

A STUDY ON EVALUATING REQUIREMENTS OF USERS TOWARDS E-BOOKING APPLICATIONS

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Abstract:

E-booking applications considerably boost user convenience and accessibility by offering seamless access to a range of services, such as appointment, reservation, and purchase booking, all from the comfort of their devices. These solutions ultimately save time and effort while successfully meeting a variety of user requests by offering consumers flexibility, simplifying processes, and giving them control over their bookings. The purpose of conducting this research is to evaluate the requirements of users towards e-booking applications. The technique used in this study is one-way chi square test. The findings of the study indicated that hassle free transparency, easy cancellation, true and fair rates, easy navigation, 24 x 7 customer support, simple and fast booking process, security, secure payment options, ease of use and user friendly interference where the observed agreed requirements of users of online booking. Further studies can be conducted by applying Exploratory factor analysis technique and unobserved factors can be formed. Finally, an online booking tool and technique should provide a quick and easy experience, allowing users to handle reservations from a distance without having to wait for a long time for processing (Hou et al., 2015).

The purpose of this study is to evaluate the requirements of users towards E-booking applications. The focus of this study is to examine why people are drawn towards the use of e-booking applications.

Keywords: *e-booking, one-way chi square test, hassle free.*

Introduction:

India has seen tremendous growth in the tourism industry. India is a country which has several tourist places where not only the domestic people visit, but some people come from abroad to visit the nation of its rich and varied heritage. India has come a long way from its traditional days of the Stone Ages and ancient times. The tourism industry has seen outstanding growth after introducing digital marketing; the customer is retained quickly after the increased digital

marketing. The Indian Online travel booking industry, since its introduction in the 2000s, has been booming since its inception till now more than a decade later. There are public online travel booking applications as well as several private applications such as the Goibibo, MakeMyTrip, Cleartrip, Yatra, OYO rooms, EaseMyTrip, Booking.com, redBus, ixigo, IRCTC, HappyEasyGo, etc. these are some of the marketing giants that provide several facilities for the benefit of the commuter to make their travel easy and hassle-free. These Online travel booking websites have just completed the traditional booking system more accurate and stress-free; long gone are the days of standing in long queues to book tickets at the railway station or the bus stop or paying hefty commissions to the agents for travelling air tickets and holiday packages. These travel agencies have made it easier and provide deals, packages for the best prices, itineraries, inclusions, facilities, planning, and many more services.



E-booking is an action that assists individuals in making reservations or taking appointments for any service required using the internet. E-booking is entirely carried out via the internet, where the customers can select the type of service; it does not allow them to reserve or take appointments and provides a wide range of services that the customers can avail of. It also helps make payments quickly and, more importantly, helps set up a personalised experience for each customer. Businesses have preferred e-booking over the past few years as it offers customers an e-booking solution that helps optimise their operations. The e-booking services also release a lot of pressure on communication with the representatives as all the details are available over their applications which can be read and understood as it is written in a simple laymen's language. The e-booking

service is a time-saving application as it reduces the hassle of visiting travel agencies and railway and bus stations to book tickets, hotels, and restaurants.

Customers have certain needs from e-booking systems. According to Nor et al. (2021), accessible e-book apps should have features like text-to-speech, screen reader compatibility, search capabilities, and magnification for users who are visually impaired. Users of medical appointment systems want an interface that is easy to use, even for elderly patients and those who are not very tech-savvy. Additionally, they want features like the ability to schedule and cancel appointments, examine appointment histories, and check the availability of clinicians (Namrata et al., 2018). Users of venue reservation systems want to be able to browse venues according to their location and availability, but they also want to be able to access additional features by registering and logging in. (Shruti et al., 2019) Additionally, users of digital learning resources expect well-designed user interfaces that combine content with digital tools in a seamless manner, encouraging abilities like digital literacy, critical thinking, problem-solving, and efficient learning techniques (Behnke, 2015).

