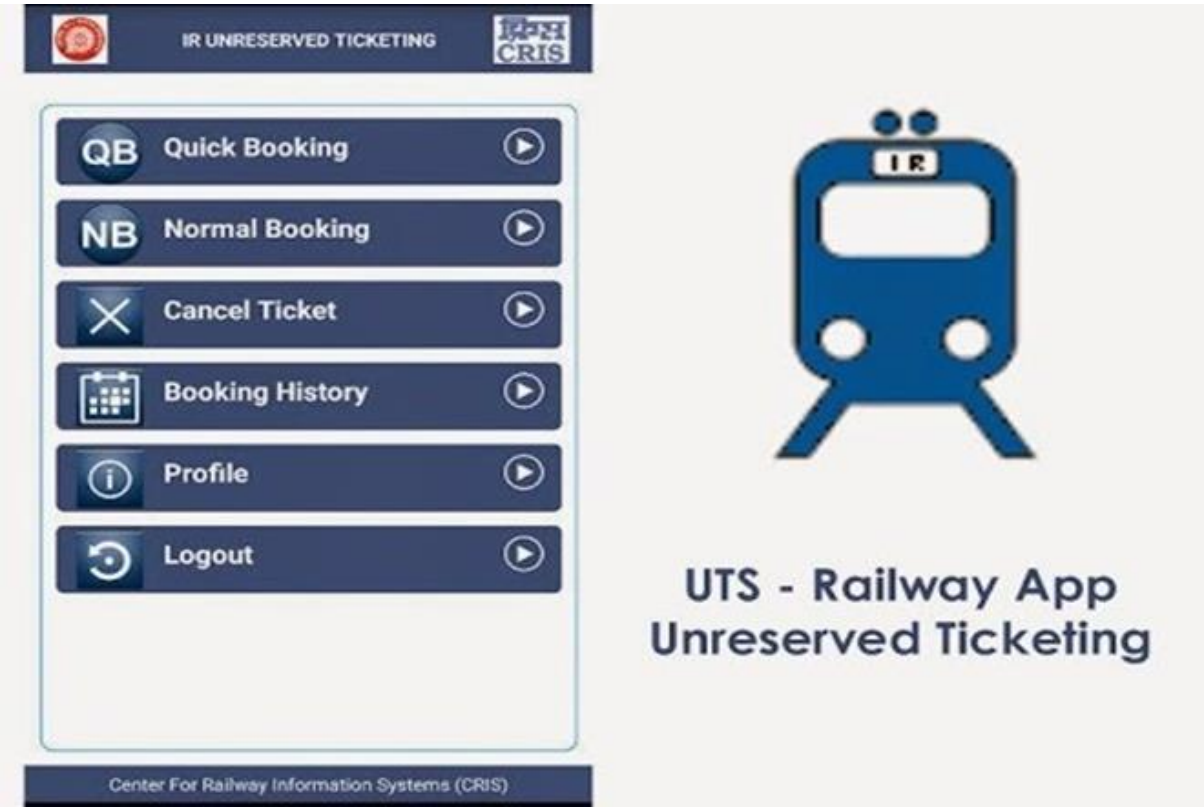
Surprisingly, the key financial transactions that altered the Indian online business environment was buying airline tickets. The largest and fastest growing web-based industry is the one that deals with e-ticketing for travel. With regard to the decreased costs of train, bus, and domestic flight tickets, India is recovering from a severe problem. E-ticketing is a pretty straightforward and self-explanatory company. It involves selecting the best means of transportation, the greatest price, and quickly reserving our seat through the agent's website. The major history of e-ticketing dates back to the United States' conversion from print to electronic air travel tickets in the last ten years. Association for International Air Transport United Airlines was the first airline to provide electronic tickets in 1994, according to the (IATA) website. The Indian transport industry has been able to keep up with the demand growth. Real sector improvements are made to aid in the country's economic growth. It has a sizable and varied transport sector that caters to the needs of over 1.3 billion people. (Nithya & Kiruthika, 2020).

