International Journal of
Business Diplomacy and Economy

ISSN: 2833-7468
Volume 2 | No 8 | Aug -2023

E-Ticketing System of Airline Operators in Nigeria: Evolution, Chalenges, Propects

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Abstract: The study investigated the E-ticketing system on airline operators: evolution, challenges and prospect. The population of the study was targeted at six airline operating firms in Port, Harcourt, Rivers State. From the total population of 184 a sample of 166 staff was determined using Taro Yamane's formula via purposively with stratified random sampling techniques. Three research questions and three research hypotheses were formulated to guide the study. A researcher constructed instrument called "ESECPQ'' E-Ticketing System Evolution, Challenges and Prospect Questionnaire which was validated and the reliability coefficient above 0.70 being tested by Cronbach Alpha formula. Data Collected were analyzed using independent criterion mean, standard deviation analysis and Spearman's Rank Order Correlation Co-efficient. Findings of the study reveal affirmative and substantial correlated betwixt e-ticketing customer technical support, data security, users' friendliness and customer fulfillment. In conclusion e-ticketing has future prospects in the aviation industries. Based on the findings of the study, it is recommended among others that airlines operators should ensure to build proficiency adequate security, convenience, customer technical support and trust in the aviation industries.

Key words: Customer fulfillment, Customer Technical Support, Data Friendliness, Data Security, e-Ticketing, Flight Seat Reservation, PocketMonie, TAM.

Introduction

In this study, we'll frequently refer to electronic ticketing as "e-ticketing," which is short for "e-ticketing system." Applications of e-ticketing include e-banking, e-ordering, and online publishing/online merchandising for airline reservations, seat reservations, customer convenience, customer patronage, and e-security. By encouraging a switch from traditional payment methods like cash, checks, or any other paper-based legal tender to electronic alternatives like e-tranzact, e-wallet, perfect money, ATM, POS, Western Union money transfer, and pocketmonie, a more developed and mature electronic setting plays a crucial part in e-ticketing and closes the e-commerce loop (Bickersteth, 2005).

The efficiency of e-ticketing systems, according to Raja and Senthil (2008), is essential for the success of electronic commerce since it facilitates customer convenience, seat reservations, bookings, and security. The Internet and online businesses are expanding enormously as a result of this rapid expansion. Online e-ticketing employs a variety of technological methods that can support a wide range of functions. The development, difficulties, and future possibilities of e-ticketing among Nigerian airline operators are covered in this report. This essay's main goal is to list, describe, and discuss the various e-ticketing processes as well as their difficulties. On the basis of the issue raised with e-ticketing, several remedies have finally been put out.

According to Aristotle (384.322 B.C.), who was mentioned by Hallahan (2000), everything must be valued in terms of money since doing so allows men to always sell their services and, in turn, creates

society. A commercial service that makes use of integrated circuit (IC) cards, cryptography, and networks of telecommunications is referred to as an electronic ticketing service. E-ticketing technologies are required to address fundamental shifts in socioeconomic trends. The e-ticketing system is an infrastructure made up of organisations, tools, policies, practises, standards, and technical elements that was created to influence the exchange of money betwixt all parties.

A successful e-ticketing system lowers the cost of trading goods and services and is essential to the interbank, money, and capital markets. A weak e-ticketing system, on the other hand, could have a substantial negative impact on an economy's capacity for stability and growth. Its failures could lead to inefficient use of financial resources, unequal risk distribution among agents, genuine losses for participants, and a loss of faith in the financial system and the very use of money. As competition and innovation continually push the boundaries of what is possible in terms of combining efficiency, dependability, safety, and system stability to provide services to more ordinary consumers and airline operators, the tasks involved in designing the e-ticketing system grow more difficult for individuals, businesses, governments, and financial institutions, new technology allowing the electronic storage, transfer, and usage of money could have enormous ramifications. Depending on the transaction model used, the users of the electronic ticketing system might be separated into retailers and customers. Issuers: Businesses, people, or the government that supply the actual mechanisms or the means to incorporate the mechanisms into the use of other people. Regulators are those who are worried about a variety of things, such as ensuring the honesty of the mechanism and its users as well as any potential effects on the larger economy. This study aims to connect the gaps in Nigerian airline operators in Port Harcourt's e-ticketing system.

Statement of the Problem

Many new airlines are emerging as the aviation business grows. The purchasers of the passengers' tickets must make reservations. The time-consuming and tedious process of purchasing an airline ticket by visiting local offices is becoming obsolete. Passengers must be informed about the flight schedule. Hence the requirements for extensive exposure and for direct information transmission to the centres. The use of technological devices, including online and computerised based systems, in commercial transactions is referred to as electronic ticketing (E-Ticketing), according to Amaefule (2012). Although it is a crucial prerequisite for e-commerce, over 90% of the country's money is still in circulation in Nigeria, where cash still dominates the economy. As a result, the majority of transactions involving products and services are made in cash due to factors like as fraud and advance fee fraud (419), which are mostly attributable to inexperience, ignorance, and inadequate infrastructure. All of these factors taken together have had some effect on how effective e-ticketing is in Nigeria. Real-time, shared, open, and global are the four main distinguishing characteristics of the virtual markets that have emerged as a result of the Internet (Mohammad, 2003). Online contact and communication among the majority of the population have been impacted at an exponential rate by the expanding rate of ICT utilisation, particularly the Internet.

Despite the drawbacks, the majority of people are linked via their mobile devices, home computers, workplace access, and public kiosks. The popularity of the Internet is enormous and has grown continuously since its creation. Nigeria has yet to fully utilise the opportunities presented by the vast number of online enterprises for optimum financial gain. According to research, Nigerians are capable of engaging in e-ticketing or e-business, but a better national image is required to foster confidence and discipline both within Nigeria and before foreign populations. Additionally, it is important to support governmental and commercial initiatives that provide the fundamental infrastructures for increased motivation and e-ticketing options. Consumers currently research information online but still make purchases offline. The issue with this analysis is therefore how much e-ticketing has helped or hurt Nigerian airline businesses.

Objectives of the Study

The specific objective of this study is to find out the challenges and prospects of e-ticketing and the general objectives of this study.

- ✓ To correlates the challenges of e-ticketing and growth in Airline Operators in Nigeria.

- ✓ To correlates the prospect of e-ticketing and security in Airline Operators in Nigeria
- ✓ To moderate the corporate culture correlates betwixt e-ticketing challenges and prospects in Airline Operators in Nigeria.

