Influence of customer experiences on the preference for online bus booking services in Dar es Salaam, Tanzania

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**Abstract**

This study examined the influence of customer experience on the preference for online bus booking services in Dar es Salaam, Tanzania. Specifically, the study aims to: i) Determine the influence of familiarity with online booking services on the customer preference for online bus booking services, ii) Examine the influence of perception on the customer preference for online booking services, iii) Examine the influence of customer satisfaction on the customer preference for online bus booking services. The study employed a convergent parallel research design whereas both qualitative and quantitative data were collected. A sample of 384 users of buses for their transport was involved using a questionnaire that was administered through Google form as one of the web-based tools. Qualitative data were analyzed using content analysis whereas quantitative data were analyzed using descriptive statistics whereas mean scores, standard deviations, frequency, and percent were computed. Further, a binary logistic regression model was performed to analyze quantitative data. The findings show that customer perception and satisfaction were statistically significant in influencing customers’ preference for online bus booking. The study recommends to all key players in the bus transport sector make use of the findings to enrich policies and strategies in the adoption of online bus booking.

Introduction

Public transportation is an essential part of any community, and buses are the most widely used form of public transportation serving cities, suburban, and rural areas (Pietrzak & Pietrzak, 2020). The quality of bus transport services depends on not only the adequacy of roadway infrastructure and availability of buses but also on efficient and effective operational services. In today’s digital world, online booking is making waves in nearly all sectors, including the public transport sector, to streamline operational services (Lang, 2021). The increasing usage of the internet and smartphones has led to a shift in consumer behaviour, with many opting to use online platforms for their daily activities, including booking bus tickets. This has resulted in an increase in the number of online bus booking platforms in various countries, including Tanzania.

According to the Tanzania Communications Regulatory Authority (TCRA), as of December 2021, there were approximately 28 million internet users in Tanzania, with a penetration rate of 48%. Moreover, the number of mobile phone users in Tanzania reached 48.9 million in January, 2021, making it one of the fastest-growing mobile markets in Africa. These trends indicate the potential of online market.

According to a survey by the World Bank (nd), Tanzania has the highest number of people who use public transport in East Africa. The study also revealed that 75% of Tanzanian households used public transport, with 56% of them using buses. Therefore, the availability of online booking platforms for buses presents an opportunity for consumers to book tickets conveniently, thus avoiding the long queues and uncertainties associated with the traditional booking process.
Online booking allows potential passengers to self-book, pay for travel services, and manage reservations online. The benefits of online booking are numerous and wide-ranging, including convenient and fast reservations, instant and quick inquiries, cost reduction, enhanced security, and increased customer accessibility (Khaitan et al., 2021; Bagrecha & Alam, 2016).

Research has shown that customer experience is a critical factor in the success of online businesses. According to a study by PWC, 73% of customers stated that customer experience is an essential factor in their purchasing decisions (Clarke & Kinghorn, 2018). Moreover, 65% of customers said that a positive experience with a brand is more influential than advertising (Clarke & Kinghorn, 2018). A study by McKinsey and Company revealed that a positive customer experience leads to increased loyalty, with 70% of buying experiences based on how the customer feels they are being treated. Moreover, the study showed that a one-star increase in a company's rating can lead to a 5-9% increase in revenue (Clarke & Kinghorn, 2018). Therefore, improving the customer experience can increase the uptake of online bus booking in Tanzania.

Dar es Salaam, the largest city in Tanzania, is known for its busy streets and traffic jams, which make it challenging for people to book bus tickets physically. Therefore, online bus booking is a more convenient and time-saving option for passengers. However, the success of online bus booking in Dar es Salaam is heavily dependent on the customers' experiences. Customer experience refers to the overall impression that a customer has of a company, brand, or service. It includes various elements such as ease of use, customer service, and reliability, among others. Positive customer experiences can lead to customer loyalty, repeat purchases, and positive word-of-mouth recommendations.

