



## **The Impact of Global Trends on Organization and Customer Satisfaction**

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### **ABSTRACT**

The study aims to examine the impact of global trends on "MakeMyTrip" company as well as its customer satisfaction. The study has been done with the help of information provided on the company's websites, people's personal experiences, various hypotheses, and some statistical data. Surveys are also done to collect data from customers about their hospitality experiences and satisfaction. The findings and results which are based on the facts provided by customers and organization website suggested that the global trend does give a significant impact on organization and customer satisfaction. The study is aimed to provide ideas and solutions for organizations based on the impacts shown.

**Keywords:** Customer Satisfaction, Global Trend, MakeMyTrip, Travel Company

### **INTRODUCTION**

MakeMyTrip Limited (MakeMyTrip) is a renowned online travel company. It is founded in 2000 and based in India. The current headquarter of MakeMyTrip is located at Gurugram, Haryana, India. The main services provided by MakeMyTrip in the traveling industry include holiday packages, hotel reservations and transportation tickets such as flights, buses, and rails (Rishi, Kaur, & Mahawar, 2019). MakeMyTrip was founded by Deep Kalra, an Indian businessman which is also the current CEO of MakeMyTrip. In the year 2000, MakeMyTrip was launched in the United States market. Their target market was the overseas Indian community who travel across the US and India. In 2005, MakeMyTrip started to offer services in India such as online flight tickets (Sownder, 2017). The company then expanded its business by providing more services including holiday packages and hotel reservations.

Throughout the years, MakeMyTrip has put a lot of effort into improving and expanding its business. In 2011, MakeMyTrip invented travel-related mobile applications for several operating systems including Windows, Android, and IOS. Furthermore, MakeMyTrip made some major acquisitions such as Luxury Tours and Travel Private Limited, ITC Group Hotel Travel Group and ETB Group (Sownder, 2017). Now, MakeMyTrip is a multinational corporation (MNC) that serves customers from various countries. As recorded till 31 March 2018, MakeMyTrip has had 14 company-owned travel stores in 14 different cities, over 30 franchisee-owned travel stores in 28 cities, and also set up counters in four major airports in India (Kumar, 2020). Meanwhile,



MakeMyTrip has offices in business hubs, including New York, Singapore, Kuala Lumpur, Phuket, Bangkok, and Dubai.

Recent years, the changing global trend has been giving impact to various fields including travel agency companies from many perspectives (Ping, et al., 2019), for example, the increasing usage of internet (Mgunda, 2019). As the number of internet users soars, the eCommerce share of total global retail sales is increasing steadily as well (Chow, 2020). The number of online flag stores and agencies accelerates in these few years (Lim, et al., 2016). The advantages of online business such as low cost tempted a huge number of technophiles to start business online. Shopping online is also preferred by consumers as the product or service price is lower compared to that in a physical store (Bucko, et al., 2018).

Next, the community nowadays is moving towards a cashless society (Fatonah, et al., 2018). The number of customers who prefer to make payment by using electronic payment such as electronic wallets, online banking or payment cards rather than cash is increasing around the world (Taasim & Yusoff, 2017). This is because of the efficiency, convenience, and timeliness of the online payment system (Kabir, et al., 2015). According to study, the company that takes initiatives to improve its website and develop a better and more secured online payment system will always win customers of X Generation (Mamrina, et al., 2020). This is because security and privacy issue are the main concern of customers who shop online (Goel, et al., 2020).

Another global pandemic that affected the travel agency tremendously is the outbreak of COVID-19. Majority of businesses depend heavily on the international social and economic situation (Maulana, et al., 2019). It is undeniable that the outbreak of the global health crisis gives an enormous impact on the traveling industry. This health crisis eventually translated to an economic crisis, which does not only affect the travel industry alone but also the world economy (Ozili & Arun, 2020). Other than the impact on the economy, we are interested to know the reaction of customers towards the global pandemic as well. Referring to the studies on the last past pandemic, H1N1 2009, almost all the respondents in an interview session reported themselves to experience protective behaviour after the pandemic (Wong & Sam, 2011). We estimate the same situation to happen during this COVID-19 outbreak. Hence, the impact of global trends towards the various perspective of the organization such as customer satisfaction will be discussed. While the world is changing rapidly, we would like to investigate how much impact will the change of lifestyle brings to customers' demand for services. For instance, will the customers become less satisfied with the service provided if the businesses are not able to provide more facilities and conveniences to them through modern technology? Through the research, we would also like to know the impact of the global trend to the organization.

