



Effect of Online Bus Booking on Customer Satisfaction: A Study of ABC Transport, Utako Terminals, Abuja, Nigeria

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Abstract: *In the Nigerian business environment, one of the most unresolved problems in transportation industries is the poor inclusion of online bus booking in the scheme of things. These failures revolve round the fit between managers and staff of the organization to work in agreement to welcome the new arrival. This study focused on the effect of online bus booking (e-ticketing) on customer satisfaction, with emphasis on ABC transport, Utako terminals, Abuja, Nigeria. The specific objective was: to ascertain the effect of e-mail ticketing system on customer satisfaction of ABC transport, Abuja terminals, investigate the effect of web-based ticketing system on customer satisfaction of ABC transport, Utako terminals, and to find out the relationship between e-bus booking or e-ticketing and customers satisfaction of ABC transport, Utako terminals, Abuja. The study adopted the survey research design. Stratified random sampling was applied and the population of the study was 475 while sample sized of 217 was determined using taro yamani formula. Data was analyzed by regression method and findings revealed that online bus booking (e-ticketing) has effect on customer satisfaction of ABC transport, Utako terminals, Abuja, Nigeria. The study concluded that with the arrival of online bus booking system, service quality which is a significant factor which determines passengers' satisfaction will have a positive change. Hence, if passengers are satisfied with the service offered their level of patronage and loyalty to the brand will significantly increase. The study recommended that Transport companies in Nigeria should encourage the use of digital ticketing systems among passengers through incentives such as discounts so as to improve passenger usage.*

Keywords: *Online bus-booking, e-mail ticketing system, web-based ticketing system, customer satisfaction*

I. Introduction

In today's world, the widespread of zeal for e-commerce is leading the transport industry into online booking (e-ticketing) system. In African countries, particularly Nigeria, South Africa, Ghana and Egypt, the e-ticketing services are fast gaining popularity (Ahmad & Hamzah (2020). In the vast expanse of Africa, online booking or e-ticketing has influenced the transportation sector which acts as an indispensable cornerstone, fuelling economic activities and forging a network between diverse cultures (Bahago Nduji, Fadipe & Oriaku,2021). In Nigeria, it acts as a robust bridge between diverse economic sectors and its populace, accounting for a significant 80% of the country's comprehensive transportation needs and commercial values (Awakan,2021).

Introducing e-ticketing in the road transportation system in Nigeria has favored the customers. The road transportation system which serves as the primary mover of economic growth, ensures a smooth and dependable connection between states (Nduji, Orji, Oyenuga & Oriaku (2023). Research indicates that 32% of Nigerians depend on this robust public transport network for their everyday commuting and travel requirements, outpaced only by

walking at 86% (Bahago, Nduji, Enem & Gotip,2022). Nevertheless, ABC transport e-booking infrastructure, reflecting a broader challenge in Nigeria is riddled with inefficiencies.

Online booking allows potential passengers to self-book, pay for travel services, and manage reservations online. The benefits of online booking are numerous, it includes convenient and fast reservations, instant and quick inquiries, cost reduction, enhanced security, and increased customer accessibility (Bernardo, Llach, Marimon, & Alonso-Almeida,2013). Research has shown that customer experience is a critical factor in the success of online businesses. According to Bukhari, Ghoneim, Dennis and amjoom. (2013), customer experience is an essential factor in their purchasing decisions. Moreover, 65% of customers has a positive experience with a brand is more influential than advertising.

Online booking is now commonly used in the transport sector in Nigeria not only in road transport service section but also airline industries, and rail sector. Besides on transportation, online bookings also are spreading to entertainment industry such as cinemas, concerts and sports (Ceipidor, Medaglia, Volpi, Moroni, Sposato, Carboni & Caridi,2013). The spreading usage of booking brings benefits to those who are using the services. The effectiveness, reliability, convenience and safety makes online booking to be widely accepted.

Online booking is now a substitute to the paper-based receipt received for the purchase of goods. By having e-ticket, it makes the traveller not to bring physical paper, instead they just need to bring the bar code that have been given to them, making customers feel satisfied (Bukhari et al,2013)).

Satisfaction is defined as an experience of fulfillment of an expected outcome. Chan and Chong (2013) see satisfaction or dissatisfaction with a program or facilities influenced by expectations regarding the level of quality. Satisfaction depends on numerous factors and there is no dearth of literatures on this subject. Previous studies explained that customers want the best service quality and responses as well to what they want (Chen,2012). According to Enzmann, and Schneider (2015) explained that operation failures of services such as delay of transportation as a factor that affects customers' satisfaction and this creates bias to customers and thereby resulting in dissatisfaction(Eze, Okeudo & Amadi,2015).