Research Questions

The research questions were frame as follows;

- ➢ To what extent does the challenge of e-ticketing system correlates growth in Airline Operators in Nigeria?
- ➢ To what extent does the prospect of e-ticketing system correlates security in Airline Operators in Nigeria?
- ➢ Does corporate culture moderates the correlation betwixt e-ticketing system challenges and prospects in Airline Operators in Nigeria?

Hypotheses

Based on the specific objectives, the following hypotheses were framed.

- ➢ There is no substantial correlation between the challenges of e-ticketing and growth in Airline Operators in Nigeria.
- ➢ There is no substantial correlation between the prospect of e-ticketing and security in Airline Operators in Nigeria
- ➢ Corporate culture does not substantially moderates the correlates betwixt e-ticketing challenges and prospects in Airline Operators in Nigeria

Literature Review

Theoretical Framework

This study will integrate theories in collaboration with e-ticketing system in airline operating firms. Thus, these theories will be discussed on the basis of the following scholars such as the technology acceptance model, absorptive capacity and dynamic capability theory.

Technology Acceptance Model Theory

A hypothesis that explains how people embrace and utilise information technology is called the technology acceptance model (TAM) (Davis, 1989). The two preceding elements, namely perceived ease-of-use and perceived utility of the technology, are linked in the model to consumers' attitudes and intentions towards using a particular technology. In the last two decades, this model—which has undergone numerous developments—has become one of the most important ideas in the field of information systems (Parker &Castleman, 2009). In contrast to the TAM model, which discusses the customer's perspective and attitude towards using a technology, the current study looks at a company's internal organisational capabilities for adopting e-commerce tools and the creativity of the particular business models required to support such tools. As a result, it appears that this model is not appropriate for the current study situation.

The RBV theory faced criticism, thus Teece et al. (1997) developed the dynamic capability theory to address these issues. The capacity of an organisation to adapt to a changing environment is known as its dynamic capability. The growth, insertion, reallocation, and restructuring of the company's strengths and weaknesses will determine how much of a reaction is provided. Dynamic capability emphasises the emergence of a company's assets in an ongoing manner rather than the use of already-existing, scarce resources, as RBV does, to address the inadequacies of the RBV theory. Wade and Hulland (2004) further assert that the RBV's hypothesis that the development of strategic competitive advantages is based on the distinctive application of a firm's scarce resources may not apply to many enterprises. Many businesses can benefit from the dynamic capability premise that stronger firm positioning is based on the continuing development of firm resources. The dynamic capability theory focuses on internal characteristics that businesses can use to improve their place in

a competitive market over a broad spectrum of resource levels and types. This theory thus appears to be highly pertinent to the open research subject. It is thoroughly examined along with the accompanying benefits and drawbacks as it relates to the existing research model.

Absorbtive capacity is the third theory. According to Cohen and Levinthal (1990), it is the capacity of a company to gather, apply, and execute new information technology to generate economic value. The hypothesis is predicated on past knowledge and communication in the relevant field. Additionally, it provides cyclical, cumulative, and ongoing growth of relevant knowledge and communication (Cohen & Levinthal, 1990). According to recent research, absorptive capacity appears to be very valuable because it deals with difficulties pertaining to a firm's internal setting, including the influence of education and interaction on organisational development.

Conceptual Framework

Every transaction that is processed electronically has a specific goal in mind, according to Ayo and Babajide (2006): reducing transaction risk. Scalability and cost issues must be addressed concurrently via an e-ticketing trust structure. An organised sequence of actions taken to accomplish a certain company goal is referred to as a business process. E-ticketing is typically described as "the sharing of business information, maintaining commercial connections, and conducting company affairs by means of technology-based networks and online." The mechanisms accessible for online transactions in the majority of developing nations, including Nigeria, might adopt the following format:

Traditional Transaction Methods

Cash on delivery: Online purchase orders are typically the only form of payment used. Cash must be paid in full when the actual products are delivered.

Bank payments: Payment is made after placing an online order for items by making a cash deposit into the business's bank account. The usual procedure is followed for delivery.

Automated teller machines (ATMs), saved-value cards, credit and debit cards, and online banking are examples of innovations that have an impact on customers.

E-cash, e-checks, electronic debit cards, and encrypted credit cards are innovations that make it possible to do business online. In undeveloped nations, these techniques of transaction are not very common. On a transactional level, they are used by a select few big businesses through certain secured channels.

Innovations that influence businesses include interbank transfers through automated clearing facilities that permit payment by direct deposit. These payment mechanisms are offered by banks to their clients.

A system of online payment transactions betwixt buyers and sellers known as an e-ticketing system (ETS) is made possible by a digital financial instrument that is supported by a bank, a third party, or by legal tender. Examples of such digital financial instruments include encrypted credit card details, electronic checks, or virtual money. Because it completes the e-commerce cycle, ETS is crucial to the industry. The inadequate electronic ticketing infrastructure in developing nations is a substantial barrier to the expansion of e-commerce. Due to ethical and practical issues, Nigerian company owners are unable to accept the use of credit cards online. Security of transactions is the main problem. Another issue is the lack of or insufficiency of the legislative frameworks that control how e-ticketing is operated. As a result, service agreements are used in government and corporate activities betwixt clients. Another obstacle to e-commerce is the comparatively underdeveloped e-ticketing in many developing nations. Another issue is that in order for a transaction to be regarded genuine, the card owner must "explicitly consent" (i.e., sign)—a criterion that does not exist in developed nations (Ezeoha, 2006).

The Central Bank of Nigeria has launched the cash-lite (not cashless) economy, yet many developing nations still operate on a cash-based system. Cash is the preferred method of payment, not only because it is secure but also because it can be used anonymously to avoid paying taxes or to conceal

the objective of one's financial transactions. For other nations, security worries are mostly a result of the absence of a legislative framework for handling fraud cases and the ambiguity around the maximum liability that can be incurred in the event that a credit card is lost or stolen. In conclusion, there are a number of pertinent issues that need to be addressed in relation to ETS, including: safeguarding customers from fraud through effective record-keeping; purchases privacy and safety; competitive payment services to ensure that all consumers have equal access; the right to choose of institutions and payment methods; and legislative structures in emerging economies should also start to acknowledge electronic ticketing schemes (Ojo 2004).