## RESEARCH METHOD

The paper aims to examine the impact of global trends on organization and customer satisfaction. There are few methods and techniques we used to collect and analyse the data. The first and the most common way is through websites. Valid and appropriate information has been collected from the website of the company, [www.makemytrip.com](http://www.makemytrip.com). The website contains updated and relevant information that tell the changes that take place in the organization and the number of customers due to the global trends. Next, surveys are done to get information from the consumers. This method helps in getting



to know the preferences and perceptions of the consumers regarding the company. This is done to know the perspective of the people about hospitality and tourism companies. The survey was done in locality only due to the COVID-19. Besides, a questionnaire that contains questions that would help in getting the information about customer satisfaction is made and circulated online. This helps in knowing how much the consumers are satisfied with the company's service and how the global trends are affecting consumers' satisfaction.

Lastly, group discussions are done to know the opinions and thoughts of people regarding the company and its services. The group discussion was done through social networking sites like WhatsApp, Facebook, etc. It provides the appropriate and actual data of the people about the company. The above-given methods are used to collect the information and data for the research. After that, all the collected data and information were analyzed statistically to get the appropriate results of the collected and researched data.

## RESULTS AND DISCUSSION

A set of questionnaires is designed to investigate the impact of the global trend on organization and customer satisfaction. The questionnaire consists of several sections which include the background of respondents, feedback after using makemytrip.com or other websites and opinions on the impact of the global trend on customer satisfaction. The questions are designed in various forms including dichotomous questions, multiple-choice questions, rank order scaling questions and short text questions.

**Table 1: Summary of respondents' demographics (N=101)**

Response	Frequency	Percentage (%)
<b>Gender</b>		
Male	47	46.5
Female	54	53.5
<b>Age</b>		
Under 18	4	4.0
18 – 25	59	58.4
25 – 45	21	20.8
Above 45	17	16.8
<b>Nationality</b>		
Malaysian	53	52.5
Indian	44	43.6
China	3	3.0
United Kingdom	1	1.0
<b>Marital Status</b>		
Single	68	67.3
Married	28	27.7
Widowed	2	2.0
Divorce	3	3.0
<b>Occupation</b>		
Employed	26	25.7
Self-employed	11	10.9
Unemployed	2	2.0



Student	57	56.4
Retired	5	5.0
<b>Have you ever heard about MakeMyTrip Limited?</b>		
Yes	47	46.5
No	54	53.5

Table 1 indicates that the responses are collected from 101 respondents which consist of different gender, age group, nationality, marital status, and occupation. 54 of our respondents are female and the rest are male. With the difference of 7, we have slightly more female respondents than male respondents. The majority (59) of respondents are between 18 and 25 years old. Next, 21 of them are between 25 and 45 years old. 17 of the total respondents are above 45 years old and only 4 of the respondents are teenagers. The respondents are categorized into three categories by nationality. There are 53 respondents (52.5%) from Malaysia (majority), 44 respondents (43.6%) from India and 4 respondents (3.9%) from other countries – China and the United Kingdom. For marital status, the majority (67.3%) of the respondents are single, 27.7% of the respondents are married, 2% of them are widowed and 3% of them are divorced. For occupation, students form the largest category of the respondents with the number of 57, followed by 26 employed individuals, 11 self-employed individuals, 5 retiree and 2 unemployed.

The majority (53.5%) of the respondents have not heard about MakeMyTrip. The investigation shows that among 54 respondents who have not heard about MakeMyTrip, 46 of them are Malaysians. The data show that 46 out of 53 Malaysians have not heard about MakeMyTrip before. Therefore, this leads to a conclusion that as an Indian company, MakeMyTrip does not get as much reputation in Malaysia as in India. Instead of focusing on all respondents, we would carry out our analysis based on the respondents who have heard about MakeMyTrip and can give feedback regarding their level of satisfaction towards this company.