Further, several previous researchers have determined the segments of online bus booking from the perspective of customer satisfaction regarding travelling (Gideon, 2012). In general, Lagos areas were preferred for this study as nothing has been published on utako, Abuja where the inhabitant may choose between bus service and individual transport.

It is in the light of the above that this study intends to investigate the effect of online bus-booking on customer satisfaction using ABC Transport, Utako, Terminals, Abuja as case study.

1.1 Statement of the Problem

Transport needs of major cities in Nigeria now present significant challenges for policy makers as unpredictable shifts in population dynamics in response to the need for employment, housing, and sustenance continues. The expansion of the cities in Nigeria, coupled with increasing urban population, results in greater demand for transport provision. This demand has, however, not always been met, and efforts to provide adequate transport infrastructural facilities, online booking(e-bus booking) is uncoordinated and poor (Ibrahim & Ta'a, 2015)).

Commonly identified transport problems in Nigerian cities are long waiting times for buses, traffic congestion, parking difficulties, air pollution, traffic accidents and paucity of e-bus booking system (Meeker,2015). This is because of the increasing travel demand and preferences in using public vehicles in Nigerian cities (Murambi & Bwisa,2014). To prevent problems caused by the rise in demand for urban transport and increase in public motorization, To improve the public bus transport system in Lagos in particular and Nigeria

in general, it is important to elicit insights from actual passengers of the system about changes they would like to see to better meet their needs especially in the area of online booking. This is because the provision of public bus transport services is passenger-centered. By identifying the key dimensions that offer value and influence passenger satisfaction, alternative bus strategies can be devised so that more people opt in favor of this service (Putri & Karim,2019). .

Although it is not yet ubiquitous in Nigeria, several online bus booking platforms have emerged in recent years. E-ticketing, which has two types viz: E-mail ticketing system and Web-based ticketing system, has been adopted by Some big bus brands as modern way of selling tickets online, and some popular companies that leverage online bus ticket booking in Nigeria include ABC transport, GUO group of companies, FG Onyenwe, Peace Mass Transit, Benue Links, Niger State Transport Authority, ENTRACO, Imo State Transport corporation(ITC)(Qteishat,, Alshibly & Al-ma'aitah,2014).

Previous studies on public bus transport services at national and local levels focused on constraints (Cosmas, Etus, Ajere & Godswill,2015), impacts (Wojuade & Badiora, 2017), and the effect of congestion on vehicle movement (Turner & Wilson,2018), but there is scanty literature on passenger satisfaction in connection with online bus booking. To keep and attract more bus passengers, public bus transport must have increased in the area of online booking to satisfy and fulfill a wider range of different passenger needs. Despite the growing popularity of online booking systems in the Nigerian bus transport industry especially in Abuja, little is known about the effect of online bus booking on customer satisfaction, ABC transport, maza-maza terminals, Lagos, hence this study.

1.2 The Objectives of the Study

Therefore, the main objectives of the study is to investigate the effect of online bus booking on customer satisfaction: a study of ABC transport, Utako terminals, Abuja, Nigeria.

The specific objectives are :

- i. To ascertain the effect of e-mail ticketing system on customer satisfaction of ABC transport, Utako terminals, Abuja,
- ii. To investigate the effect of web-based ticketing system on customer satisfaction of ABC transport, Utako terminals, Abuja
- iii. To find out the relationship between e-bus booking or e-ticketing and customers; satisfaction of ABC transport, Utako terminals, Abuja

1.3 Research Questions

- i. What is the effect of e-mail ticketing system on customer satisfaction of ABC transport, Utako terminals, Abuja?
- ii. What is the effect of web-based ticketing system on customer satisfaction of ABC transport, Utako terminals, Abuja?
- iv. What is the relationship between e-bus booking or e-ticketing and customers; satisfaction of ABC transport, Utako terminals, Abuja?

1.4 Research Hypothesis

H0: There is no significant relationship between e-mail ticketing system and customer satisfaction of ABC transport, Utako terminals, Abuja

H0: There is no significant relationship between web-based and customer satisfaction of ABC transport, Utako terminals, Abuja.

H0: There is no significant relationship between e-bus booking or e-ticketing and customers satisfaction of ABC transport, Utako terminals, Abuja.

