

Analysing the Relationship Between Customer Perception, Customer Loyalty and Customer Engagement with Customer Satisfaction at B:live E-Bike Tours

An Internship Report for
Course code and Course Title: MGA-652 Industry Internship
Credits: 16 Credits
Submitted in partial fulfilment of Master's Degree
Master of Business Administration in Marketing

by

MAZHAR NASSER ALI SHAIK

Seat Number: 22P0280031

ABC ID: 1494231214473

PRN:201909661

Under the Mentorship of

DR. SURAJ PAVTO VELIP

Goa Business School
Management Studies



GOA UNIVERSITY
DATE: MAY 2024

Examined by:

A handwritten signature in blue ink, appearing to be 'Shri', written over the 'Examined by:' text.



Seal of the School

DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, “**Analysing the Relationship Between Customer Perception, Customer Loyalty and Customer Engagement with Customer Satisfaction at B:live E-Bike Tours**” is based on the results of investigations carried out by me in the Discipline of Management Studies at the Goa Business School, Goa University, under the mentorship of Dr. Suraj Pavto Velip and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities/College will be not be responsible for the correctness of observations / experimental or other findings given the internship report/work.

I hereby authorize the University/college authorities to upload this dissertation on the dissertation repository or anywhere else as the UGC regulations demand and make it available to any one as needed.



Mazhar Nasser Ali Shaik

Seat no: 22P0280031

Date: 04/05/2024

Place: Goa University

ACKNOWLEDGEMENT

I would like to express my genuine appreciation to all those who helped and contributed to this research. Firstly, I would like to thank my Marketing team of B:live E-bike Tours, Mr. Ameez Baig and Mr. Yash Sawant and the HR of B:live, Mrs. Namrata Pinto for their unwavering guidance throughout the research process. Their valuable insights, constructive feedback and encouragement were instrumental in shaping the direction of this project. Special thanks to everyone at B:live for guiding me to this opportunity particularly for their assistance in enhancing my understanding of digital marketing techniques over the course of four months.

I would also like to convey my gratitude to all the participant who shared their time and provided invaluable data for this study. In addition, I would like to acknowledge the assistance of my project guide Dr. Suraj Pavto Velip who provided guidance and motivation whose mentorship and encouragement were instrumental in navigating through challenges and achieving milestones. Also, I like to extend heartfelt thanks to our Goa Business School, Goa University Dean and Vice Dean for their support and for providing us with opportunities for professional growth. Their contributions were essential to the success of this research project. Lastly, my heartfelt gratitude to all those who contributed to the success of this research project.

OFFER LETTER FROM THE COMPANY



To,
Mr. Shaik Mazhar
Goa Business School,
Goa University.

14 December 2023

Offer Letter – Internship

We are pleased to offer you an internship assignment with us in the “Marketing” domain.

Your assignment will commence from **15th January, 2024** and will end on **04th May, 2024**.

1. You will be paid a compensation of **Rs. 5,000/-** per month for the duration of the project and will be paid out on completion of the project duration.
2. During the course of your training, you will be subject to the rules and regulations of the organization as laid down in relation to conduct, discipline, safety and other matters.
3. You will not, at any time, without the consent of your project guide disclose or divulge or make public any information regarding the company's affairs or administration or research carried out, whether the same may be confided to you or become known to you in the course of your training or otherwise.
4. During your search if you conceive any new or advanced method of improving processes/ systems in relation to the operations of the Company, such developments will be fully communicated to the Company and will remain as the sole right/property of the Company. You will not publish any material without obtaining specific permission from the Company.
5. On completion of your internship, you will give to the Company all correspondences, documents, market data, cost data or records etc., belonging to the Company or relating to its business and shall not retain or make any copies of these items.

The Company reserves all the rights to amend any of the above rules at its sole discretion.

Please return the duplicate copy of this letter duly signed in as a token of your having accepted the terms& conditions as mentioned above.

We look forward to a mutually beneficial association.