**Table 2: Survey on MakeMyTrip's Customers and on users of another travel website**

Response	Frequency	Percentage (%)
<b>What is the main reason you visit makemytrip.com?</b>		
Browsing	13	27.7
Services	18	38.3
Comparison of price	16	34.0
<b>What factors attracted you to make your reservation through makemytrip.com instead of other physical travel agencies? (check all that apply)</b>		
Price	27	57.4
Brand name	14	29.8
Convenience	30	63.8
Recommendation	27	57.4
Details provided	20	42.6
<b>Did you make any reservations on your trip through makemytrip.com (hotels, flights, buses, etc.)?</b>		
Yes	35	74.5
No	12	25.5
<b>Do you think that the promotion packages released by makemytrip.com match</b>		



<b>your current demand?</b>		
Yes	38	80.9
No	9	19.1
<b>How satisfied are you with the cashless payment method of makemytrip.com? (Scaling)</b>		
1 – Very unsatisfied	0	0.0
2 – Unsatisfied	0	0.0
3 – Neutral	10	21.3
4 – Satisfied	22	46.8
5 – Very satisfied	15	31.9
<b>Why do you think makemytrip.com is so successful? (check all that apply)</b>		
Image	22	46.8
Reputation	30	63.8
Easy to use	35	74.5
Payment options	15	31.9
Safety	15	31.9
Free registration	11	23.4
Website design	10	21.3
Website promotion	23	48.9
Customer experiences	25	53.2
<b>What is the likelihood that you will visit makemytrip.com again? (Scaling)</b>		
1 – Very unlikely	1	2.1
2 – Unlikely	1	2.1
3 – Neutral	11	23.4
4 – Likely	17	36.2
5 – Very likely	17	36.2
<b>Please grade makemytrip.com on the overall content. (Scaling)</b>		
1 – Worst	0	0.0
2 – Bad	1	2.1
3 – Neutral	10	21.3
4 – Good	25	53.2
5 – Excellent	11	23.4
<b>Which travel website did you use to make a reservation for your trip before?</b>		
Thomas Cook	1	1.9
EaseMyTrip	4	7.4
Ticketgoose	7	13.0
Booking.com	30	55.6
Expedia	15	27.8
TravelGuru	4	7.4
ClearTrip	2	3.7
Yatra	2	3.7
Ezeego1	0	0.0
Airasia.com	39	72.2
Tripadvisor.com.my	24	44.4
Easybook.com	27	50.0
Traveloka.com	9	16.7
Agoda	33	61.1
Airbnb	1	1.9
No	1	1.9




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**What is the main reason you visit your preferred travel website?**

Browsing	22	40.7
Services	7	13.0
Comparison of price	25	46.3

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**What factors motivated you to make your reservation through your preferred travel website? (check all that apply)**

Price	44	81.5
Brand name	17	31.5
Convenience	1	1.9
Recommendation	39	72.2
Payment options	20	37.0
Details provided	37	68.5

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**Does your preferred travel website change according to the global trend and technology advancement?**

Yes	43	79.6
No	11	20.4

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**Why do you think your preferred travel website is successful? (check all that apply)**

Image	29	53.7
Reputation	36	66.7
Easy to use	45	83.3
Fun	6	11.1
Payment options	26	48.1
Safety	38	70.4
Free registration	17	31.5
Website design	12	22.2
Website promotion	24	44.4
Customer experiences	26	48.1

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**Please grade your preferred travel website on the overall content. (Scaling)**

1 – Worst	0	0.0
2 – Bad	1	1.9
3 – Neutral	12	22.2
4 – Good	34	63.0
5 – Excellent	7	13.0

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**What is the likelihood that you will visit your preferred travel website again? (Scaling)**

1 – Not at all likely	0	0.0
2 – Not likely	0	0.0
3 – Neutral	17	31.5
4 – Likely	20	37.0
5 – Extremely likely	17	31.5

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**Overall, how satisfied are you with your preferred travel website? (Scaling)**

1 – Very unsatisfied	0	0.0
2 – Unsatisfied	0	0.0
3 – Neutral	14	25.9
4 – Satisfied	28	51.9
5 – Very satisfied	12	22.2

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Based on Table 2, 54 respondents who do not know about MakeMyTrip.com, Airasia.com record the highest percentage of usage for reservation of trip (72.2%),



which is 39 respondents, followed by Agoda (61.1%), booking.com (55.6%), and easybook.com (50%). This shows that these websites are more popular in Malaysia and India.