In this study we shall address the following issues:

- ✓ Evolution of E-Ticketing
- ✓ Challenges with E-Ticketing
- ✓ Prospects of E-ticketing

Evolution of Nigeria Airline Industry

Ajulo (2002) claims that a scuffle brought on by a conflict betwixt the citizens of Kano city and the British colonial government in 1925 prompted a British Royal Air Force (RAF) fighter to land on a polo pitch in Kano. This was Nigeria's initial flight. The crew's task was to keep watch over the violence that some natives of Kano started as a form of protest. After the inaugural flight, the RAF started making yearly trips from the Sudan to Kano and Maiduguri, depending only on the information that was available from the navigational instruments on board the aircraft. Imperial Air Lines began regular flights betwixt the UK and Nigeria in 1935, but passenger flights did not begin until then. The start of World War II accelerated the building of aerodromes, one type of infrastructure. By 1940, the colonial rulers had finished building every airport they had envisioned for Nigeria. The RAF made a comeback after the end of World War II, but with much upgraded gear and a new mission. Betwixt Lagos, Port Harcourt, Enugu, and Jos, they operated passenger and postal services using aircraft rented from the British Overseas Airways Corporation. This was only available to government-related firms in a small quantity. The RAF's services also connected Nigeria to the British colonies in West Africa. According to Mahouwu (1997), this marked the introduction of aviation in Nigeria. Commercial aviation entered the fabric of West African life on May 15, 1946, with the founding of West African Airways Corporation (WAAC). Imperial Airlines was succeeded by the British overseas airways corporation (Nig) limited (BOAC) to fly passengers betwixt Britain and its colonies in West Africa at the end of the war. When Ghana achieved independence and established its own airline, the West African Airways Corporation was disbanded in 1957. As a result, the assets of WAAC were divided, and Nigeria received some aircraft and real estate, which were then transferred to the newly established business known as West African Airways Corporation (Nig) limited. On August 23, 1958, the federal government officially incorporated the business in collaboration with British Overseas Airways Corporation and Elder Dempster Limited under certificate number 1740. Following the appropriation of the joint stakes in BOAC and Elder Dempster lines by the Nigerian government in 1961, WAAC was reregistered and given the new name Nigeria Airways Limited (NAL). When India gained independence in October 1960, there was a demand for a true national flag carrier, which is how this idea was formed. Nigerian Airways, which had the exclusive right to run scheduled passenger routes, and a variety of private businesses that would subsequently run charter services were responsible for carrying out airline operations at that time.Even if the routes weren't lucrative, Nigeria Airways Limited, the country's flag airline, continued to run scheduled passenger services on them. The development of aeronautical infrastructure necessary for successful air transport operations took a lot of work. Only two international airports were available in Nigeria before 1970. The best airport was the Kano international airport, which was opened in 1956. The remodelled Lagos airport came in second. But it's impossible to overstate how vital air travel is to Nigeria's economy. By easing trade and commerce, the aviation sector has contributed to the transformation of the Nigerian economy, particularly during the 1950s and 1960s agricultural exports to the UK and the import of finished goods from Europe and the United States. Additionally, as air travel increased, the oil industry began

to gloat, as every aircraft flying into Nigeria now carried aviation fuel. This pattern is anticipated to persist. Air travel is a forward-thinking, ecologically conscious sector of the economy and society. It is crucial for international trade and tourism. By luring companies to both rich and developing countries, aviation fosters economic growth and job possibilities, as it did in Nigeria. It enables isolated populations to participate in the economy and society locally and globally by swiftly transporting goods and services over large distances. From a sociological perspective, air travel creates a special global transportation network that safely connects people, nations, and cultures. More people can now afford to travel by plane for both leisure and business purposes, making it more accessible to a larger population. Continuous improvements in fuel efficiency, noise reduction, and the introduction of new technology have all been made in an effort to limit the environmental impact of aviation. These measures will make it easier for people to travel by air and enhance their lives. The following succinct statement about the significance of air travel to a nation was made by the managing director of Uganda's civil aviation authority in 2003: Promoting the tourism industry, promoting the export of perishable goods, facilitating quick movement of high-value goods (imports and exports), ensuring reliable communication links, particularly in states with challenging terrain, providing national defence services, facilitating mapping services, providing services in emergency and relief situations like earthquakes, floods, wars, etc., establishing an alternate gateway for the landlocked states, and providing specialised communications Clearly, air travel is a reliable means of a state's social, political, and economic development (Fenema, 2002).Therefore, in order to take advantage of these economic advantages of air travel, people must fly, which necessitates the manual or online purchase of airline tickets.

E-ticketing System in Nigeria

Other ancillary technologies that were introduced with the entrance of ATMs into the e-ticketing system have also facilitated efficient electronic banking (Bellis, 2013). The majority of airline operators in the country are now moving towards the usage of sophisticated ATMs found in developed nations in order to improve e-ticketing. Initially, airline operators in the country supported the installation and withdrawal-enabled via ATMs. For the simplicity of booking, security, and seat reservations, Nigerian airline operators, notably those in Port Harcourt, have begun giving out smart cards (microchip integrated cards) to its passengers. International banking organisations like VISA, MasterCard, etc. support the majority of these freshly issued ATM cards. The partnerships between GTBank and MasterCard, UBA Group and VISA, First Bank and verve, and other banks that issue their individual cards in collaboration with other international financial companies. These new smart cards are multi-purpose debit cards that allow clients of air carriers access to their accounts. They may also be used to purchase e-tickets at Points of Sale (PoS) terminals and through other channels like the internet and ATM cash withdrawals. Additionally, cards are recognised as a form of electronic payment everywhere (Fredric, 2013). More than 1.5 million ATMs and over 29.4 million MasterCard sites worldwide accept the GTBank-MasterCard debit cards as e-ticketing. Most crucially, because they have microchip embedded cards, the new smartcards are secured by the most advanced technology available for card transactions and e-ticketing (Stephen, 2013). E-ticketing systems are essentially switched, connected-oriented networking innovations that offer a virtually infinite number of users dedicated, lightning-fast connections.

E-Ticketing Challenges

Global networks, credit, debit, and charge cards, according to Larry (2008), "can never completely eliminate the risk of crime." Conflicts of interest were always present for the specific crime victims, merchant service providers, and merchants. Plastic fraud losses have climbed consistently since 1991, when they roughly halved betwixt 1991 and 1995. In the following two years, it is predicted that losses will double, and fraud figures will continue to rise. Fraud behaviour is evolving. The organisation is seeing a dramatic increase in electronic ticketing fraud. It becomes a substantial issue for business nowadays. Businesses are getting more complex, systems are vulnerable to employee manipulation and lack a sophisticated internal control mechanism, and there is always a chance for big loss as organisations fight to remain competitive in a global market. Nigerians (Yahoo boys, hackers, etc.) are involved in electronic ticketing fraud and computer crime. Internal factors

including lax control mechanisms, poor employee policies and practises, and a lack of honesty at the highest levels of management can all increase the likelihood that electronic ticketing fraud will be prevalent in the organisation.