With best wishes,
For **Arcis Clean Energy Pvt. Ltd.**

Darren Stuart
Human Resource Manager

COMPLETION CERTIFICATE FROM THE COMPANY



03 May, 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Shaik Mazhar** from **Goa Business School, Goa University** has successfully completed his internship project with B:Live.

The duration of the internship was from **15th January 2024 to 04th May 2024**.

His internship was in the domain of **Marketing**.

We found Mazhar to be very hard-working and inquisitive. He was actively and diligently involved in the project and tasks assigned to him. His feedback and ideas were greatly appreciated.

It was a pleasure having Mazhar with us and we wish him good luck for all future endeavors.

With best wishes,
For Arcis Clean Energy Pvt. Ltd.,

Sandeep Mukherjee
COO & Co-Founder

Samarth Kholkar
CEO & Co-Founder

COMPLETION CERTIFICATE

This is to certify that the internship report “**Analysing the Relationship Between Customer Perception, Customer Loyalty and Customer Engagement with Customer Satisfaction at B:live E-Bike Tours**” is a bonafide work carried out by **Mr. Mazhar Nasser Ali Shaik** under my mentorship in partial fulfilment of the requirements for the award of the degree of **Masters of Business Administration** in the Discipline of Management Studies at the Goa Business Goa, Goa University.

Date: 03/05/2024



Dr. Suraj Pavto Velip

Project Guide



Signature of Dean of School/HoD

Date: 3/5/2024

Place: Goa University

School/Department Stamp



Contents

EXECUTIVE SUMMARY.....	1
CHAPTER 1: PROFILE OF THE COMPANY	3
BIRDS EYE VIEW	3
INDUSTRY OVERVIEW	4
COMPANY ANALYSIS OF B:LIVE.....	6
PORTER'S FIVE FORCES ANALYSIS:.....	6
SWOT ANALYSIS:	7
PESTEL ANALYSIS:	10
PRODUCTS AND SERVICES OFFERED	12
SECTIONS WITHIN THE ORGANIZATION.....	13
CHAPTER 2: INTRODUCTION TO THE RESEARCH TOPIC	13
LITERATURE REVIEW ON THE RESEARCH TOPIC	15
RESEARCH GAP	19
RESEARCH OBJECTIVES	20
RESEARCH QUESTIONS	20
RESEARCH METHODOLOGY	20
RESEARCH HYPOTHESIS.....	21
CHAPTER 3: DATA ANALYSIS AND RESULTS	21
RESEARCH FINDING AND DISCUSSION	51
CONCLUSION.....	52
MANGERIAL IMPLICATION	53

CHAPTER 4: TASK HANDLED	55
 LEARNINGS	57
 CHALLENGES	59
APPENDIX I: Samples of work done	61
APPENDIX II: Photos while you are at work.....	65
QUESTIONNAIRE.....	68
BIBLIOGRAPHY	75

EXECUTIVE SUMMARY

The first part of the report consist the profile of B:live, an innovative company at the forefront of India's electric vehicle (EV) and sustainable tourism sectors. Founded in 2018 in Goa, B:live has emerged as a leader in advocating for eco-friendly mobility solutions and immersive tourism experiences. B:live operates multiple verticals, including the B:live EV Store and B:live Tours. Furthermore, it provides an industry overview, identifying key trends and market dynamics shaping the growth of both e-bike tours and the EV industries. Through rigorous analysis employing Porter's Five Forces, SWOT, and PESTEL frameworks, the study evaluates B:live competitive position, market trends, and strategic initiatives. It explores factors such as the threat of new market entrants, bargaining power of suppliers and buyers, threat of substitutes, and intensity of competitive rivalry. Additionally, it examines B:live strengths, weaknesses, opportunities, and threats across its EV Store and E-Bike Tours verticals, offering insights into the company's strategic direction and potential areas for growth.

The second part of the report comprises the analysis. Through primary data collected from customers participating in B:live E-bike tours in Goa, utilizing random sampling techniques and SPSS software for regression analysis, the study aims to assess levels of customer perception, loyalty, and engagement, and their impact on overall customer satisfaction. The findings from the research revealed several key insights. Which resulted in a significant data on relationship between customer perception, engagement, loyalty with customer satisfaction. The majority of customers expressed satisfaction, highlighting the company's ability to understand and cater to customer needs. Satisfaction was particularly high with the communication skills of tour guides, engagement level during tours, and the reliability and comfort of e-bikes provided.