II. Research Methods

2.1 E-bus booking or E-ticketing

E-ticket is a digital ticket that is as valid as a paper ticket, i.e., it is the equivalent. It is an electronic ticket which gives the holder the right to travel or attend an event (Noor, Muhammad, Kassim,, Jamil, Mat, Mat & Salleh,(2012).

Although we associate the term ‘e-ticket’ with flight tickets that airlines issue, it could mean any ticket we buy online. Specifically, any ticket we buy for which there is no issuing of a paper ticket. An e-ticket that an airline issues is a reservation in its computer system (Zongo.& Nasse,2019). It tells them that they have confirmed somebody’s seat on a specific flight. An e-ticket (electronic ticket) is a paperless electronic document used for ticketing purposes, such as airfare or concert admission. E-tickets are stored in a database and can be printed out at home or at the ticket counter of the venue. This practice has become an increasingly popular option for travel companies and event venues because of its convenience, cost savings and environmental friendliness. E-tickets, as noted by Lubeck and co-workers, require the creation of a comprehensive technological platform that controls almost every aspect of the customer relationship within the organization. As such, the roots of e-ticketing go much further than the interface with the customer (Cavana et al,2017).

a. Email ticketing systems

In the simplest of terms, an email ticketing system helps customer service teams deliver fast and effective support via email (Davis,2019). It enables teams to streamline customer emails and optimize workflows. It also equips them with essential tools to track team performance and the quality of support delivered. Also, It allows agents to work faster as it automates certain tasks for them. They can easily prioritize, auto-assign, and also auto-respond to certain customer queries. You can also automate processes like ticket registration, categorization, alerts, notifications, etc.Email ticketing systems have the advantage of being easy to set up at no extra cost. The disadvantage is that customers have to wait for a response if your email service has high traffic. Thus a ticketing system that depends on email can slow the speed at which you can diagnose and solve problems (Deogadkar,2021).

b. Web-based ticketing system

Web-based ticketing system has the advantage of being easy to set up and do not require any extra cost. The process is streamlined and does not face issues of high volume email traffic (Feng,Wang,,Ding,, Guo & Ding,2022). There is usually one person responsible for triaging all incoming requests through the ticketing system. Therefore, web-based systems are suitable for larger teams with high traffic of incoming requests.

c. Customer Satisfaction

Satisfaction is defined as an experience of fulfillment of an expected outcome. Islam & Rahman (2020).see satisfaction or dissatisfaction with a program or facilities influenced by expectations regarding the level of quality. Satisfaction depends on numerous factors and there is no dearth of literatures on this subject. Previous studies explained that customers want the best service quality and responses as well to what they want (Khaitan, Sisodia, Jaiswal & Kabra, 2021). Customer satisfaction is a measurement of how happy customers are with a company's products and services. Customer satisfaction includes a customer's perceived quality, value and expectations of a company and what it offers. Companies use this data, which they can gather through methods like surveys and focus groups, to help them determine how they can improve their products or services to gain and keep more customers (Orji & Ezinmuo, 2019, Kim & Kim,2019)..

d. Effect of Using E-ticketing on Customer Satisfaction

The e-ticketing system will give us quick and easy access to bus transportation. The e-ticketing system is also completely safe (Mashenene & Kumburu, 2020). E-ticketing has many positive effects, including: reducing costs associated with printing letters and tickets, reducing labor related to printing letters and tickets, security is guaranteed because it barcode validation and eliminates the possibility of fake or duplicate tickets, ordering e-ticketing by consumers means knowing how many consumers of the company, because the company stores consumer data in the company's database, provide additional information that needs to be known to customers, providing the ability to advertise, can increase the company's income by delivering ad space on the company's social portal With all the impacts and benefits obtained from the use of e-ticketing, it can encourage people to return to using public transportation (Berkeley, Lwoga, & Chigona, 2016).

2.2 Theoretical Framework

a. Technology Acceptance Model Theory

Technology Acceptance Model aims at studying how individual perceptions affect the intentions to use e-business ticketing technology as well as the actual usage. TAM suggests that when users are presented with a new technology, a number of factors determine their decision about how and when they will use it. The attitude toward adoption will decide the adopter's positive or negative behavior in the future concerning new technology. Perceived usefulness which is "the degree to which a person believes that using a particular system would enhance his or her job performance" and perceived ease of use refers to "the degree to which a person believes that using a particular system would be free of effort" (Kucukusta, Law., Besbes & Legoh  rel, 2015).

