Empirical Study on Measuring Service Quality and Customer Purchase Intention of Non-Air Travel E-Ticketing

Shachi Pathak, 
Research Scholar, 
Department of Management, 
Dayalbagh Educational Institute, 
Uttar Pradesh, India. 
E-mail: mspathak31@gmail.com

Shalini Nigam, 
Department of Management, 
Dayalbagh Educational Institute, 
Uttar Pradesh, India.

Sanjeev Swami, 
Head, Department of Management, 
Dayalbagh Educational Institute, 
Uttar Pradesh, India.

Abstract

With the beginning of internet-based technologies, things have radically changed for all. With this new technology, website is a precious business tool for both organization and their customers. With the help of online presence, organizations can provide as much information to their customers as they want. But to stay competitive in this fast growing world, it is necessary to provide high quality service. The main purpose of the present paper is to identify the key dimensions of E-ticketing service quality affecting the evaluation of online services, relationship of these dimensions with the overall e-ticketing service quality and relation of E-ticketing service quality on customer purchase intention. In order to achieve the objective of the study, the feedback responses of Indian Railway Catering and Tourism Corporation and Uttar Pradesh State Road Transport Corporation websites have been used. Factor analysis method was used to identify the key dimensions of E-Ticketing service quality. Multiple regression analysis was used to find out the relationship with E-Ticketing service quality. Then bivariate regression analysis was used for relationship of E-Ticketing service quality on customer purchase intention. The findings of the study identified six key dimensions of online service quality of E-Ticketing evaluation and show the positive effect on E-Ticketing service quality and with customer purchase intention.

Key Words: Service quality, Customer purchase intention, E-ticketing