Review of Literature:

1. **Chia-Chen Chen et al. (2022).** The authors conducted an exploratory study on the factors responsible for using the mobile ticketing application. The authors believe that although there is a lot of curiosity regarding adopting innovative mobile services, there aren't many studies conducted on the perception of mobile ticketing. The paper aimed to examine the factors such as risk, image and value barriers along with usage and traditional barriers towards mobile ticketing application usage. The results of this analysis indicated that factors of innovation resistance theory do not have a practical effect on the intention to use mobile ticketing applications. It was also observed that the traditional barrier was the key factor for this result. The analysis further found that communication and consumer characteristics have a notable effect on these barrier factors.
2. **Kumra, P., & Singh, M. (2018).** The author examined the impact of e-service quality on customer contentment. This study was conducted on the perception of Indian customers on the Indian Online Tourism Industry. The author believes that there has been a tremendous transformation in the online booking system in the past decade. This has resulted in the services provided running in the rat race of providing the best online tourism services. It

was observed that customer contentment has a pragmatic effect on security and information responsiveness. The design factor did not have a positive impact on the levels of customer contentment. The quality of web services negatively influences e-tourism. The authors conclude that the application makers have to put more focus on web services as it is pulled back for them by coming up with convenient ways to receive services and employees to provide services with ease. It was also observed that any sort of dissatisfaction gained by the customer leads to a loss of a customer to the services.

3. **Nair, S. S. et al. (2022).** The authors conducted a study on the association between service quality and the loyalty of customers with online hotel booking applications. The authors are of the opinion that the online hotel booking invention is one of the best so far as it is far more convenient, exciting, fun and attractive. The study is based in Kerala, and the respondents of this study are users of online hotel booking applications. Various factors of the service quality dimensions were used in this study and analysed using the non-probability sampling technique. The outcome of this study indicated that there is a noteworthy pragmatic association between the loyalty of customers and the service quality of online hotel booking apps.
4. **Nithya, N., & Kiruthika, R. (2020).** The authors conducted research on the factors that determine the service quality of the e-ticketing process. The research is an empirical study that attempts to measure all the factors that influence the quality of service of e-ticketing. A convenience sampling method was used for this study, and descriptive statistics along with ANOVA, reliability and correlation analysis. The results of the analysis found that gender, education and age helped in measuring service quality factors; it was further found that all the factors considered for this analysis had a positively correlated with one another.
5. **Puthur, J. K. et al. (2020).** The authors conducted research on the understanding of the people's continuous use of e-government services and the intention to use e-ticket booking sites. The author's belief is that to keep up with the growing demand for the e-services of ticket booking, the stakeholders have to be on their toes constantly to make changes and bring innovation; what they have to focus on is the factors that influence the improvement of user's intention to reuse the e-services. The results of this study were derived after using

the TAM; it was seen that perceived ease of use and usefulness also, computer self-efficacy, and trust in the Indian railways e-booking site showed 70% variance in the intention to use the e-government services. Although it was concluded in the study that the government has to work on improving the quality of its website and provide more and clear information for better intention to reusing the e-ticketing services

6. **Singh, P., & Chauhan, K. (2020).** The authors conducted research on the relationship between the consequences and factors for customer contentment towards online hotel booking applications. The study used two hundred and sixty-nine respondents for this study and used the e-CSI model and SEM technique. The outcome of this study indicated that perceived trust and value have a significant pragmatic effect on customer contentment. It was also observed that perceived trust also has a positive effect on the loyalty of the customer. The authors believe this study provides several insights that will help online hotel booking apps improve and provide quality service to users. By considering these insights, these service providers can work towards improving their application design and improve the responsiveness of the customers.

Objectives of the Study:

1. To analyse the requirements of users of online e-booking applications.
2. To give suggestions to the e-booking application service providers towards enhancing their applications

Hypothesis:

H₀: There is no significant difference in the expected and the observed count towards the perception of the requirements of users of online e-booking applications.

H₁: There is a significant difference in the expected and the observed count towards the perception of the requirements of users of online e-booking applications.

Research Methodology:

Data has been collected from 100 users of e-booking application using google forms. Non-probability convenience sampling technique was used for the current study. Both primary and secondary data collection techniques have been used for the present study. SPSS 26 has been used for the present study, and the method applied for the analysis is one-way chi-square.

