"AN EMPIRICAL STUDY ON SERVICE QUALITY PERFORMANCE AND TRAVELERS PERSPECTIVE WITH REFERRENCE TO TRAVEL INDUSTRY IN CHENNAI CITY"

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Abstract
The Indian travels and travel industry have emerged jointly of the key drivers of growth among the services sector in India. Travel in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Travel is additionally a potentially large employment generator besides being a big source of interchange for the country. During January-April 2018 FEEs from travel increased 17.4 per cent year-on-year to US$ 10.62 billion. The study aims to live service quality performance of travel industry among passengers In Chennai city. The study is descriptive research design and therefore the data were collected from 171 passengers using structures questionnaire from various travel agencies Centre in Chennai city. The finding of study indicates that there's a big difference between the impact of SEREQUAL towards ticket booking system and occupation of the passenger. supported the results, suggestion and recommendation are often further discussed.

Introduction

The travel industry is one among the world's largest industries with a worldwide economic contribution which include direct, indirect and induced of over 7.6 trillion U.S. dollars in 2016. The direct economic impact of the industry, including accommodation, transportation, entertainment and attractions, was approximately 2.3 trillion U.S. dollars that year. variety of nations, like France and therefore the us, are consistently popular travel destinations, but other, less well-known countries are quickly emerging so as to reap the economic benefits of the industry. Worldwide, the travel industry has experienced steady growth almost each year. International tourist arrivals increased from 528 million in 2005 to 1.19 billion in 2015. Figures were forecasted to exceed 1.8 billion by 2030. Each year, Europe receives the foremost international tourist arrivals. It also produces the foremost travelers: with approximately 607 million outbound tourists in 2015, the region had quite double that of the second largest tourist origin, the Asia Pacific region. In 2015, global international travel revenue reached approximately 1.26 trillion U.S. dollars, having almost doubled since 2005. That year, China had the most important international travel expenditure, followed by the us and Germany. The leading city in international visitor spending was Dubai, where tourists spent quite 31.3 billion U.S. dollars in 2016. The research study aims to analyze the effect of service quality attributes and passengers' responses while booking a ticket system within the travel agencies

Literature Review

Wilson (2009) in their investigation study informed that the documented the change of trend of consumers booking through online travel agencies rather than traditional travel agents. He suggested that products like books, music, clothing etc. are early adopters of distributing themselves through online channel likewise the adoption of travel services through online channels in now studying and there'll be a sway on the market share of traditional travel agents.

Kaynama and Black (2013) in their present study established that traditional instrument of measuring service quality like SERQUAL model wasnot sufficient to live the service quality of travel agencies. Rather the paper suggested adapting the SERQUAL model into another assessment tool called E-QUAL which was specifically developed keeping in mind the electronic commerce business.

Kim and Lee (2013) identified the scale of web service quality between online travel agencies and online travel suppliers. They also compared the scale of web service quality between online travel agencies and online travel

suppliers. The study found that there are similar dimensions like information content, reputation and security, easy use and usefulness which are common to both. Information content was found to be the foremost important dimension for customer satisfaction for online travel agencies and online travel suppliers. Cho and Agrusa (2012) identified the factors which affect the benefit of use and usefulness and the way these affect the customer attitudes towards online travel agencies. Interestingly the study found that the attitudes of the customer towards the net agency includes a significant impact on the amount of satisfaction of the customer

Need for the Study
Research into the agency sector by academics has largely focused on the requirement for travel agencies to adopt strategies that may enable them to compete in an ever-changing technological environment by improving their service quality dimensions. Therefore, investigation of the traveling agency and also the related impact related to ICT introduction are the most focus of this study for improving their service network. The study also provides owners feedback of customers' perceptions and expectation towards service quality of agency and where improvements have to be made to satisfy customer's demands and build loyalty. because the results agency should use survey-based feedback on a unbroken basis to induce to understand the present market demand and their expectations. This result helps owners make effective operational decisions and to supply a framework for other travel agencies to duplicate this research process and use as their own market research tools. Besides that, the agency management can focus and invest in improving the weather of satisfaction and repair quality that have high relationships as a method to live service quality of agency.

Statement of the problem
The small travel agencies also refocused on selling in niche markets with higher commission leisure travel packages, closing large physical offices to maneuver to smaller places, and charging customer service fees. Travel agencies have to re-evaluate their current activities and stop being a product provider, but start that specialize in providing added value to the customer. to attain success, travel agencies should target build up a decent image and reputation so as to earn the customer's trust. Research has always been concentrated in measuring traveler fulfillment on SERVQUAL for customer services. Thus, the research questions identified in the paper are as follows:
*   To what extent traditional travel agencies are aware of the need to move to online form of business?
*   Which value added services of travel agencies can be taken advantage from the supplier side of view?
*   What are the relationships between the antecedents and consequences of passengers satisfaction for online travel agencies in Chennai?

