

Analysis of Service Quality Provided by Golbibo.com in Tourism Industry

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Abstract

With the intensified penetration of internet and the expanded usage of the internet facilities provided by the e-commerce services, and thus generating the craving to find out the best amongst the options available in the net world and the factors deciding it. This paper tries to analyze the optimally and efficiently performing e-commerce services in the Indian context based on ServQual and the evaluation is performed with the parameters highlighted by it. The issue of service quality is tackled from the perspective of "Voice of the Customer". An offline survey has been done in this paper and it is executed through questionnaire with a sample of 70 respondents in Delhi & NCR, to inspect the customers' satisfaction level involved with service quality that is influenced by a series of quality aspects which hinder in delivering the best service quality in Tourism industry. To observe the questionnaire SERVQUAL instrument was used and response was taken to examine the different aspects associated with customer's satisfaction level. It is tested with the help of Statistical analysis (T-Test).

Keyword: Service, Quality, Era, technology, GOIBIBO, Tourism

1. Introduction

As the era is getting more inclined towards the technology, so is the customers and their preferences. Now people want everything to be handy and instant. With the tight scheduling of the jobs they are not even free to make time for a vacation. As a result, numerous hotels are observing and experiencing a visible increase in bookings coming from online travel agencies.

At the same time, direct bookings which are generated from a hotels own personal website, are declining in both absolute and relative terms when the comparison is done to what OTAs generate.

Not only OTA's are ruling and dominating in the area of sales against direct bookings through hotel's own personal website's, they are also being preferred for reservation method by tourists, most visible and observed against small chains and individual hotels.

According to a report from Google, the 2014 Traveler's Road to Decision, 50% of corporate tourists prefer booking through a travel agency with approximately 33% of leisure tourists opting for the same.

According to a survey made by one of the consulting company, online travelling agencies are most preferred over the hotels personal websites.

As we have seen that OTA's are winning the hearts of its customers, the question arises that what are the key factors which has attracted the customers to use these websites???

The answer could be the following factors which influences the customers:-

- Word of mouth – Family & Friends
- Offers tailored by the Online Travelling Websites
- First time user offers provision
- Positive reviews and feedbacks
- Optimisation of Search engines (like google and yahoo etc.)

Thus we can say that online booking systems are making it easier for the customer's to book at the agency, but again it does not help if the customer is not facing enough traffic on the system. The agents interact with their clients in a multiple of ways, and the type technology selected by the agents completely depends on their offering and customer base.

2. Value of Online Traveling Agency for the Customers

Now as we have seen there are so many offerings made by the OTA's, let us see what are the benefits and disadvantages that are experienced by any OTA's customer.

There are a number of pros and cons faced while using online travel agents (OTAs) to sell facilities.

Ultimately, OTAs give instant access to a large number of potential customers.

2.1 Possible Advantages

- Speedy Transaction
- Eliminate no-shows (studies show that clients are more likely to show up for appointments that they've booked themselves)
- Grip on potential business (only 1/3 customers leave a voice-mail!)
- 24/7 Facility for bookings – Attractive and comfortable for customers
- Access of customers calendar/crm anywhere from any device
- Helps in growing your business
- Reducing the amount of time spent on scheduling and playing phone tag with clients.

2.2 Possible Disadvantages

- If not a fan of technology, online booking might not be appreciated
- No Internet access – no online booking

Choose a system not having great customer support, relying on such system may be difficult.

In a nutshell we can come on a view that online booking helps in fostering better customer relationships and providing better customer service!

3. Value of Online Traveling Agency for the Hotels

We have seen the benefits provided by an OTA to its customers, now let us look with the view point of the Hotels & How the OTA's are providing them facilities?

OTA helps hotels in reaching those customers that otherwise would not have been reached by themselves.

Drive up the rate of occupancy – 90% are booked through OTAs

OTA provide promotions and other marketing opportunities. Advertise their features and Availability

Along with hotels, also promote travel destinations and ancillary services

Overall, we can conclude that OTA's is not only serving the customers in searching their destination places in least possible prices, also helping out the hotels and related services in finding and allocating new customers.

4. Reasons for opting Online Travel Agencies

4.1 Easy Comparison of Different Airlines at a Glance

A quick comparison of the fares and schedules offered by the various other airlines. Wouldn't you like to travel at the best airline service in the most cheapest fare?!