Although it is not yet ubiquitous in Tanzania, several online bus booking platforms have emerged in recent years. Some big bus brands have adopted this modern way of selling tickets online, and some popular companies that leverage online bus ticket booking in Tanzania include Shabiby Line Bus, Dar Lux Bus, Asante Rabi Express Bus, Kimbinyiko International Coach Bus, Easy Coach, and JMC Express Bus (Javid et al., 2022). These platforms have different features and levels of customer service, which can influence customer preferences.

Despite the growing popularity of online booking systems in the Tanzanian bus transport industry, little is known about the effect of customer experience on the preference for online bus booking services. This knowledge gap needs to be bridged to provide valuable information to transport service providers and policymakers to understand the current state of consumer usage, perception, and satisfaction with online booking systems and these factors influence customers’ preference for online bus booking services. The study's findings will contribute to the knowledge of the usage of digital technologies among public bus transport customers in the Tanzanian context. The understanding of customer experience will have practical implications for policymakers by understanding what might be needed to develop, implement and improve digital interventions in the public transport sector. Additionally, the study will provide valuable information to the transport service providers to understand the current state of consumer usage, perception and satisfaction with online booking systems, forming the basis for further interventions to improve the system.

**Literature Review**

**Theoretical Framework**

The theoretical framework for this study was based on the Technology Acceptance Model (TAM) proposed by Davis (1989). TAM explains how users perceive and accept new technologies based on their perceived usefulness (PU) and perceived ease of use (PEOU) (Davis, 1989). According to TAM, an individual's decision to adopt or reject technology depends on two key factors: perceived usefulness and perceived ease of use.

The relevance of TAM to this study is that it can provide a theoretical basis for understanding how customer experience affects the preference for online bus booking services. TAM can help explain why some customers may prefer traditional booking methods over online booking systems or why some customers may switch from traditional booking methods to online booking systems. Additionally, TAM can provide insights into the factors that influence customer experience, such as perceived usefulness and ease of use, which can be used to improve the design and functionality of online booking systems.

In this study, the perceived usefulness of online booking services refers to how customers perceive the benefits of using online booking services, such as convenience, time-saving, and accessibility. The perceived ease of use of online booking services refers to how customers perceive the ease of using the online booking platforms, such as user interface, navigation, and payment methods. Moreover, the study examined the influence of familiarity with online booking services, perception, and customer satisfaction on the preference for online bus booking services.

Several recent studies have utilized the Technology Acceptance Model (TAM) to investigate the acceptance and usage of online booking systems in various contexts. For instance, one study conducted in the Lebanese market focused on customers' intentions to book hotel rooms online. This study applied TAM to understand the factors influencing online booking intentions in the Lebanese hotel industry (Vrontis et al., 2022). Similarly, another study was conducted in Hong Kong linked TAM with the intention to book online, examining the factors that influence individuals' intentions to use online booking systems in the region (Kucukusta et al., 2015). The study revealed that perceived usefulness of the Internet is more influential than its ease of use in forming a usage intention, and ease of use is perceived more important by jobseekers, student and employees than the other profession groups (Kucukusta et al., 2015).
Another study focused on the elements that impact customer intentions to use a hotel's online reservation system for making room reservations. By employing TAM, the study explored the factors that influence customers' acceptance and usage of hotel online reservation systems (Wu, 2018). In the context of online bus booking services in Tanzania, TAM can provide valuable insights into how customers' familiarity, perceptions, and satisfaction with online booking services influence their preference for such services.

**Empirical Review**

The usage of online booking services has become popular in various sectors, including the transport industry. The availability of online booking platforms for bus services has made it easier for customers to book and pay for their tickets conveniently. Recent empirical literature indicates that several factors influence customer preference for online booking services in the context of bus bookings.

One key factor identified is the familiarity of the online bus booking system, which significantly impacts customer preference for these services. Customers who are more familiar with the online booking system are more likely to prefer booking buses online (Mohd Suki et al., 2022; Kim & Kim, 2019). Additionally, extrinsic cues such as online reviews and brand familiarity play a significant role in influencing customer preference for online booking services. Consumers commonly rely on these cues when making decisions about online bookings (Feng et al., 2022).