The third part of the report consists of internship details regarding tasks handled, challenges and hands-on experiences within B:live Marketing Department, focusing on digital marketing strategies and execution. Over a four-month period, the intern engaged in various tasks such as OTA platform management, influencer marketing, customer engagement, social media calendar planning, content creation, brand collaboration, research, campaign planning and execution, and meetings, etc. Challenges encountered during the internship included inconsistent posting, virtual communication hurdles, software learning curves, and content creation deadlines. However, these challenges provided valuable learning experiences, allowing the intern to gain insights into effective marketing strategies and brand collaboration techniques, supported by the guidance of the B:live team.

In conclusion, the analysis and internship report collectively underscore the importance of customer satisfaction, loyalty, and engagement in driving success within B:live E-Bike Tours and B:live as a whole. By addressing areas for improvement and leveraging strategic initiatives, B:live can further enhance its market position and contribute to the sustainable growth of India's EV and tourism industries

CHAPTER 1: PROFILE OF THE COMPANY

BIRDS EYE VIEW

B:live, established in 2018 in Goa, is a pioneering force in India's sustainable industry, marking six years as the nation's first company to introduce e-bike tours. Founded by Samarth Kholkar (CEO) and Sandeep Mukherjee (COO), the brand has become synonymous with eco-friendly mobility solutions and immersive tourism experiences. Beyond its iconic e-bike tours, B:live operates diverse verticals, including the multi-brand B:live store, offering franchise opportunities akin to Croma. The company strategically collaborates with renowned entities like RunR, OLA Electric, Revolt, and more, providing a comprehensive product portfolio encompassing e-motorcycles, e-scooters, e-cycles, delivery scooters, electric three-wheelers, buses, golf carts, and accessories.

PURPOSE: With growing concerns of climate change and the certainty of fossil fuel being replaced in totality, B:live is driving sustainability through the adoption of electric vehicles. Our purpose is to Facilitate ease of adoption to EV mobility by creating brand awareness, expertise and multi-brand accessibility and affordability of EV for end users, business owners.

VISION: Be a driving force in the sustainable switch to electric by users of 2& 3 wheelers by being a multi-channel discovery and retail platform for Electric Vehicle mobility

MISSION: With an aim to 'Accelerate Adoption of EVs in India' as part of a global need for freedom from fuel dependency and for a greener future, 100% Adoption of EVs and an EV in every home. To this end our large network of Franchise Partners are instrumental.

DIFFERENT VERTICALS:

B:live EV Store: With a strategic expansion to 20 stores across seven states, the B:live EV store operates as a multi-channel discovery and retail platform for electric vehicles (EVs). The brand

collaborates with major entities like Club Mahindra, Zepto, Wellness Forever, Sativa, Swiggy, and Zomato, reflecting its commitment to creating a robust EV ecosystem.

B:live Tours: At the heart of B:live offerings lie its signature e-bike tours, conducted 365 days a year. In partnership with Goa Tourism and renowned hospitality chains, these tours offer 13 unique sustainability-centred experiences. B:live has achieved the remarkable #1 ranking on TripAdvisor, catering to diverse customers, including corporate offices in India and international visitors from the USA, UK, and UAE.

Ezy Rental & B2B: B:live operates on a multifaceted business model, addressing B2C, tours, EV rentals, franchise opportunities, and B2B through the B:live EV store. This vertical contributes to the brand's widespread impact and accessibility.