There are 18 respondents (38.3%) stated that they visited the website was for particular services, 16 respondents (34.0%) claimed that they browsed the webpage for comparing the price and 13 respondents (27.7%) browsed the webpage without any intention to make a reservation through the site. When it is compared to respondents who used another travel website, many of them (25 out of 54 respondents, or 46.3%) visited the website for comparison of price. The respondents had a clear motive when they visit makemytrip.com.

There may be several aspects that motivated the respondents to make a reservation. Hence, each respondent could select multiple reasons on why they make a reservation through makemytrip.com. Convenience ranked the highest (30 respondents, 63.8%) as the respondents can make their booking anytime at anyplace if they have an Internet connection. Both price and recommendation factors were chosen by 27 respondents (57.4%) to be the factors that attracted them to make a reservation online, followed by details provided (20 respondents, 42.6%) and brand name (14 respondents, 29.8%). These all point to the conclusion that MakeMyTrip is not so well on their branding and advertising, as not many people make reservation through their site because of their name. However, this assumption is applied to other travel websites as well. From the respondents that used travel websites other than makemytrip.com, there are only 17 respondents (31.5%) stated that brand name is the factor that motivated them to make a reservation through the site. However, in contrast to makemytrip.com, there are 44 respondents (81.5%) stated that they are attracted by the price offered by their preferred travel website. Hence, the management team of makemytrip.com can make a survey or study on whether the price set is affordable by everyone in the country.

From 47 respondents that heard about makemytrip.com, 35 respondents (74.5%) stated that they make a reservation on their trip through makemytrip.com giving them information about services provided, including reservations on hotels, trains, buses and so on. There are 12 respondents (25.5%) did not make any reservation on their trip through makemytrip.com.

According to the questionnaire that circulated online, 38 respondents (80.9%) in the opinion that makemytrip.com always revise their promotion packages and come out with new promotion packages suitable with current demand on traveling. Makemytrip.com is constantly accepting feedback from customers to launch suitable promotion packages. However, there are still 9 respondents (19.1%) not satisfied with the promotion packages offered by the site.

Cashless payment service (include credit cards, debit cards, net banking, wire transfer, etc.) is available in makemytrip.com. Ranking from 1 to 5, most of the respondents (22 respondents, 46.8%) ranked the service score 4, followed by score 5 (15 respondents, 31.9%) and score 3 (10 respondents, 21.3%). It shows that majority of the respondents are willing to accept and moving towards a cashless society. However, there are still some respondents are slightly reluctant on cashless payment method which may cause by the security issue on the service.



As there is a concern that cashless payment service may not be available on certain travel websites, therefore for other travel website, it is replaced with technology advancement (cashless payment service is one of the outcomes of technology advancement). 43 respondents (79.6%) think that their preferred travel website change according to the global trend technology advancement while 11 respondents (20.4%) do not think so. It shows that many of the respondents are willing to adapt to the new changes and improvements due to technological advancement.

Several factors contributed to the success of a brand. From the questionnaire, respondents are free to select as many factors as they think have made makemytrip.com successful. According to the responses, the factors that contributed to the success of makemytrip.com are arranged as follows: easy to use (35 respondents, 74.5%), reputation (30 respondents, 63.8%), customer experience (25 respondents, 53.2%), website promotion (23 respondents, 48.9%), image (22 respondents, 46.8%), payment options and safety (both 15 respondents, 31.9%), free registration (11 respondents, 23.4%) and website promotion (10 respondents, 21.3%). Respondents who use other travel websites suggested that their preferred travel website is easy to use (45 respondents, 83.3%) as well. Another consideration is safety (38 respondents, 70.4%). As a customer, the respondents viewed the other travel website safer than makemytrip.com. In general, the respondents want the travel website to be easy to use to every age range. Simple instructions and simple reservation procedures will help them to save their time and avoid unnecessary difficulties.