A study conducted in Malaysia revealed that people's perception of online ticket purchasing (e-ticketing) and the reasons why individuals choose this service are crucial factors that influence customer preference for online booking services in the bus industry (Mohd Suki et al., 2022). Furthermore, website quality has a significant impact on customer satisfaction, usage intention, and purchase behavior, thus influencing customer preference for online booking services (Kim et al., 2018). In the context of general online service purchasing, a study found that customers' likelihood of purchasing services online is influenced by their familiarity with the specific service type. These studies highlight the importance familiarity with the online booking system in shaping customer preference for online booking services in the bus industry.

Perception is another key factor that influences customer preference for online bus booking services. Perception refers to the way customers perceive the quality of online booking services. Recent empirical literature highlights the significance of perception as a key factor influencing customer preference for online bus booking services. In particular, studies emphasize the importance of customers' perception of online buying decisions in shaping their preference for online booking services (Mohd Suki et al., 2022; Islam & Rahman, 2020). For instance, a study conducted in Malaysia revealed that people's perception of e-ticketing plays a crucial role in influencing their preference for online booking services (Mohd Suki et al., 2022). In the context of heritage sites in Bangladesh, a study demonstrated that visitors who perceive e-ticketing as useful tend to develop a positive attitude towards it (Islam & Rahman, 2020).

Customer satisfaction is another important factor that influences customer preference for online bus booking services. Customer satisfaction refers to the overall satisfaction that customers have with the quality of service provided by online booking platforms. Recent empirical studies consistently highlight the importance of customer satisfaction as a key factor influencing customer preference for online booking services. These studies provide evidence that customer satisfaction plays a significant role in shaping customers' decisions to use online booking platforms.

For example, a study conducted by Deogadkar (2021) emphasizes that e-enabled ventures, particularly online bus booking services, have gained wide acceptance due to their effectiveness, reliability, convenience, and safety. The study further establishes that customer satisfaction is a crucial determinant of customer loyalty and preference for online bus booking platforms. Similarly, a study focused on online ticketing and customer satisfaction analysis among customers in Burkina Faso, Zongo (2019) confirms that customer satisfaction is a critical factor influencing customers' choice to utilize online booking services. Furthermore, several other studies (Rahman & Islam, 2018; Saha & Saha, 2021; Sari & Sari, 2014) also support the significance of customer satisfaction in the context of online bus booking services.

Generally, the literature review reveals that familiarity with online booking services, perception, and customer satisfaction significantly influence customer preference for online bus booking services. However, however, there is limited research on customer experience’s influence on the preference for online booking services in the Tanzanian bus transport industry. This study aimed to fill this gap by examining the influence of customer experience on the preference for online booking services in Dar es Salaam, Tanzania.

**Conceptual Framework and Hypotheses**

**Conceptual framework**

The conceptual framework for this study was based on the literature review, which identified three key factors that influence customer preference for online bus booking services: familiarity, perception, and customer satisfaction. The conceptual framework for the study is shown in Figure 1.
Based on this conceptual framework, we tested the following null hypotheses:

- **H01**: Online bus booking system's familiarity has no influence on customers' preference for online bus booking services in Dar es Salaam, Tanzania.
- **H02**: Customers' perceptions have no influence on customers' preference for online bus booking services in Dar es Salaam, Tanzania.
- **H03**: Customers' satisfaction has no influence on customers' preference for online bus booking services in Dar es Salaam, Tanzania.

**Research and Methodology**

This study employed a convergent parallel design, using a mixed methods approach. The convergent parallel design allows concurrent collection and analysis of both quantitative and qualitative data and then the results are merged during the overall interpretation (Creswell & Clark, 2018). The study was conducted in Dar es Salaam City. Dar es Salaam was chosen because it is characterized by high internet access and many big bus brands. The population for this study comprised members of the general public that uses bus transport.

The data were collected using structured questionnaire from a sample of adult respondents who were selected using simple random sampling. To ensure the accuracy of responses, target respondents were at least 18 years old and could respond to an English or Swahili language survey questionnaire. The sample covered respondents with different age, sex, education level and other variables sought important. Cochran (1997) formula was used to estimate the sample size (n) of 384.

