



E-Ticketing Application

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Article Info

Article History:

Received: October 22, 2020

Revised: November 12, 2020

Published: December 2020

e-ISSN: 2654-2528

p-ISSN: 2623-2324

DOI: 10.5281/zenodo.4308105

Abstract:

The purpose of this paper is to determine and to discover the influence of the use of online ticket booking applications in the increasing number of passengers and the increasing business profits by making a comparison between tickets purchase online and offline. The method used was descriptive and survey, where the population taken in this study were customers working as workers, college students, and housewives. The results of this study were online ticket booking applications are suitable channel to increase the number of tickets purchase and profit.

Keyword: *E-Ticketing, Online, Technology, Application*

INTRODUCTION

In the current era of globalization, the speed to obtain information through technology is the crucial factor to compete in business. Information technology helps companies to improve their growth annually. Corporate managers choose to use information technology to interact efficiently and easily in business process. Some of the advantages of information technology have on business are it brings entrepreneurs closer to their consumers, helps to reduce costs, and makes business more flexible (Soegoto, et al., 2019). Technology advancement produces something that saves time and costs, so that in online tickets booking, e-ticketing is introduced to facilitate customers who want to order tickets via the internet (Ghosal, et al., 2015).

The used of information technology in online tickets booking is the crucial part of marketing. Booking in advance would improve service capabilities for better availability and effective utilization of resources, so this would be a big advantage (Chai, et al., 2019). This shows that the online ticket booking applications are used for purchasing ticket online earlier before the trip. Customers can order tickets through the online ticket booking application on the Internet and this system prevents tickets lost (Lyu, et al., 2017). Many customers order tickets through the application because it is easy to use and available on the website, mobile, and others. They can make order, payment, do verification and receive the tickets online through only one simple mobile application (Liebana, et al., 2019). In the journey of the global market it is estimated that around \$850 billion or \$216 billion or 25% is ordered online in the United States, Western Europe and Asia Pacific, so more than half a trillion dollars in global market travel sales are still waiting to be ordered online (Mugica, et al., 2019).

The use of information technology impacts not only to the public transportation services, but also tourism. Ticket reservations for trips are known to increase. In recent years, the emergence of the online market has dramatically changed the travel industry so that it has become one of the most advanced online businesses (Hsu, et al., 2019). In addition to facilitating customers by using the online ticket booking application, public transportation service companies also collaborate with Online Travel Agencies (OTA) to spread ticket marketing to customers. As a result, customers can also place an order through OTA. Online travel agents provide ticket bookings and allow customers to search for departures and fares according to their needs and make travel choices. If conventional travel agencies intend to sell products on the internet, management must strive to provide more and new value to consumers (Tandon, et al., 2019). This drives most owners of public transportation services use or collaborate with Online Travel Agencies (OTA) to sell tickets online. OTA presence affects the website visit numbers and see an increase in demand by customers for ordering online (Chong, et al., 2019). The convenience of customers uses the website, online ticket booking applications, ease of use and experience encourage customers to choose to order tickets online (Jeng, et al., 2019). It can be said that the online ticket booking application can attract customers to orders tickets online, and it results in the increasing number of customers in a public transportation service company, thereby increasing business profits.

The purpose of this study is to determine the influence of the use of online ticket booking applications in increasing the number of passengers in a company and increasing business profits by making a comparison between tickets purchase online and offline. The methods used were descriptive and survey, where the population taken in this study were customers working as workers, college students, and housewives.

RESEARCH METHOD

The methods used in this paper were descriptive and survey. These methods were used to find out what ticket reservations were widely used by customers, whether ordering through the online ticket booking application or ordering directly to the outlet. In collecting data, a research sample was needed, namely interviews on public transportation service in Dipatiukur Street and questionnaires for several customers samples to measure the level of customer interest in ordering public transportation service tickets.

RESEARCH RESULTS AND DISCUSSION

The results of this study were used as the reference to find out the results of the survey and interviews with two public transportation services in Dipatiukur Street. Figure 1 below shows most customers were public transportation services in Dipatiukur street No. 109A ordered tickets online. According to them, the percentage of customers who booked tickets online was 55% and 45% for offline purchases.

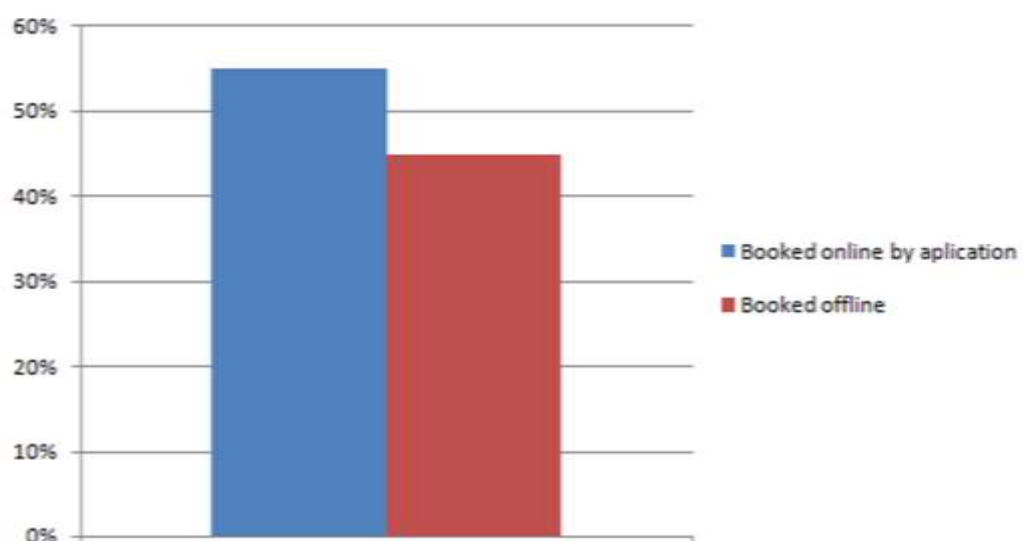


Figure 1. Percentage of tickets interest in place A

Figure 2 shows the public transportation service in Dipatiukur Street No. 53B have five options to order a ticket: online purchase through their official application, official website, third party application, official offline store, and by phone. In figure 2, most customers or 30% of them booked tickets through official application, 30% through official website, 30% through third party application, 20% through official offline store, and 20% by phone. Figure 2 below shows the percentage of them.