4.2 Multi-airline Itineraries

The travel agencies will send you only to that site where you can find the most feasible prices according to your budget and with all facilities.

4.3 Flexible Date Searches

Most of the airlines websites do the flexible date searches for over seven days (plus or minus), so that the customers will not get too tedious while selecting their option.

4.4 Packages

Many websites provide the facility of last minute arrangement of hotels and other facilities along with the airfare.

4.5 Opaque Fares

Many websites sell the fares for less than the airlines sites.

4.6 Code Share Airfares

Example of this: Go to Orbitz.com and you'll often notice an odd thing: two flight itineraries leaving and arriving at exactly the same time on two different airlines—let's say Alitalia and Delta. But Delta is selling the trip for \$1000 and Alitalia for \$600. This is a code share arrangement. Delta has bought seats on Alitalia and is free to sell them at any price it chooses. Go to Delta.com and you'll only see the \$1000 fare.

5. Goibibo.com

Goibibo is a Business to Customer (B2C) online travel aggregator. Its headquarter is situated in Gurgaon, India. It is a division of ibibo travel organisation.



Figure 1. GOIBIBO Pedagogy of Searching.



Figure 2. Goibibo Logo.

Goibibo was launched and developed in 2009 by ibibo group. It is a platform that enables the travellers in searching, comparing and buying from across various categories and scope of travel suppliers for air tickets, hotels, and bus tickets.

Goibibo can be accessed via mobile app and is available on iOS, Android and Window.

Goibibo is in the top 3 online travel aggregator of India.

Goibibo's core value differentiator is delivery of fastest and trusted user experience. Be it in terms of quickest search and checkout flow; fast payments, settlement and refund processes. All this is backed by customer service excellence and innovations in our operations and back end. Goibibo enables travellers to search, compare and buy from across categories and width of travel suppliers comprising: air tickets, bus tickets; holidays, hotels and car rentals. Goibibo is also a leading app across mobile operating systems: iOS, Android and Windows. Goibibo takes

pride in delivering these services at lowest prices in the market. It is these attributes that has enabled Goibibo to trounce hundreds of players in the online travel space. Goibibo is part of ibibo Group that also owns India's No 1 online Bus ticketing platform, redBus.in.

5.1 History

Goibibo was launched in 2009. The founders of Goibibo are

- Ashish Kashyap (Founder & CEO of ibiboGroup)
- Sanjay Bhasin (CEO of Goibibo)
- Deepak Tuli (COO of Goibibo)
- Vikalp Sahni (CTO of Goibibo)

The Goibibo business focussed basically on only Domestic air segment during its launch year.

- In April 2012, the Goibibo platform added Hotels and International air tickets.
- In March 2013, Goibibo introduced and launched mobile apps on Android.
- In June 2013, the mobile app of Goibibo was extended to iOS.
- In July 2013, flight advise introduced.
- In November 201, bus ticketing was introduced by Goibibo.
- In 2013, redBus.in was acquired by the ibibo group.
- In January 2014, GoCash wallet introduced.
- In July 2014, a commercial focused on driving hotel booking through mobile app was done.
- In 2015 Goibibo.com becomes the first Indian OTA to partner with Google Flight Search.

5.2 Products & Services

Goibibo provides search and booking features and facility for flights, hotels and bus tickets. Flight data such as fare price, arrival-departure timing etc. from all domestic airlines and international airlines is integrated in real-time. A free mobile app for the comfortability of the customers is launched having these functions available for download on iOS, Android and Windows devices.

The platform offers an instant refund function named “GoCash” for customer bookings. Also included are a range of personalization tools called mobile first developments for fare and weather information’s, travel plans, favourite hotels and other functions.

5.3 Awards & Recognition

- In 2014, named as “Best Website” (in the Leisure and Travel category) by Website of the Year India (WOTY).
- ET “Promising Brands” Award 2015.

6. SERVQUAL

6.1 Service Quality

“ServQual is an instrument for assessing the usability, information, and service interaction quality of Internet web-sites, particularly those offering e-commerce facilities.” To identify and check the service quality provided by the company ServQual is used with respect to the customer’s satisfaction level. The five dimensions of QUALITY are (Parasuraman et al., 1988, 1991):

Tangibility includes physical facilities, equipment, personnel and communication materials.