Majority of the respondents do not provide opinion to improve makemytrip.com, as the travel website could be performing well enough from their view. However, there are a few respondents have their own opinion on improving the site. One of the respondents suggested that a 24-hour online help centre can be set up, as customers might visit the site at late night, and they can have instance assistance from the customer service if they face any difficulties. Besides, the respondents are suggesting having more information on the services provided and more promotions to attract more customers. MakeMyTrip should also have more publicity and advertising activities to boost their sales. The suggestions obtained from respondents that used other travel websites are to provide more details or images and allow customers to provide reviews through videos. The management team can take into consideration these two suggestions on improving makemytrip.com as some details and reviews may not be effectively expressed through words, but images and videos are able to do so.

From the survey, 34 respondents showed their willingness to visit makemytrip.com for reservation on their future trip (both scores 4 and 5 have 17 respondents or 36.2%). There are 11 respondents (23.4%) stated that they may or may not make an online trip reservation through makemytrip.com in the future (score of 3 out of 5). There is 1 respondent (2.1%) gave score 2 and 1 respondent (2.1%) gave score 1 on their possibility of visiting makemytrip.com in the future. A similar condition goes to another travel website, in which many of the respondents (37%) are more likely to visit the travel website for reservation of their next trip.

There are 25 respondents (53.2%) think that the overall content of makemytrip.com is good (score 4), 11 respondents (23.4%) stated that the content of makemytrip.com is excellent (score 5) and 10 respondents (21.3%) think that the content does not make too much attraction (score 3). There is 1 respondent (2.1%) that gives a score 2 on the overall content of makemytrip.com. Hence, the management team of makemytrip.com





should review and revise the content and take necessary actions on the content on the site. The management team may also refer to the content published by the other travel website for more ideas.

**Table 3: Survey on the Impact of the Global Trend on Customer Satisfaction**

<b>Response</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Do you make any reservation in your preferred travel website through Internet banking?</b>		
Yes	74	73.3
No	27	26.7
<b>If you have never used internet banking to make the reservation on the travel website, what are the main reasons? (check all that apply)</b>		
Never heard of Internet banking	3	3.0
Concerned about security	21	20.8
Do not get on with the technology	9	8.9
Not available through my bank	3	3.0
This question not applicable to me	74	72.3
<b>Which payment methods that you used to make your reservation? (check all that apply)</b>		
Credit/Debit card online	78	77.2
Electronic bank transfer	47	46.5
Direct debit	14	13.9
Mobile payment	33	32.7
PayPal	21	20.8
Cryptocurrency	1	1.0
FPX	1	1.0
This question not applicable to me	15	14.9
<b>For your online banking, which of the following categories best explains your usual situation?</b>		
Use banking software/app on your PC or mobile phone	53	52.5
Use a web browser	31	30.7
Use a web browser together with an authentication device	5	5.0
Do not use online banking	12	11.9
<b>Do you have any traveling package which is affected by the current COVID-19 outbreak?</b>		
Yes	66	65.3
No	35	34.7
<b>In your opinion, what would be your preferred solution to be provided by the traveling company if your traveling package is affected by the current COVID-19 outbreak?</b>		
Cancellation of package and refund	60	59.4
Changing the date of traveling package	19	18.8
Changing the destination of traveling package	5	5.0
Transferring the fees to a credit	17	16.8



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account for further reservation

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According to Table 3, there are 74 respondents (73.3%) make their reservation in preferred travel website through internet banking but there are 27 respondents (26.7%) do not do so. We found that most of the respondents who do not make it come from the retiree above 45 years old. This shows that middle-aged respondents are slightly reluctant to adapt to the usage of the cashless payment method.

As for the respondents who never used internet banking to make the reservation on the travel website, 3 respondents have never heard of internet banking, 21 respondents are concerned about the security, 9 respondents do not get on with technology and 3 respondents are not available through their bank. These groups of respondents come from the 27 respondents who responded not to use internet banking in the previous question. The high rate of cybercrime in recent years may be one of the reasons why security is still the main concern of not accepting cashless payment method.

There are a lot of methods to proceed with online payment through internet banking. The majority, 78 respondents (77.2%) preferred to use credit or debit cards for making a reservation through the net, followed by 47 respondents (46.5%) using electronic bank transfer, 33 respondents (32.7%) using mobile payments such as Android pay and Apple, 21 respondents (20.8%) using PayPal online payment and 14 respondents (13.9%) using direct debit. Lastly, there is only 1 respondent in both categories of using Cryptocurrency and FPX PayNet for internet banking.