Indian Railway released a mobile app for producing unreserved train tickets, allowing users to purchase platform tickets, book unreserved tickets, and cancel season tickets. UTS (unreserved Ticketing System) is the name of this application. With only a few swipes on the smartphone, this application will allow the user to quickly and easily purchase unreserved seats.



Source:https://www.financialexpress.com/business/railways-uts-mobile-ticketing-app-western-railway-records-220-rise-in-sale-tickets-1223602/

The capacity and dependability of the organisation to provide a service that meets the demands of the client is referred to as reliability, one of the five characteristics of service quality. Customers purchase their items with faith in their reliability. The capacity of these businesses to live up to that confidence will determine their development and success. A company's ability to convey the quality of its services to clients is referred to as its tangibility. A company's tangibility may be highlighted by a number of

factors, including its physical appearance, the appearance and conduct of its employees, successful marketing strategies, and its customer service division. Empathy is the way a business provides its services and is sympathetic to the requirements and preferences of the consumer; any business that gives in accordance with the wants and needs quickly has a devoted customer. The capacity of a business to help its clients by providing prompt answers to any problems or questions they may have with a product or other service is known as responsiveness. The client can see that a company values them because of the quick answers from its communication centre. Assurance is the confidence and trust that a client has in a company; it is crucial for services that a consumer has faith in the ability of the servicing provider to deliver.

2. REVIEW OF LITERATURE

2.1 Iffan, M., & Yuniasari, W. (2020)

The goal of this essay is to compare online and offline ticket purchases in order to ascertain the impact of using online ticket booking software on both the growth in passenger traffic and company profitability. Customers in this study, which used a qualitative approach and survey design, included housewives, college students, and labourers. The study's findings indicate that using e-ticketing services can increase income and sales.

2.2 Muhammad, F. A et al. (2022)

This study was carried out as a result of the yearly increases in technical sophistication and development. Today, utilising smartphone applications with functionality for purchasing public transport tickets online is quite easy. This is known as the "4.0" age. This research examines the practise of "E-ticketing," or purchasing bus tickets online, on the route between Jakarta and Solo operated by PT Rosalia Indah Transport. The goal of this study is to examine how service quality and e-ticketing affect customer satisfaction. A quantitative research methodology was applied in this study. 152 travellers altogether served as study samples for the data gathering procedures. Testing for validity and reliability was done in this study. The findings of this study demonstrate how customer happiness is impacted by e-ticketing and service quality.

2.3 Nithya, N., & Kiruthika, R. (2020)

The purpose of the current study was to characterise consumer satisfaction with web purchasing experiences in three Indian tyre cities and to quantify the elements impacting the service quality of e-ticketing. There have been a lot of studies done on the service quality of e-ticketing, but there aren't many studies on the service quality of e-ticketing for bus and rail transportation, particularly in India. In order to conduct this study, a self-administered questionnaire was created, and statements were developed through interaction with topic experts and online research using references from a literature review. Easy navigation, website design, information security, the level of specialised support provided by the site, and customer happiness were all considered service quality considerations. Age, gender, and education were also discovered in the study to be associated characteristics used to gauge service quality. All of the components were discovered to be highly associated with one another, and correlation analysis was used to deal with this analytically. The study's findings indicate the significance of the variables as a crucial tool for organisations trying to persuade their clients to keep utilising online channels.

2.4 Prathapagiri, V. G. (2020)

Modern civilization is affected by the extremely fast growth of information and communication technologies. The manual (face-to-face) interaction between customers and sellers in the services industry has changed and moved to digital forms. Purchasing tickets is now possible via the use of software on a mobile phone or other internet-connected device in the present day age of technological technology. Nowadays, it is referred to as the electronic ticketing application. The purpose of this study is to determine how technological acceptance criteria, the quality of e-services, and particular hold-up costs from e-ticketing services affect consumer satisfaction. All users of e-ticketing applications in the city of Padang make up the study's population. SmartPLS3 software was used to evaluate the Outer Model and Inner Model while analysing the data. The results show that customer satisfaction is positively and significantly impacted by the technological adoption factor, service quality, and specific hold-up cost factors.