Reliability is the ability to work dependably and accurately for the promised services.

Responsiveness is willingness on the part of service providers for helping the customers and providing service.

Assurance is employee’s knowledge, courtesy and ability to convey trust and confidence.

Empathy is giving attention to the individual customers.

7. Objectives of the Study

The objective of the research done for the company was to know about the service quality provided by Goibibo to their customers. Moreover the secondary aim was also to find out the quality of the service provided by the company over some pre-settled parameters by getting response from the customers who are currently using Goibibo’s service. However, if looked into the questionnaire the purpose of finding out the service quality provided by Goibibo was a quite successful exercise.

8. Research Methodology

The questionnaire was administrated using ServQual instrument. The design used for the study is descriptive under conclusive design. It is a quantitative design where the defined hypothesis is tested on the basis of primary data which is collected with the help of a structured tool called questionnaire.

The study was done with a sample size of 70 respondents. The respondents were selected for the study from the various customers of Goibibo. A random sampling was taken.

The research instrument or tool used for the preparation of this project is Questionnaire. A questionnaire consists of a list of questions printed in a definite order on a form to be asked from respondent. In the questionnaire a 7-point Likert scale was used where 1 was for Strongly disagree and 7 was for strongly agree. There were no right or wrong answers – all we were interested in is a number that best showed their expectations and perceptions about the service quality of Goibibo.

9. Data Collection

The approach used for the data collection is Survey Method.

There are two sources of data collection:

9.1 Primary Data

Data collected for the purpose of this project is through:

- Observations
- Survey through Questionnaire

9.2 Secondary Data

Secondary data was collected through:

- Books
- Services
- Internet

10. Hypothesis

Hypothesis is a supposition or proposed explanation made on the basis of limited evidence as a starting point for further investigation.

It is a proposition made as a basis for reasoning, without any assumption of its truth.

The hypothesis for this study is constructed below on the basis of dimensions of quality:

- H1: Customers perceived RELIABILITY of service of GoIbibo leads to calculate gap between the expectation & perception of customer.
- H2: Customers perceived RESPONSIBILITY of service of GoIbibo leads to calculate gap between the expectation & perception of customer.
- H3: Customers perceived TANGIBILITY of service of GoIbibo leads to calculate gap between the expectation & perception of customer.
- H4: Customers perceived ASSURANCE of service of GoIbibo leads to calculate gap between the expectation & perception of customer.
- H5: customers perceived EMPATHY of service of GoIbibo leads to calculate gap between the expectation & perception of customer.

11. Analysis

The graph below presents the averages of the various parameters of servqual ie. Tangibility, reliability, responsibility, assurance and empathy. These parameters are calculated by taking an average of the differences between the perception and expectation of the customers for the service quality of Goibibo.

This is as per the analysis of the responses received from the respondents.

Now, we will analyze the same result through the t-test analyses where the perception score and expectation score are taken into consideration for all the 22 items and the results for each tangibles, reliability, responsiveness, assurance and empathy is analyzed. These are analyzed as follows:

We can see that the P value after the t-test of the tangibles that we got is more than the critical value of 0.05 that we have selected

Table 1. Calculations to obtain unweighted servqual score

Average Tangibles SERVQUAL Score	-0.137524752
Average Reliability SERVQUAL Score	-0.221980198
Average Responsiveness SERVQUAL Score	-0.411782178
Average Assurance SERVQUAL Score	-0.397326733
Average Empathy SERVQUAL Score	-0.428712871
Total	-1.597326733

Table 2. t-Test: Paired Two Sample for Means

	Variable 1	Variable 2
Mean	23.05797101	18.86956522
Variance	7.467178176	23.99744246
Observations	70	70
Pearson Correlation	-0.065341427	
Hypothesized Mean Difference	0	
Df	68	
t Stat	6.036883979	
P(T<=t) one-tail	3.66477E-08	
t Critical one-tail	1.667572281	
P(T<=t) two-tail	7.32954E-08	
t Critical two-tail	1.995468907	