To gain more insights about the aspects under investigation, qualitative data collection entailed an in-depth face-to-face interview of key informants including bus owners, managers, officers and officials from LATRA and TCRA.

Both descriptive and inferential statistics were used to analyse the quantitative data with the aid of the Statistical Package for the Social Sciences (SPSS) version 26 as an analytical tool. Descriptive analysis involved computation of mean scores, standard deviations, frequency, and percent, and the findings were presented in tables. Further, binary logistic regression model was used to determine the relationship between dependent and independent variables. The model was selected since the dependent variable (preference for online bus booking services) was treated as a dummy variable, where 0 represented customers who preferred online booking, and 1 represented customer who did not prefer online booking.

**Findings and Discussion**

**Respondents’ characteristics**

**Sex**

Table 1 summarizes demographic characteristics of respondents where it was found that 228 (59.4%) of respondents were male while 156 (40.6%) were female. This implies that usage of mobile internet for male had higher proportion compared to their counterpart female since filling in the questionnaire was supported by google form which one of web-based tool. These findings are closely related with the facts in the GSMA (2019) report which revealed that in low- and middle-income countries where Tanzania is among, 48% of women use mobile internet, in comparison to men, women were 23% less likely in usage of mobile internet.
Table 1: Demographic characteristics

<table>
<thead>
<tr>
<th>Variables</th>
<th>Frequency</th>
<th>Percent</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>Min.</th>
<th>Max.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Male</td>
<td>156</td>
<td>40.6</td>
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<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Female</td>
<td>228</td>
<td>59.4</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>384</td>
<td>100.0</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-</td>
<td>-</td>
<td>-</td>
<td>31.02</td>
<td>10.029</td>
<td>18</td>
<td>70</td>
</tr>
<tr>
<td>Primary</td>
<td>5</td>
<td>1.3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Secondary</td>
<td>43</td>
<td>11.2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Certificate</td>
<td>53</td>
<td>13.8</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>level</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diploma</td>
<td>78</td>
<td>20.3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Bachelor</td>
<td>73</td>
<td>19.0</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Master</td>
<td>118</td>
<td>30.7</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>PhD</td>
<td>14</td>
<td>3.6</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>384</td>
<td>100.0</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Age

The findings in Table 1 indicates that the mean age of respondents was 31.02 years with the standard deviation of 10.029, implying that the majority of respondents had an active age to allow them use internet in various socio-economic activities including accessing online bus booking. These findings are in line with those established in Lwoga and Chigona (2016) which found that active age of internet users in Tanzania (87.8%) had the age ranging between 18 to 35 years.

Level of Education

Table 1 presents that 365 (95.0%) of respondents had secondary education and above up to master’s degree, implying that they were user friendly in regard to filling questionnaire using web based tool via smartphone mobile phones. Few extreme cases were identified where as only 5 (1.3%) of respondents had primary education and 14 (3.6%) had PhD education level. These findings are supported by those of Lwoga and Chigona (2016) that found that a big number of internet users in Tanzania are those with secondary education and above and few cases were observed for those with no formal education and higher level of university education.

Descriptive Statistics

Usage of Online Bus Booking

The findings (Table 2) show that the majority 262 (68.2%) of bus passengers in Tanzania use online bus booking, implying that as the number of internet users increase, usage of online bus booking increases as well. Figures in Statista (2021) show that estimation of the rate of internet penetration in Tanzania was 50% of the Tanzania’s population. Such high proportion internet connection among users, this suggests increased internet usage rate in various activities.