1. **Money Laundering associated with e-ticketing:** Money laundering is the process of concealing the ownership or source of money that has been obtained unlawfully in order to make it appear as though it was earned legally. The enormous volume of money was acquired illegally and has been connected to almost every type of profit-driven crime, including organised and white collar crime. To keep law enforcement from taking this money and giving it to the government, it must be laundered. As money laundering is frequently linked to bank savings abuses, drug trafficking, tax evasion, and real estate fraud it has been a substantial source of worry in Nigeria. Wire transfers are the method of transferring money betwixt banks by sending electronic messages. It serves as the first step in the laundering of funds, where the proceeds of organised crimes including gaming, prostitution, drug trafficking, and racketeering must be sneaked into the financial institutions before they can be safely spent. The bank staff has a responsibility to notify the bank regulators and financial enforcers immediately by direct telephone notice of any potential money laundering suspicions (Maiami 2005). Due to the volume of transactions and the flow of wire transfers through completely automated systems, it is difficult for law enforcement to identify them and audit characteristics can be misinterpreted.
2. **Privacy and Anonymity associated with e-ticketing:** Most users of the web now prioritise protecting their privacy as a major issue as Internet usage increases. Actually, the anonymity functions of electronic ticketing systems are crucial for safeguarding privacy in an electronic environment.
3. **Protecting Internet**. Nevertheless, a user's privacy on the Internet is primarily jeopardised by the widely used transaction mechanism.
4. **Credit card:** when customers submit their credit card purchase information, as the majority of the information is collected online. While consumers prefer to keep their transactional information private, merchants and issuers are more interested in making sure they record and have access to an exhaustive and precise record of their deals. Then, privacy might be a challenging problem here. For instance, the Independent Corrupt Practises and Allied Commission (ICPC), the Economic and Financial Crimes Commission (EFCC), and other law enforcement agencies have engaged in a thorough examination of the problems posed by the burgeoning e-money technology. Not to mention, customers should be respected for their right to privacy, which must be seen as a form of political liberty (Olesin 2006). In addition, safeguards must be put in place to make sure that electronic ticketing mechanisms are not utilised to circumvent current regulations.
5. **Technical Problems Associated e-Ticketing:** Chibueze (2006) asserts that any new technology encounters numerous challenges as soon as it is exposed to the public. People need time to become accustomed to it. The second point is that since e-payment technology is relatively new, there ought to be a lot of things created and ready to serve as a foundation for its growth. Most e-ticketing equipment costs a lot of money and is difficult for anyone to use. The growth and expansion of the other components of e-commerce, such as telecommunications and related services, is the second issue. For e-commerce and e-ticketing, each end user needs a phone line and an internet connection—at the very least.In order to have a really linked system throughout the world, the infrastructure needs to be adequately built in every nation.
6. **Cultural problems associated with e-ticketing:** The majority of individuals still choose to conduct their business in the same manner as in the past because they believe that this method ensures the security of their transaction. These people enjoy physically handling the money and documents they are working with. They place more faith in actual than virtual transactions and business. Even in the twenty-first century, many people do not agree with and accept all new technologies. They are never confident and convinced about technologies. They act and behave just like old people.Trying to motivate these people to act in this way and adopt the technology is

a really difficult task. The fact that so many gadgets fail, are fraudulent, or are unavailable when they are needed is one explanation (Andrew, 2004). Every fault causes the public's attention to turn away from the benefits of emerging technologies.

7. **PocketMoni as an e-Ticketing Device:** Nigerian users can make trades in money anytime, anywhere, from their phones, thanks to PocketMoni, a mobile transaction (payment) service. With PocketMoni, your phone functions as both your bank and your account, and the cell phone number you use serves as both.

Everyone in Nigeria has access to Pocketmoni services, which are safe, affordable, practical, and readily available. Online transactions are a simple and secure way to do business (PocketMonie User Guide, 2012).

Features and Benefits

- ✓ On any network's airtime purchase when you recharge your phone, you'll receive a bonus of up to 5%.
- ✓ Pay for prepared and post-paid airline operators.
- ✓ Register other users on Pocketmonie to start earning money.
- ✓ Freely send money to any bank account or mobile phone in Nigeria.
- ✓ Use your phone to make discounted online hotel and airline reservations.
- ✓ Anywhere, anytime access to your money.
- ✓ Secure and practical.

Western Union Money Transfer as e-ticketing device

A exchange of funds betwixt a sender of funds and a recipient is involved in a Western Union money transfer, which is an online transaction. The sender can live anywhere in the world and send money to the recipient from there with a 5% transaction fee on the amount sent. The sender and recipient's information is also posted online. In the case that the sender receives the money, the bank will need to receive a text asking for clarification from the sender.

The recipient gets a form from the bank and fills it up with the 10-digit Western Union control number before presenting all forms of identification to the clearing house. Although the infrastructure for the exchange of data looked to have been compromised by scammers, this kind of e-ticketing appears to be common and well-utilized in the Nigerian context.

Flight Seat Reservation

A traveller or attendee, depending on the situation, may feel extremely uneasy if they find themselves sitting next to a corpulent or disruptive neighbour in the adjacent seat because some aspects of seat allocation at events, such as aeroplane flights, bus trips, boat trips, theatrical performances or sporting events, are currently managed in an ad hoc manner. This scenario is even worse if several of these individuals are seated near to the attendance or traveller. As a result, the physical and social characteristics of one's seated neighbours, and in particular the inclusion or absence of such neighbours, might determine whether the experience will be pleasant or extremely uncomfortable in order to address one or more of the aforementioned issues, or at the very least offer a useful substitute for the current seat reservation processes and systems, it is intended to establish a seat reservation process and system. The present invention introduces a seat reservation procedure that involves the following steps: Accepting requests for reserving available seats for a specific event; Providing customers with the option to reserve a seat along with an unoccupied seat adjacent to it by paying an additional fee or agreeing to compensate in some way; Concluding the acceptance of seat reservation requests at a predetermined time; Assessing whether there are any unoccupied seats for the event after the acceptance of reservation requests has ended; If there are vacant seats available for the event, assigning seats that have unoccupied seats adjacent to them to customers who have either paid the additional fee or agreed to provide the compensation mentioned.

It is customary to end ticket reservation requests before the event starts, however this is not always the case. After said step of discontinuing the reservation of requests for seats, the procedure may also include the steps of allocating an empty seat conditionally and confirming the allocation of empty seats. When reserving tickets for aircraft flights, the method may entail assessing the number of available seats and the pattern of seat sales soon before the flight is scheduled to depart, then allocating empty seats conditionally in light of the results of the study.