There are several ways to get through online banking. About 53 respondents (52.5%) are using banking software or application on their PC or mobile phone to access their online payments. There are 31 respondents (30.7%) use a web browser to a login banking website. There are 12 respondents are not using online banking. There is only a little number of respondents which is 5 respondents (5%) are using a web browser together with an authentication device (such as a secure ID token/calculator).

Due to the global pandemic of the COVID-19 outbreak, 66 of 101 respondents (65.3%) are having a traveling package that is affected by the current COVID-19 outbreak. The remaining 35 respondents (34.7%) are not having any traveling packages.

In this case, we discovered that most of the respondents (59.4%) are preferred to cancel the package and get a refund. About 19 respondents (18.8%) want to change the date of the traveling package and 17 respondents (16.8%) want to transfer the fees to a credit account for further reservations due to the situation of outbreak COVID-19. The remaining 5 respondents (5%) like to have a change in the destination of the traveling package.

We have obtained some suggestions for the service in which a traveling company can be provided. For instance, improve customer help platforms for solving their inquiries, trace their customers who went to the high-risk countries with the outbreak of COVID-19, notify customers of any updates of cancelled schedule and offer the rescheduled ticket. There are certain outcomes extracted after collecting and analyzing the data. The results are mainly focused on the impact of the global trend on organization and customer satisfaction. The following part will provide information about the outcomes of the research:



### **The Impact of Global Trends on Organization**

Rapid change in global trend affects a lot to MakeMyTrip that provides the facilities of flight tickets, hotel bookings, holiday packages, etc. Due to the recent global pandemic, COVID-19, the organization must bear a heavy loss as the travel and tourism sector is one of the worst sectors that have been hit by this pandemic. Secondly, the cashless payment system also affects the organization in a way as the technologies are being advanced with the time and many people are unable to cope up with. The first major impact is the restrictions on domestic transportation including airlines, rails, and buses. Due to the global pandemic, there are orders from administrations to stop all the flights, buses, rails to prevent the virus from spreading. As all the traveling facilities are being stopped, thus the organization must bear a heavy loss and mismanagement.

The next significant impact is the cancellations of bookings. Lockdown has been executed in many countries. No one can travel around or gather anywhere except for an emergency. As a result, many customers were forced to cancel their bookings which affected the organization, especially its revenue. Besides, leadership team's salaries were reduced. The Chairman and the CEO of the company have decided to take 'ZERO SALARY' from April 2020. The salary of the leadership team will be reduced by 50% too as the company plans to undertake multiple "tough measures" to keep overall expenses at a minimum amid the COVID-19 outbreak. In addition, the company was forced to lay off some employees. MakeMyTrip has decided to lay off about 400 employees who are not on its payroll. It has about 650 people employed for backend and support services but plans to fire 60% of the total headcounts in the department.

Furthermore, the level of unawareness among people about various technologies and systems is still low. In this modern era, everything has become online from shopping to banking. However, there are unable to access these technologies due to unawareness. Many people do not know how to use these technologies (such as cashless payments). MakeMyTrip is an online traveling company that does all the work online from bookings to payments. Due to the unawareness, company is losing its customers.

The results above showed that the company encountered difficulties due to the global trends specifically due to the outbreak of COVID-19. It is found that in Q3 of FY20, MakeMyTrip had halved to \$11 million owing to a gross booking jump of 19%. By late February, the company saw a great fall in its bookings. These had highlighted that global trends have an impact on travel agency, including its culture, its management, its employees, and its profit eventually.

### **CONCLUSIONS**

In conclusion, the global trend does give a significant impact on organization and customer satisfaction. Based on the research conducted, global trends such as COVID-19 and technology advancement which focuses on the cashless payment method do affect the experience of using makemytrip.com. Research has found out that a large portion of respondents is satisfied with the usage of cashless payment method on makemytrip.com and other travel websites. The use of a secured cashless payment method which eases the customers will help to improve customer satisfaction. The organization will also own an image of constantly getting updated to the latest technology advancement. Many also agreed that the recent outbreak of COVID-19 indeed brings a negative impact on the traveling agency. However, the appropriate solutions taken by makemytrip.com and other travel websites to assist the customers



with difficulties will help to increase customer satisfaction and bring a positive image for the organization.

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