Table 2: Usage of Online Booking

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>122</td>
<td>31.8</td>
</tr>
<tr>
<td>Yes</td>
<td>262</td>
<td>68.2</td>
</tr>
<tr>
<td>Total</td>
<td>384</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Ways of Booking Bus Tickets Online

Table 3 summarizes findings on ways used by passengers to make online bus booking. The findings show that the majority (51.9%) of passengers use mobile phone apps whereas 48.1% use company websites. These findings imply that mobile phone apps are widely used by passengers to carry out online bus ticketing. These findings are coherent with the facts in GSMA (2019) which indicated that the most popular means of accessing internet is the mobile phone which accounts for about 57% in least and middle-income countries.
Table 3: Ways of Booking Bus Tickets Online

<table>
<thead>
<tr>
<th>Ways of online booking</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile phone apps</td>
<td>136</td>
<td>51.9</td>
</tr>
<tr>
<td>Company websites</td>
<td>126</td>
<td>48.1</td>
</tr>
<tr>
<td>Total</td>
<td>262</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Mode of Payment

The findings in Table 4 show that 200 (52.1%) of customers make payments using mobile phones whereas 11 (2.9%) make payments via banks, making a total of 55.0% for those who make payments using mobile money and banks. Further, the findings indicate that 173 (45.0%) of customers make payment at company offices, signifying operating outside of financial inclusion framework. These findings are supported by the figures in the National Financial Inclusion Framework (NFIF) (2018-2022) which presented small proportion (28.0%) of financially exclude Tanzanians.

Table 4: Mode of Payment

<table>
<thead>
<tr>
<th>Mode of payment</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash at company offices</td>
<td>173</td>
<td>45.0</td>
</tr>
<tr>
<td>Mobile money</td>
<td>200</td>
<td>52.1</td>
</tr>
<tr>
<td>Bank</td>
<td>11</td>
<td>2.9</td>
</tr>
<tr>
<td>Total</td>
<td>384</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Empirical Findings

Binary Logistic Regression Results

Table 5 presents the findings emanating from the binary logistic regression model. Before the logit model was performed, some tests for its fitness were performed. At the beginning, the test was performed to establish if the model could show an improvement over the intercept-only model (the model without predictors) (Mashenene, 2016). The findings indicated that the intercept model indicated -2Log likelihood of 506.527 without variables while with all variables the -2Log likelihood decreased to 58.5817. Such a decrease of the value of -2Log likelihood depicts an upgrading over the intercept-only model; this suggests that the model was fit for the data entered into it (Mashenene, 2016). Further, significant value of the original variability was revealed with $\chi^2$ (6) = 58.360 when the model includes all predictors. Furthermore, the overall fitness of the model statistically was significant at $p = 0.000$, giving an implication that the binary logistic regression had ability to make prediction if familiarly, perception and satisfaction of online booking influence customers’ preference for online bus booking services.

The values of Nagelkerke R square and Cox & Snell computed were .066 and .049 respectively, connoting that the model explained 6.6% and 4.9% of variance of customers’ preference on online bus booking caused by independent variables entered into the model. The values of Nagelkerke R square and Cox & Snell show the extent of variation in customers’ preference on online bus booking in the logit model, this ranges from a minimum value of 0 to 1 as maximum value). The values of Nagelkerke R square and Cox & Snell used in a logit model are just statistics with pseudo-R square which is different from a true value of R square in OLS (Mashenene and Kumburu, 2020).

The findings in Table 5 indicate that satisfaction with online bus booking had a positive coefficient which was statistically significant ($p = 0.036$), connoting that a unit raise in customers’ satisfaction with online bus booking will lead to 23.8% raise in customers’ preference for online bus booking services. In regard to the odds ratio (OR) for customer satisfaction which was 1.269, suggesting that the likelihood of customer satisfaction to change customers’ preference was 1.3 times. Given the fact that the coefficient of customer satisfaction is positive and significant, the, null hypothesis is rejected, instead alternative hypothesis is accepted. In interpretation, this OR value has high contribution to change customers’ preference for online bus booking. These findings are congruent to those of Zongo (2019) in Burkina Faso which established that customer satisfaction and customers’ choice are positively related phenomena. Similarly, customers’ preference for online bus booking is the outcome of customer satisfaction with online services (Saha and Saha; Rahman and Islam, 2018).
Table 5: Logit results

