



Article Title

Measuring the Impact of Sales Promotion, Service Quality and Customer Experience: A Case of E-Ticketing

Citation

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Abstract

With the advent of the internet and e - commerce, there has been a paradigm shift in the marketing and selling of product and services in the hospitality and tourism industry. The internet is changing the way a corporation conducts business with their consumers who have become very demanding and expects high level of services; they are time conscious, and demanding more convenience in buying those products and services. According to the surveys carried out by many companies e- service quality is an essential part to achieve success in the business. The objective of this study is to examine whether promotion, service quality, customer experiences have affected the customer satisfaction in purchasing the e tickets in India. The study result shows that promotion, service quality, customer experiences has significantly affected customer satisfaction in a purchasing pattern and decision making while purchasing online tickets and it was found that sales promotion has significantly influenced the customer satisfaction than the others determinants.

Conclusion

To enhance repeat business, customer satisfaction is the most important factor for the service industry (such as the aviation hospitality and tourism industry). Therefore, the main objective of this study was to measure customer satisfaction of the airline industry by selecting the various customers of the airlines; those who purchased and experienced the products and services like online tickets especially.

Promotion, service quality, and customer experiences 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 promotions, service quality, customer experiences to customer satisfaction.

The study's findings provide some useful managerial implications for the airlines and travel agencies which have online portals and online travel agencies, who sells the e tickets to their customers. Several actions can be taken by marketer to satisfy the customer when booking tickets online.

Establishing the marketing policy in the online marketplace and offline marketplace can help to prevent hesitate between online customer satisfaction and independent variables like sales promotion, service quality and customer experience. The marketer should be focused on customer needs and desires, which are a commitment to satisfy customer needs and expectations, monitoring of customer satisfaction, responsiveness to customer complaint, a high and continuous level interaction with

with customers. It leaves the implications on the hospitality and tourism marketers to concentrate on all the determinant of the customer satisfaction.

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