

An Empirical Study: E-Ticketing Services of Airlines

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ABSTRACT

The daily growth of the Internet and E-commerce has changed the way of marketing and selling product and service. Internet is changing the Way Corporation conduct business with their consumers who are increasingly expecting higher service, becoming time saved, and wanting more convenience.

In addition E-service quality is an essential strategy to gain success, according to: the result of companies. The objective of this study was to examine whether promotion, service quality, customer experiences and brand have affect forward satisfaction in Airline especially in this study about case in PIA(Pakistan International Airline).

Furthermore the result shown that promotion, service quality, customer experiences and brand have significant affected customer satisfaction in purchase decision on ticket online.

INTRODUCTION

Background of the Study:

Online marketing is one of the ways to is sometimes considered having a broader scope because it not only refers to the internet, e-mail, and wireless media, but it includes management of digital customer data and electronic customer relationship management systems. Online marketing are interactions between individual recipients and consumers rather than being directed from marketing to masses of consumers. It is possible for an individual to be just as efficient in broadcasting information, both positive and negative, about an organization as it is for a large corporation to promote itself. The online marketing networking that allows the quick and easy dissemination of information and miss information is in part a product of changes in online communication channels, but these communication channels are in part enabled by such marketing networking. One of the procedures to promote the product and services is by online marketing that using electronic ticketing or E-ticketing. E-ticketing system is to facilitate people to buy tickets to various events all from a single web site. Tickets. Can be purchased in this way with cash, check, and credit or debit card. People without access to the Internet can book tickets through the public internet terminal or the library at the centre for information and visitor centre like direct sale counter.

Problem Statement:

Online marketing also refers to the placement of media along different stages of the customer engagement cycle through search engine marketing (SEM), banner ads on specific websites, e-mail marketing, and Website strategies. Nowadays many companies in Pakistan use online system in operation and marketing their product and services, for example in airlines industry, airline

industry provide the service with many kind of travel agency which is have linked between island to another island but most of issues here is in proving service and price lower as case in PIA, for example Pakistan International Airlines famous and create loyalty to the customer while it is can be categorize new in operated when compare to other air transportation, in this report I would like to measure factors affecting customer satisfaction in purchase decision on electronic ticketing issues by PIA (Pakistan International Airline). Airlines Company which is using electronic tickets or E-ticketing An E-ticket confirms airline e-ticketing purchase without requiring a paper record, the only record of an E-ticket sale is in electronic form in the airline's computer system. When customer buys E-tickets through agency, they will receive a confirmation of purchase via e-mail. Customer can buy ticket using two ways those by E-ticketing individual or come to agency ticket itself that issuing by airlines agency. In order to qualify for E-tickets, all segments of trip must be flown on the same airline or on airlines linked by interline E-ticketing agreements. While not all airlines offer this service, E-tickets may not be available for every flight so the customer must order and come to agency centre ticket selling. Problem here is about customer satisfaction, customer satisfaction is one of the main purposes of Airline Company like Pakistan International Airlines, when compared between paper tickets which are sold in agency. In this study, focus on PIA. PIA is popular one among other airlines in Pakistan, because one of the ways is using online marketing by implementing E-ticketing system, and makes them different between other airlines in customer satisfaction. Although most of the airlines have E-ticketing system also, but PIA can be said the first record in gaining the customer loyalty in Pakistan.

Research Objectives

This study is conducted four objectives.

Especially the present study attempt.

- To examine the relationship between promotion and customer satisfaction.
- To examine the relationship between service quality and customer satisfaction.
- To examine the relationship between customer experiences and customer satisfaction.
- To examine the relationship between brand and customer satisfaction.

LITERATURE REVIEW

Online Marketing:

Technological advances has profoundly changed the way consumers buy products and services. Around the globe, the number of Internet users or E users all over the world is approximately 655 million and is expected to reach 941 million by the end of 2012. In the end of 2012 the number of E users are exceed to 999 million. Many companies have started using the internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Customers use the Internet not

only limited to buy products and services online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product or services from a particular store. The rapid growth of internet users globally provides a bright prospect for e-marketers. People are now buying many types of goods and services on the internet. With the growing numbers and changing trends of buying behaviour, an increasing number of companies are also finding it attractive to join the bandwagon and offer the consumers online shopping facilities. It is important for marketers to develop a better understanding of the internet shoppers, as this will help them in developing the effective marketing strategies and tactics in an effort to attract and retain existing customers. The concept of e-ticketing has entered U.S as far back as in 1980s which is primarily adopted by the domestic carriers, United Airlines in 1984. Whereas in Pakistan, Pakistan International Airline adopt it in the end of 90s. In the Asia Pacific region, particularly in the Philippines, Thailand, Hong Kong and Malaysia. The e-ticketing service is gaining popularity in Pakistan the concept was first initiated by Pakistan International Airlines.