Technology Acceptance Model (TAM) is relevant to this study as the theoretical framework considering the fact that successful implementation of e-bus booking or e-ticketing Technology depends largely on the positive or negative behavior concerning new technology (Kim & Lee, 2018). TAM explains two theoretical constructs, perceived usefulness and perceived ease of use as the fundamental determinants of a technology system use and predicts attitudes toward the use of the system. The factors involving successful implementation of e-booking on customer satisfaction of ABC Transport, Maza-maza terminal, Lagos as identified in this study which are availability of ICT infrastructures, e-bus booking or e-ticketing depends largely on the user's willingness and attitudes towards using the new technology. The constructs of Technological Acceptance Model which are perceived usefulness and perceived ease of use relates to the variables in this study and could also be seen as some of the elements that form the entire process of e-booking on customer satisfaction of ABC Transport, Maza-maza terminal, Lagos. The key issues addressed by this study could be best explained by this theory. The application of ICT was based on the Organizational perception that ICT would increase customer satisfaction, productivity, effectiveness, and would make work easier and quick (Javid,, Ali., Campisi, Tesoriere, & Chaiyasarn, 2022).

2.3 Empirical Framework

Mohd-Suki and Suki (2022) conducted a study to investigate the effect e-mail ticketing system variables on private transport companies' productivity in Accra. He uses 58 private transport firms randomly selected from 123. Four (4) hypotheses were formulated based on the major's variables to guide the study. Data collected were analyzed using independent t – test. The analysis revealed that amongst other variables, e-mail ticketing system variables have effect on private transport companies' productivity. It was concluded that drivers and other employees need to be well paid and be made happy for better

performance. An employee who is happy will definitely be ready to go extra miles towards the attainment of organizational objectives. The gap identified is that the previous study was done outside the country. Unlike the current study, data collected were analyzed using independent t – test. .

Pietrzak and Pietrzak (2020). did a study on the impact of e-web-base ticketing system on productivity of JCM Transport company Tanzania. The researcher used a sample of 108 selected drivers. He analyzed his data using SPSS which used both percentages and valid percentages to analyze the data and used the chi-square distribution to test the hypotheses. He found that the e-web-based ticketing system has a significant effect on the productivity of JCM Transport company Tanzania. The study recommended that with the improvement on the usage of e-web-based ticketing system, driver would put in their best in the satisfaction of customers. The gap identified is that the previous study was done outside the country. Unlike the current study, data collected were analyzed using independent t – test. . The gap identified is that the previous study used chi=quare to test the hypotheses while the current study used simple linear regression..

Rahman and Islam (2018) carried out a research on relationship between e-ticketing and productivity of South-African Transport Company Ltd.. The study adopted a descriptive survey research design. The population of the study was composed of 106 selected passengers. The findings revealed the existence of statistically significant relationship between e-ticketing and productivity of South-African Transport Company Ltd $r(0.658)$; $p < 0.01$. Therefore, the study concludes that more e-ticketing in practice, the more the possibility of getting more customers thereby increasing profits of South-African Transport Company Ltd. The gap identified is that the previous study did not specify the particular tool used in testing the hypotheses, such was done in the current study

III. Research Method

Descriptive research design as well as the survey method will be used. Descriptive research design will be used to describe some phenomena because it aids a researcher in gathering, summarizing, presenting and interpreting information for the purpose of clarification(Ahmad & Hamzah,2020). The study population is 475 workers of ABC transport, in Nigeria, including some branches of the company in Lagos. The sample size of 217 was determined using the Yaro Yamane 1964 formula:. The sampling technique to apply in this study is the stratified random sampling. Stratified sampling is a sample that focuses on characteristics of particular subgroups of interest and facilitates comparisons as justified by Orji (2022), and Orji, Akhimien and Daramola (2023). The instrument used for data collection in this study was the questionnaire, The statistical tools used to analyze the data include the following: descriptive analysis using frequency tables and percentages. Also, simple linear and multiple regression analysis in respect to the study hypotheses testing were used to measure the degree of the effects of independent variables on the dependent or outcome variables.

IV. Results and Discussion

4.1 Data Analysis and Test of Hypotheses

Three hypotheses were raised and tested using regression analysis in the course of this study. In regression analysis, when the significant (sig) value is less than 0.05 for 95% confidence level or less than 0.01 for 99% confidence level we accept the alternative hypothesis and reject the null hypothesis and vice versa.

In order to test the hypothesis linear regression analysis was used.

I: H0: E-mail ticketing system does not have effect on customer satisfaction of ABC transport, Utako, Abuja

Model Summary.