Among the processes in the procedure are establishing whether there are enough open seats for the customers who are asking for them and validating the distribution of open seats either randomly or in accordance with a predetermined priority. In accordance with another aspect of the present disclosure, an empty seat allocation procedure for an airline flight includes the steps of allocating a first seat to a traveller for a flight, and allocating an additional spot to the passenger next to the first seat, if the passenger offers or agrees to offer payment in exchange for the allocation of the second seat. Up until the flight is full or the flight shuts, customers can still make reservations for tickets and ask for empty seats. The preferred configuration of the seat reservation procedure is set up to give empty seat boarding cards to passengers who have been effective in securing allocation of an empty seat after confirmation of the distribution of empty seats.

According to the innovation, it is preferable to give the passenger who has a reserved empty seat some kind of proof that the seat has been reserved for him. The major goal of this would be to provide the passenger with the vacant seat with some kind of proof that the vacant seat has actually been assigned to him or her. Otherwise, other travellers might try to take advantage of the vacant seat. Issuing a separate boarding card in relation to the empty seat would be one way to demonstrate the placement of the empty seat with concrete evidence.

Prospects of E-ticketing in Nigeria

When it comes to the quantity of goods and services being exchanged online, e-ticketing is expanding substantially. Many businesses have created universal transaction portals that purport to provide consumers with a wide range of free goods and services; however, using real micro transactions is undoubtedly more flexible and makes it possible to more clearly distinguish betwixt the value of the delivered content and the amount paid. Startup entrepreneurs are hard at work developing new methods of conducting transactions (sales and purchases) online as telecoms manufacturers and network service providers try to define the shape of the wireless Internet.One very large area of uncertainty is the degree to which the mobile Internet will resemble the fixed-line Internet. With the advent of modern technologies in telecommunications, infrastructure and protocols, future transactions will be made conveniently, safely and quickly as possible.

E-ticketing System Influencing Customer fulfilment

According to a critical analysis of the literature, the affiliation betwixt customer happiness and E-ticketing Technique elements including customer technical support, security, and user-friendliness is shaped by these same elements.

Customer Technical Support

Customer and technical support are crucial concerns of concern, according to an analysis of the characteristics that influence customer acceptance of e-ticketing (Buhalis, 2004). According to Lau, Kwek, and Tan (2011), the decision to use e-ticketing services will be greatly influenced by the customer's impressions of the quality of the service. According to these writers, consumer perception is impacted by the level of customer service offered, particularly when issues with the e-ticketing service develop. Further exploring this topic, Sureshkumar and Palanivelu (2011) contend that customer perceptions of customer service directly influence customer behaviour. Customers will be more likely to buy these products if they perceive that the company would offer customer service and assistance through the purchase of e-tickets (Sureshkumar & Palanivelu, 2011).

Haewoon (2007), who claims that many airlines have estranged passengers as a result of their inability to offer customer support in e-ticketing services, further illustrates the genuine influence of customer views regarding customer service and technical support. Haewoon contends that airlines

embraced e-ticketing too rapidly without building procedures for customer and technical support because they saw it as a magic bullet for cutting costs and improving operational efficiency. According to research on the subject, while many businesses who use e-ticketing think that this service should eliminate the need for in-depth customer care, cutting costs, this is not the situation (Kolsaker, Lee-Kelley & Choy, 2004).According to Kolsaker and colleagues, many organisations have discovered that adopting e-ticketing frequently necessitates the creation of customised customer care procedures that cater to particular client requirements for e-ticketing and e-service. Customers will find the e-ticketing process burdensome without such assistance in place, and they won't turn to e-service to meet their requirements (Kolsaker et al., 2004).

Data Security

Concerns over data security are another issue that affects customer behaviour and e-ticketing decision-making. According to Mut-Puigserver, Payeras-Capellà, Ferrer-Gomila, Vives-Guasch, and Castellà-Roca (2012), security breaches continue to be a major obstacle for the use of e-ticketing services in many transportation organisations and agencies. They also discuss the security risks related to e-ticketing. The scope and severity of security issues surrounding e-ticketing are highlighted by Mut-Puigserver and coworkers, who claim that "the use of ET systems enables various privacy abuses both in real-time and retrospective since the private nature of users can sometimes be breached and, therefore, users can be traced and records of usual actions can be created" (p. 926).

The potential security concerns associated with using e-ticketing services are further examined by Smith and Smith (2012). These authors admit that as a result of organisations' attempts to connect e-services with other customer affiliation management (CRM) programmes, security concerns have been raised with regard to e-tickets. For tracking client preferences and behaviours, CRM programmes have been used in business operations for a long time. Use of CRM systems in this role has been found to breach these frameworks (Smith & Smith, 2012). The incorporation of e-ticketing with those platforms has led to severe security difficulties. According to Curbera et al. (2002), this issue is thought to be related to the organization's ad hoc implementation of e-ticketing services.

According to Zhang, Prybutok, and Huang (2006), security concerns with online services, such as e-ticketing, are a major issue for many customers. Customers will be less likely to make online purchases, according to Yang and Jun's (2008) argument, if they perceive security issues with e-services. The degree of consumer trust is influenced by their perceptions of security (Yang & Jun, 2008). There is less chance that a customer will do business with an organisation if there is no trust present in their affiliation with the provider of their electronic services (Yang & Jun, 2008). Furthermore, according to Zhang and colleagues, security concerns have a negative impact on how satisfied customers are with e-services, necessitating the need for businesses to take precautions to protect consumer information.

User Friendliness

Customers must find e-ticketing services easy to use. User-friendliness is a topic that Dekkers and Rietveld (2007) take into consideration, stating that customers' perspectives on this topic will vary depending on how willing they are to use mobile technology. These researchers specifically looked at how e-ticketing works in the Dutch public transport system. Dekkers and Rietveld discovered that e-ticketing services were practical for regular and irregular users of the transport system after monitoring usage patterns and consumer preferences. These people discovered that using and navigating the e-ticketing system was simple. The system was perceived as being challenging to use by less frequent users, which led to a fall in the use of e-tickets among this group.

Customer fulfilment

The degree of consumer satisfaction with e-ticketing services has been selected as the dependent variable for the study. Customer retention and customer fulfilment itself have been identified as two crucial factors for gauging customer happiness with e-ticketing in the literature that has already been published. Chang, Wang, and Yang (2009) investigated customer loyalty trends in e-ticketing and e-

service. These authors claim that the customer fulfilment patterns seen in e-service are comparable to those that result from in-person transactions and interactions. They contend that low perceived value in the services clients receive makes them more likely to migrate to rival companies in search of higher perceived value, which lowers loyalty. As a result of how clients are handled by the company, satisfaction gradually grows.