Customer Satisfaction:

Customer satisfaction is one of the most important issue concerning business organization of all types, which is justify by the customer oriented philosophy and the principles of continues improvement in modern enterprise. For the reason, customer satisfaction should be measured and translated into number of measurable parameter. Customer satisfaction measurement may be considered as the most reliable feedback, providing client preferences and experiences in an effective, direct, meaningful and objective way.

Customer satisfaction is a complex construct. It has been defined in various ways. Recently, researchers have argued that there is a distinction between customer satisfaction as related to tangible products and as related to service experiences. This distinction is due to the inherent intangibility and perishes ability of services, as well as the inability to separate production and consumption. Hence, customer with services and with goods may derive from, and may be influenced by different factors and therefore should be treated as separate and distinct. Satisfaction should be viewed as a judgment based on the cumulative expectations made with a certain product or service rather than a transaction specific phenomenon. There is general agreement that satisfaction is a person's feelings of pleasure or disappointments resulting from comparing products perceive performance in relation to his or her expectation. Customer satisfaction is defined as a customer's overall evaluation of the performance of an offering to date. This overall satisfaction has strong positive effect on customer loyalty intentions across a wide range of product and service categories.

E-Ticketing:

An E-ticketing (electronic ticketing) is a paperless electronic document used for ticketing passenger, particularly in the commercial airlines industry. Virtually all major airlines now use this method of ticketing like Emirates, PIA, Etihad, Air blue, Shaheed Airline, Malaysia airline and others. When a customer books a flight by telephone or using the web, the detail of reservation are stored in computer. The customer can request that a hardcopy confirmation be sent by postal mail, but it is not needed at the check in desk. A confirmation number is assigned to the passenger along with the flight number, date, departure location, and destination location. When checking in at the airport, the passenger simply presents positive Identification. Then necessary boarding passes are issued, and the passenger can check luggage and proceed through security to the gate area. The principal advantage of e-ticketing is the fact that it reduces booking expense by eliminating the need printing and mailing paper documents. Another advantage is that it eliminating the possibility of critical document getting lost in the mail or being sent to the wrong address. Basically an E ticketing system is a computer-based information system that is used to purchase airline tickets. It is a method and apparatus for purchasing an airlines ticket which includes entering information into a computer information system and performing a search on an airlines reservation system database for flight corresponding to the desired flight information. The method determines whether a flight found during the search has a fare that is acceptable for the consumer.

Benefit of E-Ticketing:**E-ticketing offers many benefits:**

Cost savings means reduce costs associated with printing and mailing tickets to ticket buyers. Eliminate or reduce the need tickets for the stock. Envelopes and mail.

> Labour savings means reduce labour associated with printing and mailing tickets.

Safe and secure means E-ticket safe and secure. Barcode validation eliminates the possibility of counterfeit and duplicate E-ticketing.

Actual attendance reporting means find out how much customers E ticket

Patrons attended customer's event and when they arrived.

Additional information means E-tickets to provide space for additional information such as street maps, directions, and other customer information customer may need to know.

Advertising means E-ticket provides unique advertising capabilities.

Customer Use E-Ticketing:

Anyone can buy tickets online system. Customer must register on payment system to use the facility. This is a very simple process and helps customer save the data customer have purchased tickets. Promoters have a safe area on the E ticketing site where they can monitor sales and print off a list of people who ordered them to attend the event. Customers need to register before start selling tickets. The registration process requires customer to accept the terms and conditions for the sale of tickets online. This booking is usually and must be in one particular website developed by company itself, or any cooperation between website like PIA have a specific website that can be use when customer book E ticketing by access www.piac.com.pk

Research work/Methodology

This model shows the online customer satisfaction research model in this. Project. There is significant among advertisement, product quality, customer experiences and brand with customer satisfaction. Familiarity to above variables is a very important factor to increase customer satisfaction.