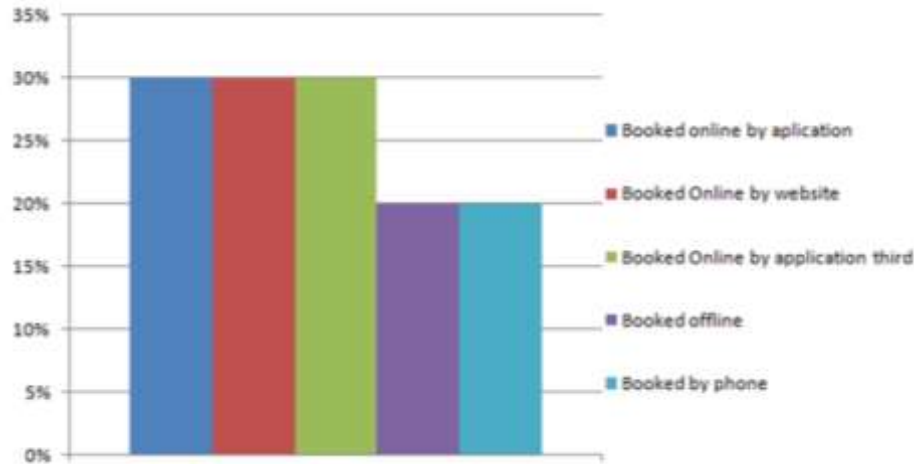


Figure 2. Percentage of tickets interest in place B

Figure 3 shows the results of questionnaire with 84% customers chose to order tickets through the online ticket booking application 16% chose to purchase tickets offline. Figure 3 below shows the chosen options to book a ticket.

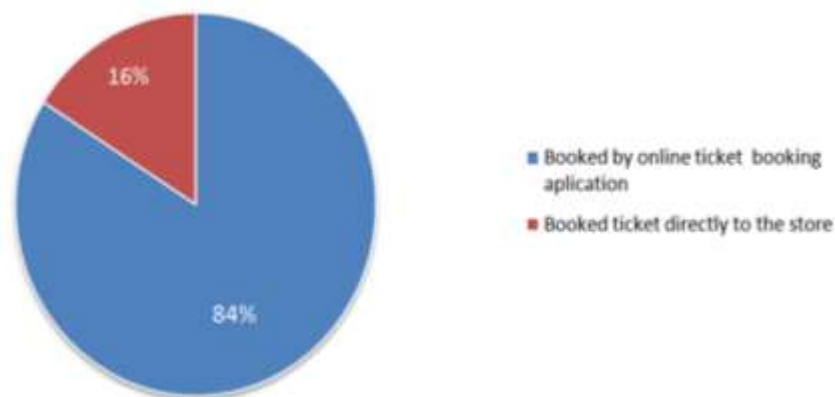


Figure 3. Respondents

Table 1 shows the reasons for purchasing tickets through application because of its easiness (33.3%), inability of going to the offline outlet (11.1%), ticket price and schedule comparison (18.5%), security and safeness (14.8%), discounts offered (14.8%), and no queue (14.8%).

Table 1. Reasons for Purchasing Tickets through Application		
Factors	Total	Percentage
Easiness	18	33.3%
Inability of going to the offline outlet	6	11.1%
Ticket price and schedule comparison	10	18.5%
Security and safeness	8	14.8%

Discounts offered	8	14.8%
No queue	8	14.8%

Table 2 shows the reasons customer prefer to book tickets offline. The reasons were preference to pay in cash (50%), security and safeness (40%), location (30%), buying ticket (20%), incapability to use the application (10%), and inconvenient use of the application (0%). Factors that cause peoples to order tickets offline. Table 2 below shows ticket booking factors by offline method.

Table 2. Reasons for Purchasing Tickets Offline

Factors	Total	Percentage
Preference to pay in cash	5	50%
Security and safeness	4	40%
Location	3	30%
Buying ticket	2	20%
Incapability to use the application	1	10%
Inconvenient use of the application	0	0%

ACKNOWLEDGMENT

The author would like to thank all participants and to company A at Dipatiukur Street No.109 Bandung and company B at Dipatiukur Street No.53 Bandung for their willingness to be interviewed.

CONCLUSION

The conclusion is the authors proves that the influence of online ticket booking applications can increase profits, able to create a good customers relationship and business relationship with other companies. Online ticket booking application is recommended because tickets booking through it is user-friendly. Based on the results of the surveys and interviews, the percentage of customers who prefer online ticket booking through the application was higher than the percentage of offline ticket booking. Also, the results of the questionnaire showed that people preferred online tickets. Several reasons customers choose online ticket booking were easiness, inability of going to the offline outlet, ticket price and schedule comparison, security and safeness, discounts offered, and no queue.

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