INVESTIGATING THE CUSTOMER SATISFACTION AND ITS RELATIONSHIP WITH PURCHASE DECISION ON E-TICKET

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ABSTRACT

As we can see that the introduction and growth of the internet and e-commerce has changed the way of marketing and selling product and service in the hospitality and tourism industry. Internet is changing the way corporations conduct business with their consumers who are increasingly expecting higher service, becoming time saved, and wanting more convenience in buying those products and services. 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 Airlines industry. The study result shown that promotion, service quality, customer experiences have significant affected customer satisfaction in purchase decision on ticket online.

Keywords: Brand, Customer Experiences, Customer Satisfaction, Electronic Ticketing, Promotion, Purchase Decision, Service Quality.