2.5 Putri, R., & Gunawan, H. (2019)

This study aimed to evaluate the perceived value of the e-ticketing transaction choice as well as the quality of the e-application and e-wom. Using the purposive sampling method, 102 respondents were used as a sample in this study. Instagram direct messages are used for online survey data collecting. A Likert scale was used to evaluate questionnaire results. Simple linear regression analysis was used to examine the research data. The findings of this study demonstrated a relationship between the perceived value of the e-ticketing transaction choice and the quality of the e-application and e-wom.

2.6 Rahman, U. A. (2020)

Due to the numerous advantages it provides to both businesses and customers, electronic commerce, made possible by the Internet, has been quickly embraced by a variety of sectors throughout the world. The provision of e-ticketing services is only one of the many business aspects that the travel industry, in particular, has actively improved via the use of the Internet. However, underdeveloped countries often lag behind wealthier countries in terms of using web services. This article investigates the drivers behind the adoption of e-ticketing by a new, emerging segment of the air travel business in Malaysia, a newly formed user industry in a developing country. The Theory of Planned Behaviour was used to simulate the intention to use e-ticketing services. The study's conclusions, which are based on replies from 553 survey respondents, demonstrate that in the Malaysian setting, the desire to utilise e-ticketing services is driven by attitudes towards the services and a perception of behavioural control. Surprisingly, subjective norm failed to predict intention much.

2.7 Sheeja, R., et al.. (2022)

The majority of common people in India, whose population is expanding daily, rely on trains to bring them where they need to go. The community railway ticket queueing system is one of the most important problems with the existing ticketing facilities. Customers must plan on waiting a long time to get their daily local rail tickets, making this an expensive process. As a result, we regularly start the electronic ticket M-Ticket application. The smartphone app that collects the E-Ticket allows travellers to carry it with them as a pdf while they are travelling. A user account is made using a user ID and password for authentication. To report user price tag misuse, the application requires the supply location of the station as well as other details. A Quick Response Code (QR-code) in the form of a PDF is attached to the printed ticket. The price tag's attributes include the ticket-id, the user's name, gender, date, DOB, and the name of the supply station.