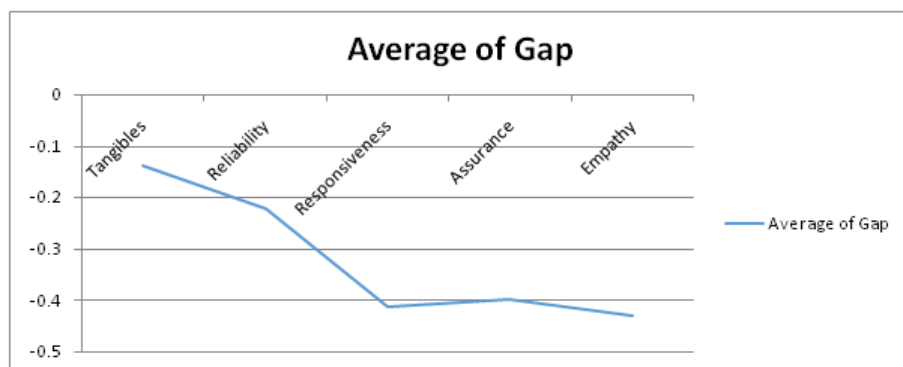


Figure 3.

for the test. So, we will accept the null hypothesis and reject the alternate hypothesis. This means that the visual facilities, equipment, personnel and communication materials of Goibibo are higher than the customer's expectations like visual appearance of the website, creative and modern looking etc.

We can see that the P value after the t-test of the Reliability that we got is more than the critical value of 0.05 that we have selected for the test. So, we will accept the null hypothesis and reject the alternate hypothesis. It implies that the ability to perform the promised services dependably and accurately in case of Goibibo is higher than the expectations of the customers. Reliability considers on right services, solving customer's queries, promises completion and error free records.

In this case as well we can see that the P value we got after the t-test of the Responsiveness is more than the critical value of 0.05 that we have selected for the test. So, we will accept the

null hypothesis and reject the alternate hypothesis. It implies that perceived service quality through responsiveness is matching with the expectations. The service providers at Goibibo are readily willing to help customers and provide prompt service. Responsiveness includes exact time of services provision, prompt service, employees ready to help and respond without delay.

We can see that the P value after the t-test of the Assurance that we got is more than the critical value of 0.05 that we have selected for the test. So, we will accept the null hypothesis and reject the alternate hypothesis. It implies that the knowledge and courtesy of employees and their ability to convey trust and confidence is higher than what it is expected out of them-Test: Paired Two Sample for Means for Empathy. Assurance include safe transaction, instils confidence in customers and have genuine knowledge to answer the queries of customers.

Table 3. t-Test: Paired Two Sample for Means

	Variable 1	Variable 2
Mean	28.69565217	19.44927536
Variance	13.33248082	20.30988917
Observations	70	70
Pearson Correlation	-0.049657499	
Hypothesized Mean Difference	0	
Df	68	
t Stat	12.93160767	
P(T<=t) one-tail	2.68803E-20	
t Critical one-tail	1.667572281	
P(T<=t) two-tail	5.37605E-20	
t Critical two-tail	1.995468907	

Table 4. t-Test: Paired Two Sample for Means

	Variable 1	Variable 2
Mean	20.62319	16
Variance	19.35592	23.5
Observations	70	70
Pearson Correlation	-0.01448	
Hypothesized Mean Difference	0	
Df	68	
t Stat	5.824431	
P(T<=t) one-tail	8.59E-08	
t Critical one-tail	1.667572	
P(T<=t) two-tail	1.72E-07	
t Critical two-tail	1.995469	

Table 5. t-Test: Paired Two Sample for Means

	Variable 1	Variable 2
Mean	20.62319	16
Variance	19.35592	23.5
Observations	70	70
Pearson Correlation	-0.01448	
Hypothesized Mean Difference	0	
Df	68	
t Stat	5.824431	
P(T<=t) one-tail	8.59E-08	
t Critical one-tail	1.667572	
P(T<=t) two-tail	1.72E-07	
t Critical two-tail	1.995469	

Table 6. t-Test: Paired Two Sample for Means

	Variable 1	Variable 2
Mean	25.57746479	19.04225352
Variance	42.19034205	31.66961771
Observations	70	70
Pearson Correlation	0.251009434	
Hypothesized Mean Difference	0	
Df	70	
t Stat	7.391036001	
P(T<=t) one-tail	1.2035E-10	
t Critical one-tail	1.66691448	
P(T<=t) two-tail	2.407E-10	
t Critical two-tail	1.994437086	

In case of Empathy as well, the P value derived after the t-test is more than the Critical value of 0.05. So, in this case as well we will accept the null hypothesis and reject the alternate hypothesis. It implies that the perception regarding the Caring, individualized attention given to customers at Goibibo is more than the expectations of the customers.