INDUSTRY OVERVIEW

B:live E-Bike Tours as Sustainable Tourism Industry Sector:

1. **Market Growth**: The e-bike tours industry has witnessed significant growth in recent years, fuelled by the increasing demand for sustainable tourism experiences. Consumers are becoming more environmentally conscious and are seeking eco-friendly alternatives.
2. **Key Trends**: One of the prominent trends in this industry is the integration of technology to enhance the touring experience. The electric bikes equipped with advanced features such as pedal-assist and long-lasting batteries.
3. **Environmental Impact**: E-bike tours offer a sustainable alternative to conventional tourism practices by reducing carbon emissions and minimizing the ecological footprint associated with traditional transportation methods like cars or buses. This aligns with the growing global focus on sustainable travel and ecotourism.
4. **Market Segmentation**: The market for e-bike tours caters to a diverse range of consumers, including eco-conscious travellers, adventure enthusiasts, and cultural explorers. Segments

may include city tours, countryside excursions, wine tasting tours, and specialized thematic experiences.

5. **Regulatory Landscape:** The e-bike industry is subject to regulations governing electric vehicles, cycling, and tourism activities in various jurisdictions. Compliance with safety standards, insurance requirements, and environmental regulations is essential for operators to ensure a seamless and legally compliant experience for customers.

EV Store in Electric Vehicle (EV) Industry:

1. **Industry Growth:** The electric vehicle (EV) industry is experiencing rapid expansion driven by technological advancements, government incentives, and growing environmental awareness. EVs offer a sustainable solution to transportation needs, reducing reliance on fossil fuels and mitigating air pollution.
2. **Product Portfolio:** EV stores offer a diverse range of electric vehicles, including electric scooters, bicycles, and related accessories such as charging station and batteries etc.
3. **Market Dynamics:** Key factors driving the EV market include advancements in battery technology, expanding charging infrastructure, decreasing manufacturing costs, and increasing consumer acceptance of electric vehicles. Government policies promoting clean energy and emission reduction further stimulate market growth.
4. **Consumer Adoption:** While consumer interest in electric vehicles is growing, challenges such as range anxiety, charging infrastructure limitations, and higher upfront costs compared to conventional vehicles still exist. EV stores play a crucial role in educating consumers, addressing their concerns, and facilitating the transition to electric mobility.
5. **Ecosystem Integration:** EV stores often collaborate with energy companies, technology providers, and government agencies to create a comprehensive ecosystem for electric mobility. This may involve partnerships for renewable energy generation, smart grid integration, and incentives for EV adoption, such as tax credits and rebates.

COMPANY ANALYSIS OF B:LIVE

Porter's Five Forces Analysis:

1. Threat of New Entrants: It is Moderate. While the electric vehicle industry is growing, barriers to entry include the need for substantial capital investment, strong partnerships with manufacturers, and regulatory compliance. However, the increasing demand for sustainable transportation may attract new entrants. It is similar in the tourism industry even though B:live E-bike Tours is the only brand which provides experience on E-bike there are other competitors such as Make it happen and Soul travelling in Goa.
2. Bargaining Power of Suppliers: Moderate to High. B:live relies on partnerships with manufacturers and suppliers for its electric vehicles and accessories. The bargaining power of suppliers may vary depending on the availability of alternative suppliers and the uniqueness of the products. In the tourism industry the increase in cost of raw material or increase in customer participation or even brand recognition may increase their commission or price costing with the collaborators such as local homestay, restaurant and hospitality for the tours.
3. Bargaining Power of Buyers: It is Moderate. Buyers have some bargaining power due to the availability of alternative electric vehicle brands and products. However, B:live's strong brand reputation, diverse product portfolio, and emphasis on sustainability may mitigate the bargaining power of buyers to some extent. While in B:live E-bike Tours are the buyers are consumers who want to experience the different side of Goa can be charged depending on the tour, persons and customization.
4. Threat of Substitutes: Low to Moderate. While there are substitutes for electric vehicles, such as conventional gasoline-powered vehicles or public transportation, the growing environmental concerns and government incentives for electric mobility reduce the attractiveness of substitutes. In the tourism industry even though B:live E-bike Tours only

brand which provide experience on E- bikes there are other competitors such make it happen and Soul travelling in Goa which might provide same experience at the location but in different mode of transport.