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3. OBJECTIVES OF THE STUDY

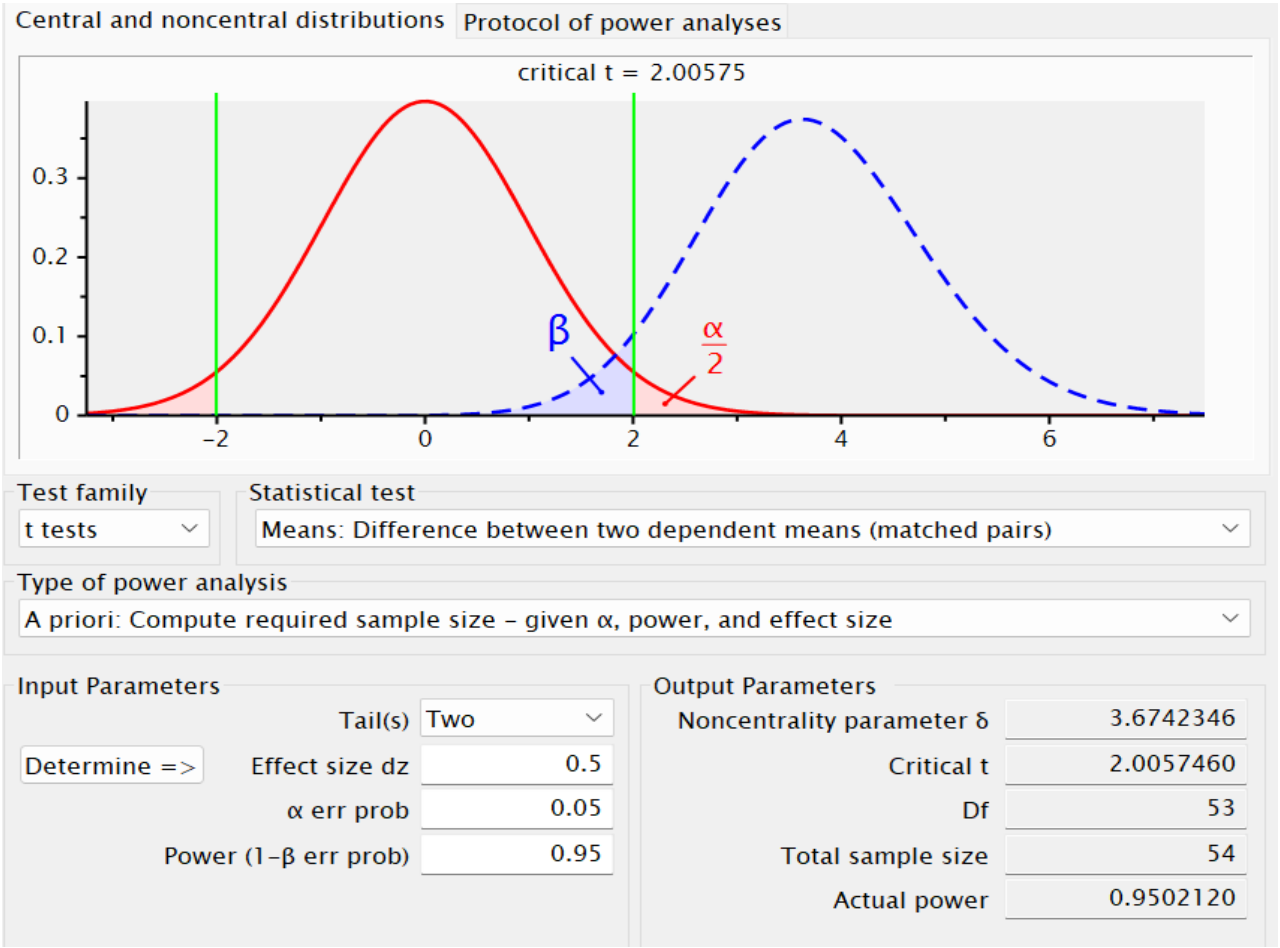
(i)To measure the E-service quality of UTS ticketing application
(ii)To give appropriate suggestive measures for the improvement of service quality of UTS ticketing application.

Hypothesis:

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

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

4. RESEARCH METHODOLOGY



Data has been collected from 125 UTS users of Mumbai City using google forms. (Minimum sample required at 0.5 effect size, Alpha of 5% and power of test 95% to apply paired t-test = 54 as per faul et al.). Non-probability purposive sampling technique was used for the current study. Both primary and secondary data collection techniques have been used for the present study. SPSS 26 have been used for the current study, and the technique applied for the analysis is paired t–test.

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4.1 Data Analysis and Interpretation

Table 1: Reliability AnalysisOne sample t test

Construct	Expected	Perceived
Application Design	.700	.877
Reliability	.790	.788
Responsiveness	.701	.734
Security	.854	.843
Information	.811	.701

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.

	Expected		Actual		GAP	p-Value
Service quality	Mean	SD	Mean	SD	(Perceived Mean Expected Mean)	0.000
The UTS application is attractive and well structured	3.2000	.74	4.3500	.83	1.15	0.000
UTS have well organised structure.	4.7500	.66	4.7800	.70	0.03	0.000
UTS application pages load quickly.	3.9000	.78	4.3200	.90	0.42	0.000

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

Table 3: Gap Analysis- Reliability.

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	Expected		Actual		GAP	p-Value
Service quality	Mean	SD	Mean	SD	(Perceived Mean Expected Mean)	
UTS have good transaction accuracy.	4.2000	.67	3.7800	.58	(0.42)	0.000
UTS provide accurate online service.	3.6500	.76	4.1200	.70	0.47	0.000
UTS saves time by giving ticket in 2 mins.	3.1200	.68	3.8900	.75	0.77	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.