Data Analysis and Interpretation:

One-way Chi Square Test

Items	Observed Agree	Observed Disagree	Expected Agree	Expected Disagree	Agree %	Disagree %	P (value)
Ease of use	70	30	50	50	70%	30%	0.000
Security	75	25	50	50	75%	25%	0.000
24 x 7 customer support	80	20	50	50	80%	20%	0.000
Hassle free transparency	90	10	50	50	90%	10%	0.000
User friendly interference	63	37	50	50	63%	37%	0.000
Review and ratings	85	15	50	50	85%	15%	0.000
Secure payment options	72	28	50	50	72%	28%	0.000
Easy cancellation	88	12	50	50	88%	12%	0.000
True and fair rates	87	13	50	50	87%	13%	0.000
Simple and fast booking process	77	23	50	50	77%	23%	0.000
Easy navigation	81	19	50	50	81%	19%	0.000

one-way chi square test was applied to analyse the requirements of users of online e-booking applications. It was seen that p-value was < 0.05 in all cases. It was further seen that 70% of respondents agreed that ease of use is a crucial requirement for e-booking applications. 75% of respondents agreed that security is an essential aspect of e-booking platforms. 80% of respondents emphasized the importance of round-the-clock customer support. 90% of respondents preferred e-booking platforms that offer hassle-free transparency. 63% of respondents highlighted the

significance of having a user-friendly interface. 85% of respondents valued the presence of review and rating features. 72% of respondents considered secure payment options to be crucial. 88% of respondents prioritized platforms that offer easy cancellation procedures. 87% of respondents emphasized the importance of fair pricing. 77% of respondents preferred platforms with a simple and fast booking process. 81% of respondents agreed that easy navigation is essential for e-booking applications.

Conclusion:

E-booking has made it easier for people constantly looking to book tickets, hotel reservations, or any service. Even people who are not regular travellers looking for ways to make bookings easily can use these e-booking applications that are time-saving and user-friendly. The analysis of the data brought forwards the following requirement of users where 90 respondents out of 100 agreed that it should be hassle-free transparency, 88 agreed it should have easy cancellation, 87 agreed it should have true and fair rates, 81 respondents out of 100 said that it should have easy navigation, 80 wants it to be able to provide 24 x 7 customer support, 77 users want it to be simple and fast booking process, 75 respondents out of 100 want it to be secure, 72 wants it to have secure payment options, 70 respondents wants ease of use and 63 of the respondents out of 100 said it should have user-friendly interference where the observed agreed requirements of users of online booking. The results of this study can be used by various e-booking applications to make sure that they make it hassle-free and transparent, as well as have easy cancellation and refund policies to attract more customers. The application should be designed in such a way that it has easy navigation and provides 24 x 7 customer support to the customers. The application's interface should be robust to load quickly and deliver fast booking services; it should be protected through a strong firewall and be user-friendly. The stakeholders of the e-booking application can consider all these factors and can be used to improve their services.

Recommendations:

- **Improving Transparency:** Ensure that all information regarding bookings, pricing, and policies is communicated to users, promoting transparency and trust.
- **Streamlining Cancellation Procedures:** Simplify the process for users to cancel bookings, making it hassle-free and convenient.

- **Ensuring Fair Pricing:** Maintain fair and accurate pricing practices to build user confidence and trust in the platform.
- **Enhancing Navigation:** Optimize the platform's navigation to make it more intuitive and user-friendly, facilitating smoother interactions for users.
- **24/7 Customer Support:** Offer round-the-clock customer support to address any queries or concerns users may have promptly.
- **Optimizing Booking Processes:** Streamline booking procedures to make them simpler and faster, reducing friction for users during the booking process.
- **Prioritizing Security Measures:** Implement robust security measures to safeguard user data and transactions, ensuring a secure environment for users.
- **Diversifying Payment Options:** Provide a variety of secure payment options to cater to the preferences of different users, enhancing convenience and flexibility.
- **Enhancing Ease of Use:** Continuously assess and improve the platform's usability to ensure that it remains easy to navigate and use for all users.
- **Focusing on User-Friendly Interfaces:** Design interfaces that are intuitive and user-friendly, making it easy for users to accomplish their tasks efficiently.

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