Thus, a variety of factors centred on the calibre of services offered to customers affect satisfaction in relation to e-ticketing. The loyalty in e-services is influenced by services offered to clients both prior to and following a sale, as well as the general atmosphere in which the deal takes place, as noted by Bernardo, Llach, Marimon, and Alonso-Almeida (2013) to provide an example of this topic. The capacity of the business to keep a customer over the long term depends on whether the environment satisfies their desires for security and support. Therefore, when it comes to the advancement of e-services, loyalty and client retention are inextricably linked (Enzmann& Schneider, 2005).

When it comes to e-services and e-ticketing, dedication, trust, organisational participation, and the value of the service received all seem to play a role in the association betwixt loyalty and retained clients (Chen, 2012). As a result, businesses that provide e-ticketing services need to pay close attention to aspects of customer service and support if they want to develop long-lasting connections with customers. According to Noor and Azila (2012), in order to accomplish this result, businesses that provide any kind of e-service must be able to forge extensive affiliations with their clients. What Kolsaker, et al. (2004) say regarding the importance of customer service and assistance in e-ticketing is amply supported by this observation.Even though e-ticketing has led many businesses to believe that support and service to customers are not necessary, in reality there is a clear need to create customer service and support that caters to customer needs in order to ensure the growth of commitment and trust, which will increase loyalty and customer retention.

E-Ticketing and Customer fulfilment

Lei, Quintero, and Pierre (2009) went on to examine the usage patterns of integrated and dual-process e-ticketing systems, looking at how users can access them. According to the analysis conducted by these authors, integrated e-ticketing systems with fewer steps for users were often used more frequently, indicating the need for easier use these systems to improve client acceptance. The adoption of e-ticketing by customers will, in short, be somewhat influenced by system interfaces. Nevertheless, according to Dekkers and Rietveld's 2007 research, user traits including technological prowess and frequency of system usage may also have an impact. In accordance with past research in the sector, Model 1 was created and used as a conceptual framework to investigate the impact of e-ticketing procedures as an independent variable on client happiness as the dependent variable.

Empirical Review of Literature

Over the past few years, Internet technology has become substantially more popular (Lopez-Bonilla & Lopez-Bonilla, 2013). As a result, businesses have made great effort to create fresh ways to communicate with customers. The creation of e-tickets has been essential to this process (Borthick & Kiger, 2003). E-tickets can be used by a variety of organisations to deliver services, such as coupons for online shopping or tickets for entry into a concert or athletic event, as mentioned by Tripathi, Reddy, Madria, Mohanty, and Ghosh (2009). Even while it would be unfair to claim that e-tickets are now commonplace, it is clear that the growth of e-tickets has altered the manner that people typically buy tickets (Bukhari, Ghoneim, Dennis, & Jamjoom, 2013).According to Boyer, Hallowell, and Roth (2002), e-tickets appear to benefit organisations in a number of ways, including reduced costs and improved operational effectiveness. As a result, it is anticipated that e-ticket usage would only grow over time (Bukhari et al., 2013).

Even while e-ticketing systems appear to be the way of the future for many businesses looking to improve customer service and streamline operations, research on these processes shows that they are not without their difficulties (Hallowell, 2001). According to Curbera et al. (2002), e-ticketing systems, like many internet and mobile apps, were created on the fly. Due to this, the organization's plan does not now actively incorporate the use of e-tickets in its operations (Curbera et al., 2002). According to other researchers looking into the adoption of e-ticketing, a variety of cognitive factors

have an impact on consumers' choices, which can result in either favourable or negative evaluations of e-ticketing as the primary way to obtain services within an organisation (Sulaiman, Ng & Mohezar, 2008).

Additionally, as efforts to develop e-ticketing advance, the cognitive aspects of e-ticketing have grown to be such a substantial matter of worry for organisations (Lopez-Bonilla & Lopez-Bonilla, 2013). Organisations are now focusing their attention on the precise factors that influence customer outcomes when selecting e-ticketing choices, namely the issue of customer fulfilment in e-ticketing (Wei &Ozok, 2005). With this as a starting point, the current study uses customer fulfilment as the dependent variable to examine how certain independent variables (customer technical support, infrastructure, confidentiality of data, and/or user-friendliness) affect customers' decisions to buy e-tickets.It will be possible to have a deeper awareness of how customer fulfilment is formed when it comes to consumer e-ticket purchase and use by linking independent variables with customer fulfilment.

Managers of conventional Spanish travel firms participated in an email survey as part of a research project that explored theories. In order to better understand the competitive climate and the structures behind this research, we conducted in-depth interviews with management of travel associations, travel agencies, and tour operator managers prior to developing the questionnaire.

In Spain, there are 2733 retail travel agencies. 1332 travel agencies comprise the Spanish National Association of Travel Agents (AEDAVE), which over half of them are members of. They've all had e-commerce experience. Information regarding e-commerce can be found on this association's website. AEDAVE has been highlighting the potential and challenges that IT presents for travel agencies since 2000. In particular, this association promotes the use of e-commerce through seminars and whitepapers.

Methodology

Cross-sectional survey design is usually adopted in both exploratory and descriptive research. It has the advantage of enabling the researcher to collect data from a sample which will in turn be used in drawing conclusion about the larger population. All individuals who might be surveyed are referred to as the population by Spiegel and Stephens (2006). Sampling is the process of taking a representative sample from a larger population in order to estimate the parameters or features of the population. The thoughts and ideas of the population's members or elements are represented by an investigator using a piece of a study. The targeted group is made up of registered airline companies who have met the legal requirements set forth by the Federal Airport Authority of Nigeria (FAAN), the International Air Transport Association (IATA), and the International Civil Aviation Organisation (ICAO).Consequently, the six regional airline operators were the focus. As a result, the fact that they were accessible and kept precise records of their merchandising activities led to the selection of all Airlines Operating. Respondents from each of the operating Airlines that were picked were chosen at random, together with their attendants, to include the numbers of employees. Some airline operators were chosen at random for this study's purposes and divided into five groups. These chosen airline operators and their employees are the ones who will be responsible for gathering the necessary data for the study. A questionnaire was given to the staff members of these organisations in order to make sure that sufficient and accurate information is acquired from this business organisation.