	Expected		**Actual**		**GAP**	**p-Value**
	Mean	SD	Mean	SD	(Perceived Mean Expected Mean)	
UTS provide 24 x 7 service to its customer.	4.2000	.65	3.5400	.67	(0.66)	0.000
UTS provide speedy response to customer.	2.4500	.98	3.6700	.81	1.22	0.000
UTS provide prompt service.	4.7000	.88	4.1200	.94	(0.58)	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**.**

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	Expected		Actual		GAP	p-Value
items	Mean	SD	Mean	SD	(Perceived Mean Expected Mean)	
UTS secure personal data of customer.	2.6000	.90	3.8300	.88	1.23	0.000
UTS service provides high confidence in booking online ticket.	4.2000	.50	4.5000	.60	0.3	0.000
UTS is secured and safe from hacking	4.7500	.78	4.9800	.98	0.23	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.

	Expected		Actual		GAP	p-Value
items	Mean	SD	Mean	SD	(Perceived Mean Expected Mean)	
UTS provide various languages to its users	2.5400	.79	3.6700	.89	1.13	0.000
UTS application is user friendly.	2.5000	.90	2.8700	.70	0.37	0.000
UTS made Online ticket booking effortless and time saving.	2.2200	.60	3.2200	.79	1	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.

5. CONCLUSION

Based on the findings of this study on the service quality of the UTS ticketing application, several key observations can be made. Firstly, the UTS application performs well in terms of application design and website structure. Users find the application attractive, well-organized, and experience quick loading times. This indicates that the application has successfully created a visually appealing and user-friendly interface. Secondly, in terms of reliability, users reported that the UTS application provides accurate online services and saves time by issuing tickets within a short duration. However, there were concerns raised regarding transaction accuracy. The UTS application should focus on improving transaction accuracy to ensure that users do not face issues such as double deductions or failed transactions, which can lead to user frustration. Thirdly, in terms of responsiveness, users

appreciated the speedy responses provided by the UTS application. However, there were concerns regarding the lack of prompt services and the absence of 24x7 customer support. Addressing these issues by implementing prompt services and providing round-the-clock customer support can significantly enhance the user experience and satisfaction. Fourthly, the study found that UTS ensures the security of personal customer data and instils confidence in booking online tickets by providing a secure environment that protects against hacking. This is a positive aspect that should be maintained and further emphasized in the application's communication with users. Lastly, users found the UTS application to be user-friendly, offering multiple language options and making online ticket booking effortless and time-saving. These aspects contribute to the ease of use, which is an important factor in enhancing the overall user experience. Based on these findings, there are several recommendations for the UTS ticketing application. The government, as a stakeholder, should take note of the identified problems and work towards improving and optimizing the service. Providing 24x7 customer support and ensuring prompt services will lead to higher customer satisfaction and encourage non-users to become users of the application. Furthermore, addressing transaction accuracy issues will alleviate concerns and provide a smoother ticketing experience for users. In conclusion, this study highlights the strengths and areas for improvement in the service quality of the UTS ticketing application. By addressing the identified issues and capitalizing on the application's positive aspects, the UTS application can enhance its service quality, increase user satisfaction, and attract a larger user base. Continued efforts to optimize the application based on user feedback and industry best practices will contribute to a better overall user experience.

6. AUTHOR(S) CONTRIBUTION

The authors agreed to have no connections or engagements with any group or body that provides financial and non-financial assistance for the topics and resources covered in the article.

7. CONFLICT OF INTEREST

The authors declared that no potential conflicts of interest concerning the research, authorship, and/or publication of this article.

8. PLAGIARISM POLICY

The authors declare that any kind of violation of plagiarism, copyright, and ethical matters will be handled by all authors. Journalists and editors are not liable for the aforesaid matters.

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