5. Intensity of Competitive Rivalry: It is High. The electric vehicle market is becoming increasingly competitive with the entry of new players and the expansion of existing ones. B:live faces competition from both established automotive companies and startups focusing on electric mobility. Similarly in tourism industry there is also a competitive rivalry in the growth can be in term of recognition, customers, location and price etc.

SWOT Analysis:

☐ B:live EV Store:

▪ Strengths:

1. Comprehensive Product Portfolio: B:live offers a diverse range of electric vehicles, accessories, and related products, catering to various customer preferences and needs.
2. Strategic Partnerships: Collaborations with major entities like Club Mahindra, Zepto, and others strengthen the brand's position and enhance its credibility within the EV industry.
3. Multi-Channel Retail Platform: Operating as a multi-channel discovery and retail platform, B:live EV Store provides customers with accessibility and convenience through physical stores and online channels.
4. Brand Awareness: B:live strategic expansion to 20 stores across seven states has contributed to increased brand visibility and market penetration.
5. Focus on Sustainability: As a pioneer in India's sustainable industry, B:live EV Store aligns with growing environmental concerns and promotes eco-friendly mobility solutions.

▪ Weaknesses:

1. Limited Market Reach: Despite strategic expansion efforts, B:live may still have limited market reach compared to well-established competitors in the EV industry.
 2. Dependency on Partnerships: The success of B:live EV Store relies heavily on its partnerships with other entities. Any disruptions or conflicts in these partnerships could impact the brand's operations and growth.
- Opportunities:
 1. Government Incentives: Continued government incentives and policies promoting electric mobility present opportunities for B:live to capitalize on the growing EV market.
 2. Expansion Potential: There is potential for further expansion into new geographic regions and markets, both within India and internationally.
 3. Diversification of Product Offerings: B:live can explore opportunities to diversify its product offerings by introducing innovative electric vehicles and accessories, catering to evolving consumer preferences.
 - Threats:
 1. Competition: Intense competition from established players in the EV industry could pose a threat to B:live market share and profitability.
 2. Regulatory Changes: Changes in government regulations and policies related to electric vehicles may impact the EV market landscape and pose challenges for B:live operations.
 3. Technological Disruptions: Rapid advancements in electric vehicle technology could necessitate continuous innovation and investment to remain competitive in the market.
- B:live E-Bike Tours:
- Strengths:

1. **First-Mover Advantage:** As the nation's first company to introduce E-bike tours, B:live enjoys a significant first-mover advantage, establishing itself as a pioneer in the industry.
 2. **High Customer Satisfaction:** Achieving the #1 ranking on TripAdvisor reflects B:live commitment to delivering exceptional customer experiences and maintaining high levels of customer satisfaction.
 3. **Strategic Partnerships:** Partnerships with Goa Tourism and renowned hospitality chains enhance the credibility and visibility of B:live e-bike tours, attracting diverse customer segments.
 4. **Sustainability Focus:** B:live e-bike tours align with the growing global focus on sustainable tourism, offering eco-friendly alternatives to conventional transportation methods.
 5. **Diverse Tour Offerings:** With 13 unique sustainability-centred experiences, B:live caters to a diverse range of customers, including corporate offices and international visitors.
- **Weaknesses:**
 1. **Dependency on Tourism:** B:live E-bike tours business may be susceptible to fluctuations in tourist arrivals and seasonal variations, impacting revenue and profitability.
 2. **Infrastructure Limitations:** Challenges related to infrastructure, such as limited charging stations and proper placement storage for E-bike may affect the scalability of e-bike tours.
 - **Opportunities:**
 1. **Market Expansion:** There is potential for B:live to expand its e-bike tour offerings to new locations and tourist destinations, both within India and internationally.