Table: Numbers of Staff

S/N	AIRLINES OPERATING	STAFF
1	Arik Airline	122
2	Aero Contractor Airline	89
3	Dana Airline	21
4	Airpeace	19
5	Medview	20
6	First Nation	13
		284

Purposive sampling and stratified random sample strategies will be used to select the respondents for this investigation. Using the formula developed by Taro Yamane, we calculated the sample size as given below:

$$n = \frac{N}{1 + N(e)^2}$$

Where; n = sample size sought

e = level of significance

N = population

$$n = \frac{284}{1 + 284(0.05)^2} = \frac{284}{1 + 0.71} = \frac{284}{1.71}$$

$$n = 166$$

Table: 3.2. OPTIMUM SAMPLE SIZE

S/N	AIRLINES OPERATING	EMPLOYEES
1	ARIK AIRLINE	71
2	AERO CONTRACTOR AIRLINE	52
3	DANA AIRLINE	12
4	AIRPEACE	11
5	MEDVIEW	12
6	FIRST NATION	8
	TOTAL	166

In this study, sub-scale and overall analysis were emphasised. The questionnaire was coded for analysis using SPSS version IBM 120, item-by-item. For data analysis, percentage and mean statistical techniques as well as linear and Spearman's Rank Order Correlation Coefficient inferential statistics were utilised. To analyse data pertaining to socio-demographic information and studies on topics, accordingly, percentage and mean were used.

Data Presentation, Analysis and Interpretation

Distribution of Questionnaire

S/N	**AIRLINE OPERATING FIRMS**	**Level of Management Staff/Employees**				
		Top Level	**Middle Level**	**Lower Level**	**Employees**	**Total**
1	ARIK AIRLINE	3	9	15	44	71
2	AERO CONTRACTOR AIRLINE	3	8	13	28	52
3	DANA AIRLINE	1	2	3	6	12
4	AIRPEACE	1	2	2	6	11
5	MEDVIEW	1	2	2	7	12
6	FIRST NATION	1	1	2	4	8
	TOTAL	**10**	**24**	**37**	**95**	**166**

Source: Research Survey 2023

Responses to Distributed Questionaire

Responses Rate

S/N	Airline Operators	Sample Size	QUESTIONNAIRE RETURED	PERCENTAGE
1	ARIK AIRLINE	71	60	41%
2	AERO CONTRACTOR AIRLINE	52	48	33%
3	DANA AIRLINE	12	11	8%
4	AIRPEACE	11	10	7%
5	MEDVIEW	12	9	6%
	FIRST NATION	8	7	5
	Total	**166**	**145**	**100**

It is abundantly clear from the table above that 71 copies of the questionnaire were distributed in Arik, but only 60 (41%), were reestablished; 52 copies were administered at Aero, but only 48 (33%) of them were reestablished; 12 copies were distributed at Dana, but only 11 (8%) were reestablished; 11 copies were distributed to Airpiece, but only 10 (7%) were reestablished; 12 copies were administered at Medview, but only 9 (6%) of the respondents reestablished; and 8 copies were distributed at Dana, but only 11 (8%)

Because of this, 145 copies of the questionnaire were considered for the analysis.

Response Rate

QUESTIONNAIRE	FREQUENCY	PERCENTAGE
Distributed	166	100%
Retrieved	145	87%
Unusable	21	13%
Analysed	145	87%

Source: Research output, 2023

As stated, the survey and fieldwork had an 87% success rate, and the tools were then tested for usability. This procedure involved using answer checks, spotting blank and missing options, and avoiding duplicate entries on the same indicator. This had an 87% success rate, with 13% of the copies being rejected as unusable. Next, the total number of respondents and questionnaires employed for this study is 145 (87%); this functioned as the study's sample size.

Gender of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	78	53.6	53.6	53.6
	Female	67	46.4	46.4	100.0
	Total	145	100.0	100.0	

Source: Research output, 2023

The gender breakdown of the responders is seen above; as the table demonstrates, the male study participants outperformed their female counterparts, who held a 46% response percentage rate.

Age classification of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24 years	28	19.4	19.4	19.4
	25 - 40 years	81	55.9	55.9	75.4
	40 - 65 years	36	24.6	24.6	100.0
	Total	145	100.0	100.0	

Source: Research output, 2023

The distribution of respondents according to age is seen in the table above, with 56% of respondents falling into the 25–40 year age group, 25% falling into the 40–65 year age group, and lastly 19% falling into the 18–24 year age group.

Qualification of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NCE/OND	52	36.0	36.0	36.0
	HND/BSc	73	50.2	50.2	86.3
	MSc/MBA	20	13.7	13.7	100.0
	Total	145	100.0	100.0	

Source: Research output, 2023

As seen above, the majority of respondents have first degrees and higher diplomas, which is represented by a 50% rate, followed by respondents with national diplomas and ordinary diplomas, which is represented by a 36% rate, and respondents with master's degrees, which is represented by a 36% rate.

Tenure with particular organization

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - 5 years	55	37.9	37.9	37.9
	6 - 10 years	71	49.3	49.3	87.2
	11 - 15 years	15	10.4	10.4	97.6
	16 years and above	4	2.4	2.4	100.0
	Total	145	100.0	100.0	

Source: Research output, 2023

The tenure of those surveyed with their respective organisations is shown in the table above. The majority (49%) of them have worked there for betwixt six and ten years, subsequently followed by those who have worked there for betwixt one and five years (38%), those who have worked there for betwixt eleven and fifteen years (10%), and those who have worked there for more than sixteen years (2%).

Data Presentation and Analysis

A total of 145copies of questionnaire were distributed, in the following proportion. The number distributed in each community and the number returned is all tabulated below;

Customers/Technical Support

S/N	ITEMS	SA	A	D	SD	MEAN $\bar{X}$	SD	REMARK
1	By way of email or text message, e-ticketing offers helpful personal sales assistance.	90	74	36	-	3.54	1.19	e-ticketing support is inevitable
2	Links to the pertinent information are provided in the FAQs (commonly asked questions) section of the e-ticketing system.	120	90	-	-	4.0	1.86	√
3	The terms and conditions of sales for e-ticketing's technical help are simple to locate online, and e-	144	36	-	20	3.54	1.64	√

	ticketing							
4	It makes it simple to obtain the business's shipping and handling guidelines for its items.	74	90	36	-	3.36	1.48	√
5	It also includes complete information on tax rates and pricing for both goods and services.	146	54	-	-	4.0	2.23	√

From the results of the analysis in table above, it was revealed that e-ticketing support is very vital.

