

# A STUDY ON THE IMPACT OF AI FEATURES AND USER DEMOGRAPHICS ON PASSENGER SATISFACTION WITH IRCTC'S ONLINE TICKET BOOKING SERVICES

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## ABSTRACT

*This research investigates how artificial intelligence (AI) features and user demographics influence passenger satisfaction with IRCTC's online ticket booking system. It focuses on the role of the Ask DISHA chatbots in shaping user experience and evaluates satisfaction differences based on occupation. A structured questionnaire was used to gather data from 250 respondents, and the Chi-Square and ANOVA tests were used for analysis. The results demonstrate that user background and AI integration have a substantial impact on service satisfaction. Rephrase without altering the message in any way. IRCTC's tech advancements, like the Next Generation E-Ticketing system, have enhanced booking speed and capacity. However, there is a need to improve AI features, user awareness, and accessibility. The study concludes that a user-focused and tech-driven approach can further improve digital travel services.*

**KEYWORDS** IRCTC E-Ticketing System, Ai Technology, Ease Of Navigation, User Experience, Passenger Satisfaction, Support Availability.