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
I	.663	.440	.431	.37617

Source: Author's Computation, 2024

a. Predictors: (Constant) : E-mail ticketing system

Table 4.4.1a above revealed that there is a strong relationship at $R = .663$ between e-mail ticketing system and customer satisfaction. An examination of the table shows that $R^2 = .440$ which implies that e-mail ticketing system accounts for 44% of variations having a significant effect on the level of satisfaction of customers.

Table ANOVA

Model		Sum of Square	Df	Mean of square	F	Sig.
I	Regression	20.123	3	6.708	47.403	.000
	Residual	25.612	181	.142		
	Total	45.735	184			

Source: Author's Computation, 2024

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), E-mail ticketing system

Table 4.4.1b shows that the F-value is the Mean Square Regression (6.708) divided by the Mean Square Residual (0.142), yielding $F=47.403$. From the results, the model in this table is statistically significant ($Sig = .000$). Therefore, e-mail ticketing system is a significant predictor of customer satisfaction at $F(3,184) = 47.403$.

Table Coefficient

Model	Unstandardized Coefficient	Standardized coefficient	T	Sig.
		Beta		
	Std. Error			
Constant	.782	.	3.309	.001
E-mail ticketing system	.236	.266	4.272	.000
	.230			
	.054			

Source: Author's Computation, 2024

a. Dependent Variable: Customer Satisfaction

The table above revealed the degree of effect of e-mail ticketing system on the Customer Satisfaction. The statistical results is given as; (Email ticketing system; $\beta=.230$; $t=4.272$; $p<0.01$). The statistical result implies that e-mail ticketing system is a statistically significant predictor of Customer Satisfaction. Based on the results in the ANOVA table above, the significance level for all items are less than 0.01 therefore we accept the alternative

hypothesis and reject the null hypothesis. That is, Email-ticketing system has a significant effect on the level of customer satisfaction.

II: H0: Web-based ticketing system does not have effect on customer satisfaction of ABC transport, Utako, Abuja

Model Summary

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
I	.250	.063	.047	.45465

Source: Author's Computation, 2024

a. Predictors: (Constant), Web-based ticketing system

Table 4.4.2a above revealed that there is a relationship at $R = .250$ between web-based ticketing system and customer satisfaction. An examination of the table shows that the R square = .063 which implies that web-based ticketing accounts for only 6.3% of variations having a significant effect on the level of customer satisfaction.

Table ANOVA

Model		Sum of Square	Df	Mean of square	F	Sig.
I	Regression	2.503	3	.834	4.035	.008
	Residual	37.418	181	.207		
	Total	29.921	184			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Web-based ticketing system

Table 4.4.2b shows that the F-value is the Mean Square Regression (0.834) divided by the Mean Square Residual (0.207), yielding $F=4.035$. The model in this table shows that web-based ticketing system is statistically significant at ($\text{Sig} = .008$) and is a significant predictor of customer satisfaction at $F(3,184) = 4.035$

Table Coefficient

Model	Unstandardized coefficient	Standardized coefficient	T	Sig.
	Std. Error	Beta		
Constant	3.638	.286	12.735	.000
Web-based ticketing system	.229	.093	2.459	.015

Dependent Variable: Customer Satisfaction

The table above revealed the degree of effect of Web-based ticketing system on Customer Satisfaction. The statistical results is given as; (Employee Relationship with Managers $\beta = .019$; $t = .171$; $p > 0.05$). The statistical result implies that relationship with managers is a statistically significant predictor of efficiency. Based on the results in the ANOVA table above, the significance level for Web-based ticketing system is less than 0.01 therefore we accept the alternative hypothesis and reject the null hypothesis. That is Web-based ticketing system has a significant effect on the level of Customer Satisfaction.

III:H0:There is no significant relationship between e-bus booking or e-ticketing and customers; satisfaction of ABC transport Utako, Abuja.

Model Summary

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
I	.740	.548	.541	.33794

Source: Author's Computation, 2023

a. Predictors: (Constant), Customer satisfaction

Table 4.4.3a above revealed that there is a relationship at $R = .740$ between relationship between e-bus booking or e-ticketing and customers satisfaction. An examination of the table shows that the R square = .548 which implies that e-bus booking accounts for 54.8% of variations having a significant effect on the level of customers satisfaction.