Data Security

S/N	ITEMS	SA	A	D	SD	MEAN $\bar{X}$	SD	REMARK
6	E-ticketing Websites verify online users' identities for security reasons.	110	90	-	-	3.54	1.49	Data security is prospect for E-ticketing
7	Information concerning electronic transactions is safeguarded against modification or destruction thanks to e-ticketing websites.	126	54	20	-	3.54	1.48	√
8	When buying plane tickets online, I felt confident giving my personal information.	90	90	-	20	3.54	1.61	√
9	Airlines have sufficient website security measures.	144	36	20	-	3.64	1.58	√
10	When I buy tickets online, airlines respect my privacy.	74	36	54	36	2.73	1.23	√

Based on a careful study of the data in the table above, it was discovered that out of 200 total respondents, 120 strongly agreed and 90 agreed that Data security guarantees the future prospects of e-ticketing.

Users' Friendliness

S/N	ITEMS	SA	A	D	SD	MEAN $\bar{X}$	SD	REMARK
11	E-ticketing websites are simple for me to manipulate to perform the actions I desire.	180	20	-	-	3.54	1.69	e-ticketing is customer friendly
12	Gaining proficiency with e-ticketing websites is simple for me.	80	120	-	-	2.90	0.98	√
13	I can complete my purchasing through the use of e-ticketing websites.	88	72	40	40	3.36	1.73	√
14	I enjoy using websites for electronic tickets.	56	70	36	36	2.144	0.84	√
15	It's not difficult for me to learn how to use e-ticketing websites.	110	90	-	-	4.0	0.89	√

From the results of the analysis in table 3 above, it was revealed that e-ticketing is customer friendly based on convenience, reliability and accessibility.

Customer fulfilment

S/N	ITEMS	SA	A	D	SD	MEAN X	SD	REMARK
1	Are you happy with this website in general, as a user?	90	74	36	-	3.54	1.19	Customer fulfilment is ultimate
2	From a customer's standpoint, how well does this website support your purchase?	120	90	-	-	4.0	1.86	√
3	What level of satisfaction do you have with these websites' technical quality?	144	36	-	20	3.54	1.64	√
4	What level of satisfaction do you have with the information these websites provide?	74	90	36	-	3.36	1.48	√
5	How pleased are you with the calibre of the services offered by these websites?	146	54	-	-	4.0	2.23	√

From the results of the analysis in table above, it was revealed that e-ticketing provides ultimate customer fulfilment and service quality.

DATA ANALYSIS

The statistical tools used to test the hypotheses are Spearman's Rank Order Co-efficient of Correlation.

Ho_1: There is no affirmative substantial correlation betwixt e-ticketing system (customer/technical support) on customer fulfillment

Correlations

			support	satisfaction
Spearman's rho	Support	Correlation Coefficient	1.000	.918*
		Sig. (2-tailed)	.	.028
		N	5	5
	Satisfaction	Correlation Coefficient	.918*	1.000
		Sig. (2-tailed)	.028	.
		N	5	5

*. Correlation is substantial at the 0.05 level (2-tailed).

The rho-value of 0.918 indicates that there is a substantial yet affirmative correlation betwixt the variables. As a result, the alternative hypothesis, according to which there is aaffirmative, substantial link betwixt the e-ticketing system's customer/technical support and customer happiness, is adopted in place of the null hypothesis.

Ho_2: There is no affirmative substantial correlation betwixt e-ticketing system (Data Security) on customer fulfillment

Correlations

			Security	Satisfaction
Spearman's rho	Security	Correlation Coefficient	1.000	.895*
		Sig. (2-tailed)	.	.040
		N	5	5
	Satisfaction	Correlation Coefficient	.895*	1.000
		Sig. (2-tailed)	.040	.
		N	5	5

*. Correlation is substantial at the 0.05 level (2-tailed).

Since the rho-value is 0.895, the variables are strongly connected and affirmatively correlated. The alternative hypothesis, that there is affirmative, substantial link betwixt e-ticketing systems (Data Security) and customer happiness, is thus supported, while the null hypothesis is rejected.

Ho_3: There is no affirmative substantial correlation betwixt e-ticketing system (User-Friendliness) on customer fulfillment

Correlations

			Users	Satisfaction
Spearman's rho	Users	Correlation Coefficient	1.000	.051
		Sig. (2-tailed)	.	.035
		N	200	200
	Satisfaction	Correlation Coefficient	.051	1.000
		Sig. (2-tailed)	.035	.
		N	200	200

The fact that the p-value is 0.051 indicates that there is a very weak association betwixt the variables but that they are affirmatively associated. As a result, the alternative hypothesis, which asserts, is accepted and the null hypothesis is rejected; there is affirmativesubstantial correlation betwixt e-ticketing system (User-Friendliness) on customer fulfilment

Discussion of Findings

Considering that the calculated rho value exceeds the tabulated value, we reject the null hypothesis (Ho) and accept the alternative hypothesis (Hi). According to Ayo and Babajide (2006), the primary objective of conducting electronic transactions is to minimize transactional risks. In the context of e-ticketing, a trustworthy framework should address both scalability and cost considerations. A business process can be defined as a series of interconnected tasks performed to achieve a specific business outcome. E-ticketing, as commonly defined, involves the exchange of business information, the establishment and maintenance of business affiliations, and the execution of business transactions using information technology networks and online platforms.

Conclusion

Air travel has increased substantially in the nation since the start of democracy in 1999 and the following removal of the nation's pariah status. This is explained by the rise in the number of airlines and flying machines within the country. Foreign airlines are now involved in some operations since domestic airlines routinely let down passengers on both domestic and international flights. The inability of Nigerians to rely on domestic airlines has forced those companies to step up and enhance their offerings. Efficient air travel, made possible by e-ticketing, is essential for assuring the quick

movement of people and goods, fostering domestic and international trade, streamlining business dealings, luring investors, and enhancing tourism. Because of its importance in facilitating global air travel, e-ticketing is now governed by international laws and is subject to oversight by organisations from around the world. As a result, Nigeria can IMPROVE the situation and address its issues in order to promote economic growth.

Recommendations

- The recommendations listed below are offered to help Nigeria achieve successful e-ticketing possibilities.
- The nation should have a well-coordinated transport policy. Such a policy ought to be diligently pursued to guarantee coordination and reason in the transportation industry.
- Airlines operators should ensure to build proficiency adequate security, convenience, customer technical support and trust in the aviation industries.
- The Federal Government and airline operators should ensure that air transportation is in liaison with banks via CBN directives in order to achieve results and develop the sector to international standards.
- Effective management should guarantee adherence to business ethics and the aviation sector's sustained growth.
- By renovating and expanding the facilities used at the country's airports, airline operators should continue to invest in the growth of e-ticketing at the airports.
- To maintain the facilities offered, a maintenance culture should be ingrained.
- The government has to step up online security at airport queue servers. The airport security system needs a thorough makeover, so security professionals should be hired. The NCAA should adhere to global aviation safety regulations.

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