Objective of the Study
*   To analyze the Impact of service quality dimension and passengers delight towards booking system in Chennai city.
*   To identify the factor which influence the travelers to purchase ticket at in Chennai city.
*   To examine the influence of SERQUAL dimension and booking system by the traveler in Chennai city.
*   To measure the actual experience of the traveler while booking the tickets in Chennai city.

Scope of the study
The travel agency industry attracted numerous small business owners because of the relatively low barriers to entry. Travel agencies should be able to hunt for bargains in an efficient way and offer service quality to the customers at an affordable price. Hence it is important to assess the service quality of travel agencies with reference to the customer satisfaction and the study carried out in Chennai city. This study also identified five tourism service quality dimensions, namely, tangibility, reliability, responsiveness, assurance and empathy, all of which comprise the criteria tourists use to evaluate the service quality of travel industry in Chennai city.

Research Methodology

The research design involved in the study is descriptive in nature and convenience sampling was utilized to collect the data from 171 potential passengers using ticket booking services in travel agencies in Chennai region. The structured questionnaire was constructed along with Likert scale which varies from strongly disagree to strongly agree and hypothesis were analyzed using statistical package for social sciences

Data analysis and results

Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.809	42

Inference: The Cronbach's alpha coefficient for 42 items is 0.809 suggesting that the items have high level of internal consistency.

Chi Square Test

Null hypothesis (Ho): There is no association between satisfaction level towards the travel agency and the marital status of the traveler.

Alternate hypothesis (H_1): There is association between satisfaction level towards the travel agency and the marital status of the traveler.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	254.476[a]	4	.000
Likelihood Ratio	161.294	4	.000
Linear-by-Linear Association	126.163	1	.000
N of Valid Cases	171		
a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is .37.			

Inference: The Pearson chi square significant value is 0.000 which is less than 0.05. Hence Reject Null hypothesis. There is association between satisfaction level towards the travel agency and the marital status of the traveler.

Friedman Test

Null hypothesis (H_0): There is no significant difference between mean ranks towards the ticket booking system by the traveler based on their experience.

Alternate hypothesis (H_1): There is significant difference between mean ranks towards the ticket booking system by the traveler based on their experience

Dimension of service quality	
	Mean Rank
The materials and brochures are visually appealing in the agency	4.48
The physical facilities in the agency are visually attractive and comfortable	5.70
The agency creating convenient travel agency location.	2.87
The agency provides services at the time it promises	5.16
The employees are sympathetic and also reassuring	6.96
The staffs to need are very responsiveness	3.16
The staffs never hesitate to give personal attention	4.49
The staffs respond to request without any excuses	6.87
The behaviour of staffs build confidence in you	5.30

Test Statistics[a]	
N	171
Chi-Square	431.993
Df	8
Asymp. Sig.	.000
a. Friedman Test	

Inference: It reveals that since p value is less than 0.05, the null hypothesis is rejected at 5 percent level of significance. Hence it is concluded that there is significant difference between mean ranks towards the ticket booking system by the traveler based on their experience.

Suggestion and Recommendation
The following suggestion will be recommended to the travel agencies in order upgrade their service quality of the services as follows

- The travels agencies should improve atmospherics facilities like lighting, physical appearance and physical cues within the environment.
- The Front-line office employees within the travel centers has got to interact with passengers and supply effective communication regarding any enquiries.
- The online web portal services should improve and supply on time information about the general public transport.
- Attentiveness and promptness in handling customer requests, questions, complaints and problems should be improved and timely actions should be taken. Involve the workers within the planning and implementing the Customer Service.
- Following-up with customers through the customer's optimum channel of text, phone or email demonstrates that the associate paid attention, documented the request and needs to make upon the initial relationship.

Conclusion
The travel industry is becoming highly competitive in terms of the services provided by the agencies. Hence assessing service quality is incredibly important to be in competition, it's a key think about differentiating service products and building a competitive advantage. this is often certainly the agency service providers in Chennai city. to stay competitive, the agency must maximize the customers' satisfaction towards the service quality by determining the five dimensions to reinforce and develop it. This study has demonstrated how the SERVQUAL instrument could help agency identify the travel package and its related characteristics that are considered important by customer or visitors. during this way, agency can improve their level of quality and also the effectiveness of the model are often monitored over time, with resources being shifted to those areas which most heavily influence customer satisfaction of service quality. This study also indicated that agency has higher overall travel product or service quality than other state of agency similarly as over all the five dimensions of agency quality.

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