2. **Product Innovation:** Continuous innovation in tour offerings and the integration of technology could enhance the overall touring experience and attract new customer segments.
 3. **Collaborations and Alliances:** Collaborating with local tourism boards, hotels, and travel agencies can help B:live tap into new markets and attract a broader customer base.
- **Threats:**
 1. **Competitive Pressure:** Increasing competition from other eco-tourism operators and traditional tour providers could pose a threat to B:live market position and profitability.
 2. **Regulatory Challenges:** Regulatory changes or restrictions related to tourism activities and environmental conservation may impact the operations of B:live E-bike tours.
 3. **Economic Uncertainty:** Economic downturns or crises, such as the COVID-19 pandemic, could lead to a decline in tourism demand, affecting B:live tour business

PESTEL Analysis:

1. **Political Factors:**
 - **Government Policies:** B:live operates in an industry heavily influenced by government policies regarding environmental sustainability, transportation, and tourism. Favourable policies promoting electric mobility, such as subsidies, tax incentives, and regulations supporting eco-friendly initiatives, can positively impact the company's growth.
 - **Regulatory Environment:** Compliance with regulations related to electric vehicles, tourism operations, and business licensing is crucial for B:live operations. Changes in government policies or regulatory frameworks could affect the company's ability to expand its business or introduce new services.
2. **Economic Factors:**

- **Economic Conditions:** Economic conditions, including GDP growth, inflation rates, and consumer spending, can influence the demand for B:live services. A strong economy with rising disposable incomes may lead to increased tourism and higher adoption of electric vehicles, benefiting the company.
- **Cost of Energy:** Fluctuations in energy prices, particularly electricity, can impact the operating costs of electric vehicles and charging infrastructure. B:live profitability may be affected by changes in energy prices and the availability of renewable energy sources.

3. Social Factors:

- **Environmental Awareness:** Growing concerns about climate change and environmental sustainability drive demand for eco-friendly transportation options like e-bike tours and electric vehicles. B:live focus on sustainability aligns with shifting consumer preferences towards responsible tourism and green mobility solutions.
- **Changing Lifestyles:** Shifts in consumer lifestyles and preferences, such as a preference for experiential travel and eco-conscious behaviours, can create opportunities for B:live to expand its customer base and offer innovative tour experiences tailored to these trends.

4. Technological Factors:

- **Advancements in EV Technology:** Technological advancements in electric vehicle batteries, charging infrastructure, and connectivity enhance the performance, range, and convenience of electric vehicles. B:live can leverage these advancements to improve the quality of its e-bike tours and expand its EV product offerings in the B:live EV Store.

- **Digital Innovation:** Integration of digital technologies, such as mobile apps for tour bookings, GPS navigation systems, and online marketing platforms, can enhance the customer experience and streamline B:live operations across its various verticals.

5. Environmental Factors:

- **Climate Change Concerns:** Increasing awareness of climate change and its impacts on the environment drive the demand for sustainable tourism and transportation solutions. B:live emphasis on eco-friendly e-bike tours and electric vehicles resonates with consumers seeking environmentally responsible options.
- **Resource Conservation:** Electric vehicles contribute to resource conservation by reducing reliance on fossil fuels and minimizing air pollution. B:live efforts to promote electric mobility align with broader goals of environmental conservation and sustainable development.