Table ANOVA

Model		Sum of Square	Df	Mean of square	F	Sig.
I	Regression	25.064	3	8.355	73.155	.000
	Residual	20.671	181	.144		
	Total	45.735	184			

a. Dependent Variable: Customers Satisfaction

b. Predictors: (Constant), e-bus booking

Table 4.4.3b shows that the F-value is the Mean Square Regression (8.355) divided by the Mean Square Residual (0.114), yielding $F = 73.155$. The model reveals that e-bus booking is statistically significant at ($\text{Sig} = .000$) therefore it is a significant predictor of customers satisfaction at $F(3, 184) = 73.155$.

Table Coefficient

Model	Unstandardized coefficient		Standardized coefficient	T	Sig.
	Std. Error		Beta		
Constant	3.806	.203	.	3.973	.000
e-bus booking	.146	.047	.161	3.118	.002

Source: Author's Computation, 2023

a. Dependent Variable: Customers Satisfaction

The table above revealed the degree of relationship between e-bus booking and customer satisfaction. The statistical results is given as; (e-bus booking; $\beta = .146$; $t = 3.118$; $p < 0.05$). The statistical result implies that e-bus booking is a statistically significant predictor of the level of customer satisfaction.

4.1 Discussion of Findings

Based on objectives of the Study. The findings of this study are presented below in line with the objectives of the study:

Objective 1: To ascertain the effect of e-mail ticketing system on customer satisfaction of ABC transport, utako, Abuja. The findings of this study are based on statistical data analyses and hypothesis testing. Therefore, the alternate hypothesis which states that e-mail ticketing

system has a significant effect on the level of customer satisfaction is accepted and the null hypothesis rejected. These findings corroborate the findings of Mohd-Suki and Suki (2022) who conducted a study to investigate the effect e-mail ticketing system variables on private transport companies' productivity in Accra..It was concluded that drivers and other employees need to be well paid and be made happy for better performance. An employee who is happy will definitely be ready to go extra miles towards the attainment of organizational objectives.

Objective 2: To investigate the effect of web-based ticketing system on customer satisfaction of ABC transport, Utako, Abuja terminals. The findings from the study revealed that web-based ticketing system is a significant predictor of customer satisfaction. As such the alternate hypothesis which states that web-based ticketing has a significant effect on the level of customer satisfaction was accepted while the null was rejected. Findings also showed that it had a minimal effect on the level of customer satisfaction as such was not rated as highly as expected. This could be due to the fact that other factors could also affect the customer satisfaction which may not be noticeable in nature. These findings agree with Pietrzak and Pietrzak (2020) who did a study on the impact of e-web-based ticketing system on productivity of JCM Transport company Tanzania. The study recommended that with the improvement on the usage of e-web-based ticketing system,driver would put in their best in the satisfaction of customers.

Objective 3: To find out the relationship between e-bus booking or e-ticketing and customers; satisfaction of ABC transport, Utako, Abuja terminals, The findings from the study reveals that e-bus booking is a significant predictor of customer satisfaction. As such the alternate hypothesis which states that e-bus booking has a significant effect on the level of customer satisfaction was accepted while the null was rejected. Findings also showed that e-bus booking was rated highly by the respondents and is believed to have a great effect on the level of customer satisfaction.

These findings correspond with the findings of Rahman and Islam (2018) carried out a research on relationship between e-ticketing and productivity of South-African Transport Company Ltd.. Therefore, the study concludes that more e-ticketing in practice, the more the possibility of getting more customers thereby increasing profits of South-African Transport Company Ltd

V. Conclusions

Public transportation is a significant part of the transportation system in Nigeria, and nowadays, bus companies are taking important role in public transportation. Hence, to make reservation reliable they need a strong electronic system which will make reservation easier, faster and safer. This led to the growing trend in the introduction and adoption of digital reservation system by bus companies in Nigeria. It is observed that there is a significant gap between passengers' expectation with the service rendered by ABC transport , Utako, Abuja terminal, Nigeria and the actual satisfaction passengers get from the services provided to them.

The study concluded that with the arrival of online bus booking system, service quality which is a significant factor which determines passengers' satisfaction will have a positive change.. Hence, if passengers were satisfied with the service offered their level of patronage and loyalty to the brand will significantly increase. Therefore, transport companies should ensure that necessary actions are taken in order to achieve high effectiveness and efficiency in service delivery in order to meet customers' satisfaction

Recommendations

Based on the findings in the study the following recommendations were made;

- i. Transport companies should encourage the use of digital ticketing systems among passengers through incentives such as discounts so as to improve passenger usage.
- ii. Customers satisfaction on services offered must be a core value which drives core transport operation principles.
- iii. Comprehensive travel information must be provided to users of e-ticketing services at a glance in order to instill confidence and assurance to users

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