<table>
<thead>
<tr>
<th>Variables</th>
<th>B</th>
<th>S.E.</th>
<th>Sig.</th>
<th>Exp(B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>0.010</td>
<td>0.012</td>
<td>0.401</td>
<td>1.010</td>
</tr>
<tr>
<td>Sex</td>
<td>0.003</td>
<td>0.219</td>
<td>0.987</td>
<td>1.004</td>
</tr>
<tr>
<td>Education level</td>
<td>-0.110</td>
<td>0.080</td>
<td>0.170</td>
<td>0.896</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>0.238</td>
<td>0.113</td>
<td>0.036</td>
<td>1.269</td>
</tr>
<tr>
<td>Perception</td>
<td>-0.454</td>
<td>0.137</td>
<td>0.001</td>
<td>0.635</td>
</tr>
<tr>
<td>Familiarity</td>
<td>0.085</td>
<td>0.138</td>
<td>0.539</td>
<td>1.088</td>
</tr>
<tr>
<td>Constant</td>
<td>-0.658</td>
<td>0.619</td>
<td>0.290</td>
<td>0.926</td>
</tr>
</tbody>
</table>

Chi-square: 58.360 (6) (p=0.000)

Cox & Snell $R^2$: 0.049
Nagelkerke $R^2$: 0.066
$-2 \text{Log Likelihood}$: 506.527

Dependent variable: customers' preference; Independent variables: age of respondents, sex of respondents, satisfaction, perception and familiarity.

Regarding perception of customers towards online bus booking, its coefficient was negative but statistically significant ($p = 0.001$), signifying that a unit reduction in customers’ perception towards online bus booking will lead to 45.4% diminish customer preference for online bus booking. Since, statistically customer’ perception influences customers’ preference for online bus booking, then, null hypothesis is rejected and instead alternative hypothesis is accepted. These findings are supported by those of Arindaputri and Santoso (2023), Mohd Suki et al. (2022) and Islam & Rahman (2020) which revealed that customer perception always influences customers’ preference for online bus booking.

Table 1: Summary Logit Results

<table>
<thead>
<tr>
<th>S/No.</th>
<th>Hypotheses</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>H$_{a1}$</td>
<td>Online bus booking system's familiarity has influence on customers’ preference for online bus booking services in Dar es Salaam, Tanzania.</td>
<td>Rejected</td>
</tr>
<tr>
<td>H$_{a2}$</td>
<td>Customers’ perceptions have influence on customers’ preference for online bus booking services in Dar es Salaam, Tanzania.</td>
<td>Accepted</td>
</tr>
<tr>
<td>H$_{a3}$</td>
<td>Customers’ satisfaction has influence on customers’ preference for online bus booking services in Dar es Salaam, Tanzania.</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

Conclusions

Given the findings in this study, it is concluded that customer perception and satisfaction influence customers’ preference for online bus booking. However, the two variables have demonstrated different directions in influencing customers’ preference for online bus booking. In one direction, customer satisfaction has shown a positive influence which was statistically significant towards customer preference for online bus booking. On the other direction, customer perception has shown negative influence towards customer’ preference for online bus booking. Further, the conclusion was drawn that online bus booking system’s familiarity had no influence on customers’ preference for online bus booking. The study recommends to policy makers particularly the Ministry of Education, Science and Technology, TCRA and Land Transport Regulatory Authority (LATRA) and Bus Companies to collectively address the issue of online bus booking. This can be done through consultative sensitization through emphasizing on the benefits that customers will receive upon choice of online bus booking. Connectedly, the issue of online bus booking should be linked to online bus ticketing, this will easily be understood by the public. This means that, only those customers who will carry out online bus booking will automatically make online payment and consequently will access online ticketing.

The study further recommends to areas for future research, the relationship between online bus booking and online bus ticketing should be studied. Further, consequences experienced by both customers and bus companies for customers not using online bus booking should also be studied.

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Data Availability Statement: The data presented in this study are available on request from the corresponding author. The data are not publicly available due to privacy.

Conflicts of Interest: The authors declare no conflict of interest.

References


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