- Independent Variables
- Dependent Variables
- Promotion
- Service Quality

- Customer
- Satisfaction
- Customer Experiences
- Brand

Customer Satisfaction Model

1) Promotion:

Promotion is a form of cooperate communication that uses various methods to reach a targeted audience with certain message in order to achieve specific organization object

Relationship between Promotion and Customer Satisfaction:

A great way to build customer satisfaction through marketing is to promotion, company need to give away a few things. Product or service promotions are a great way to build relationships with customers because everyone is out to find a good deal. Use the holidays to run some product promotions as most people have the day off and they will spend time in store if company offer them something valuable. The important factor which drives customer satisfaction is the ability of the promotion with website to provide ability of the user to control the medium. Consistency is an important condition because when people use the internet for the first times they from an opinion and each stage of the transaction.

2) Service Quality:

Quality is an elusive and indistinct construct. Often mistaken for imprecise adjective like goodness, luxury, shininess or weight. Quality and its requirements are not easily articulated by consumers. Service quality is the result of an evaluation process in which customer compares their perceptions of service delivery and its outcome against what they expect.

Relationship between Service Quality and Customer Satisfaction:

When a customer recognizes quality, it is reflected in customer satisfaction. In the web environment, the web (user interface) can be regarded as a service and user as customer. The quality of this service plays a greater role than the quality of service to customer in other sector, such as hospital or hotels, or the customer service of a bookstore.

3) Customer Experiences:

Customer experiences is the sum of all experiences of customer has with

Marketer of good and service, over the duration of the relationship with their marketer. It can also be used to mean an individual experience over one transaction.

Relationship between Customer's Experiences and Customer's Satisfaction:

The consumer's satisfaction or dissatisfaction is consequences of consumption or service experiences. The process of consumer behaviour describe the basic step that an ultimate consumer goes through in satisfying what customer want in the market which is problem recognition to information search and choice and post decision evaluation Customer satisfaction based on experiences in the interpretation of the exchange relationship in the marketplace. The ongoing buyer seller relationships take many different forms. The buyer's perception of the effectiveness of the exchange relationship is a significant mobility barrier and potential competitive advantage for the seller that insulates from price competition.

4) **Brand:**

Brand satisfaction can be defined as the outcome of the subjective evaluation that the chosen alternative meets or exceeds the expectation. Branding today is the formal introduction of the company, what it stand for, and the product it provides the customer. A brand is a promise or a set of guidelines in the mind of the customer about what the company will do it, it defines the company and gives the specific value to ring the company to the market.

Relationship between Brand and Customer Satisfaction:

Brand affects how a company is remembered, and how customer describes the company to other. Brand building takes consistency, and commitment, to ensure that the brand communicate the desired message to the consumer. Consumer use brand to identify the source of market of a product and to assign responsibility to the particular manufacturer or distributor for delivery of the product in the manner describe. Branding is a promises to the consumer that product will be deliver to them with all of the features described, and commutated. Branding is a relationship that is built on understanding and satisfaction Branding can provide opportunities for differentiation and customer satisfaction

Hypothesis

Four hypotheses have been developed for this study based on dependent and independent variables are given:

H1: Promotion positively related to the customer satisfaction on purchase decision when they booking online.

H2 Service quality positively related to customer satisfaction in purchase

Decision on ticket online.

H3: Customer experiences and customer satisfaction are positively related.

H4: Brand plays an important role to the customer satisfaction in purchase decision.

Conclusion

Customer satisfaction is the fundamental to the marketing concept. This study was conducted with purpose of measuring customer satisfaction. Specially, the first objective of this study was to examine the relationship between customer satisfaction to promotion, service quality, customer experiences and brand Promotion, service quality, customer experiences and brand are key determinant of customer satisfaction through purchase decision on ticket online. All variables are supported in customer satisfaction. Finally it could be concluded that, there is a significant positive relationship between the promotion, service quality, customer experiences and brand to customer satisfaction.

Limitation of the study

This study only focus on factors affecting customer satisfaction in purchase decision on ticket online issued by PIA and the relationship, because PIA generate high customer and more popular than other on this time, it is not measure the other Airlines.

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