Empathy describes convenient operating hours for customer, give personal attention, understand the specific needs of the customers etc.

12. Recommendations

After analyzing the results of the SERVQUAL with the help of the graph as well as the t-test we can say that the perceptions of the Customer regarding the service quality of PNB is less than his expectations of what an excellent bank's service should be. So, PNB cannot be categorized as an excellent bank as per the responses we have received from the customers. It is not meeting the expectations of the customers on any of the parameters, namely, Tangibles, Reliability, Responsiveness, Assurance and Empathy. This means that:

- The physical facilities, equipment, personnel and communication materials of PNB are below the customer's expectations.
- The ability to perform the promised services dependably and accurately in case of PNB is below the expectations of the customers.
- The service providers at PNB are not readily willing to help customers and provide prompt service.
- The knowledge and courtesy of employees and their ability to convey trust and confidence are below what it is expected out of them.
- The employees at PNB are not caring and do not provide any individual attention to their customers.

The PNB needs to improve on the above parameters so as to enhance its quality of services and increase the customer satisfaction through improves physical arrangements, providing timely services according to the promise made, more willingness to help customers and providing individual attention.

13. Dimensions/ Parameters of SERVQUAL

13.1 Dimension – Responsiveness

Responsiveness – It shows the relationship between customer satisfaction and responsiveness. Here the value of p is less than 0.05. Hence, responsiveness is significant to the customer satisfaction. It implies that customer satisfaction is achieved through responsiveness.

13.2 Dimension – Reliability

Reliability – It shows the relationship between responsiveness and reliability through customer satisfaction which implies that when customer satisfaction is measured then only reliability is satisfying the customers. Here the value of p in reliability is less than 0.05. Hence, it means only reliability is significant and responsiveness is insignificant to the customer satisfaction.

13.3 Dimension – Empathy

This model examines the relationship between responsiveness, reliability and empathy. It implies that when responsiveness, reliability & empathy are measured through customer satisfaction then only empathy is satisfying the customers. Here the value of p in empathy is less than 0.05. Hence, it means that only empathy is significant and responsiveness, reliability is insignificant with respect to the customer satisfaction.

13.4 Dimension – Assurance

This model examines the relationship between responsiveness, reliability, empathy and assurance. It implies that when responsiveness, reliability, empathy and assurance is measured through customer satisfaction then only two variables responsiveness & assurance are satisfying the customers. Here the value of p in responsiveness and assurance are less than 0.05. Hence, it means that only responsiveness and assurance are significant to the customer satisfaction. However responsiveness & reliability are insignificant with respect to the customer satisfaction.

From all the above analysis we conclude that responsiveness and assurance is the two main predictor of the customer satisfaction with respect to the service quality of Ibibo s Pvt. Ltd.

14. Conclusion

Finally, winding up this paper, we conclude that customers are the most important asset of any organization which is needed to be focused everytime. The success mantra of any organization is ultimately depends on how efficient and effectively its customers are being satisfied. Therefore the main agenda of the organization must be to fully satisfy its customers for longer time duration by maintaining their loyalty. In this study we found that all the parameters of servqual ie. TANGIBILITY, REALIBILITY, RESPONSIBILITY, ASSURANCE & EMPATHY are fully satisfying the customers. By focusing on its service quality Goibibo would improve reputation of the company, retain the current customers and add on new customers. Broaden their outlook, capacity and potential with the effective utilization of service quality.

15. Limitations of the Study

- The very first limitation of this study is the small sample size because it was provided by the company itself.
- The second limitation of this study is that the sample size is confined to Delhi & NCR.
- The results of this study cannot be generalized because the samples were heterogeneous in nature and this can be also stated as a limitation for this study.
- The next limitation is the time constraint because the duration of training was short, due to which it was difficult to collect data.
- Sometimes customers don't used to share the true information because of ignorance and their busy schedule.

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