6. Legal Factors:

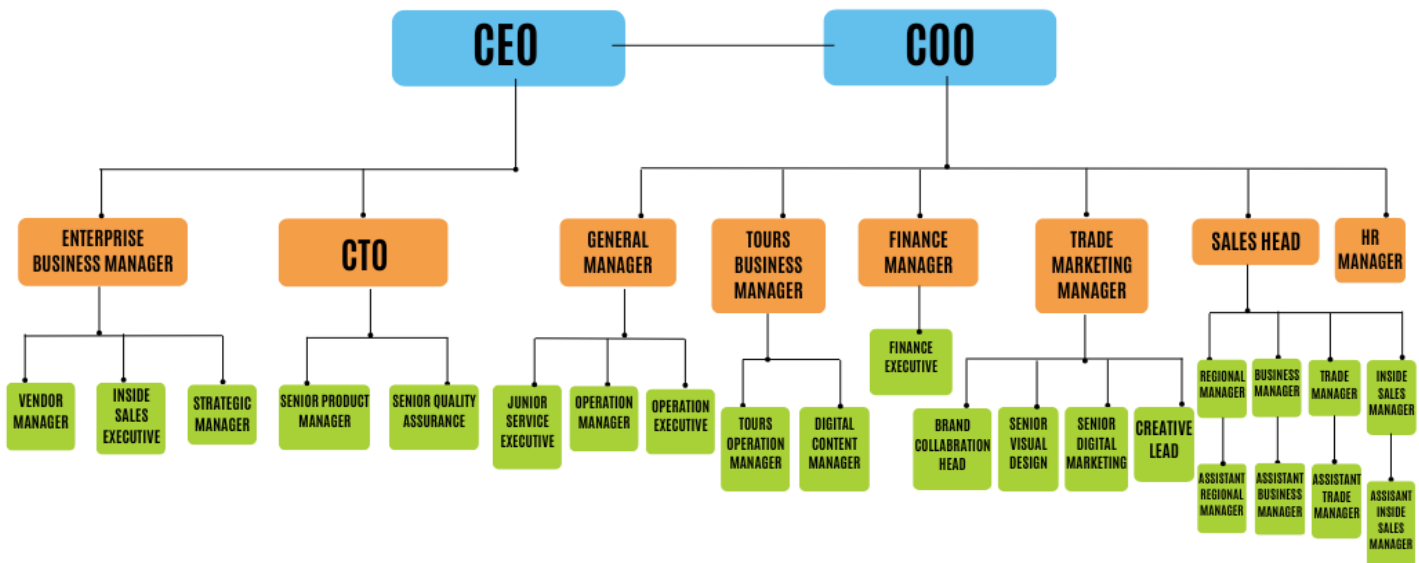
- **Regulatory Compliance:** B:live must adhere to various laws and regulations governing tourism operations, electric vehicle sales, and business practices. Compliance with safety standards, environmental regulations, and consumer protection laws is essential to maintain the company's reputation and avoid legal liabilities.

PRODUCTS AND SERVICES OFFERED

B:live comprehensive product portfolio includes e-motorcycles, low-speed and high-speed e-scooters, e-cycles, delivery scooters, electric three-wheelers for passengers and cargo, electric buses, golf carts, e-buggies, kick scooters, charging stations, EV 4-wheelers, and accessories. The pricing, ranging from INR 50,000 to above 1 lakh, caters to a broad consumer base. Services encompass financing, rentals, insurance, fleet management, and swapping stations, contributing to the growth of the EV ecosystem.

Tour Experience: Immersive e-bike tours powered by smart bikes, offering an intimate local experience in Goa. Founded on the belief of discovering hidden gems and creating lasting memories.

SECTIONS WITHIN THE ORGANIZATION



CHAPTER 2: INTRODUCTION TO THE RESEARCH TOPIC

The tourism industry is a growing industry, maintaining high levels of customer satisfaction along with customer perception, loyalty, and engagement is crucial for the success and sustainability of businesses. B:live E-Bike Tours, as a prominent player in this tourism sector, recognizes the importance of understanding and effectively managing these key factors to enhance its competitive edge and ensure long-term success.

Customer satisfaction is a measure of how well a company's products or services meet or exceed customer expectations. For a tour operator company like B:live E-Bike Tours, customer satisfaction is essential for growth and success. Satisfied customers are more likely to become repeat customers, refer others to the company, and leave positive reviews, which can attract

new customers. Customer perception refers to how customers view and interpret a company's products, services, and brand image. It encompasses factors such as brand reputation, perceived value, quality, and customer service. Positive customer perception can lead to increased customer satisfaction and loyalty, as customers are more likely to be satisfied with companies they perceive favourably.

Customer loyalty is the degree to which customers consistently choose to purchase from a particular company over its competitors. Loyal customers are repeat customers who are less likely to switch to competitors and are more inclined to recommend the company to others. Customer loyalty is crucial for the growth and success of a tour operator company, as it leads to higher retention rates, increased sales, and positive word-of-mouth marketing. Customer engagement refers to the level of interaction and involvement that customers have with a company. This can include activities such as participating in discussions, providing feedback, and sharing experiences on social media. High levels of customer engagement indicate a strong connection between the company and its customers, which can lead to increased customer loyalty and satisfaction.

The relationship between customer perception, engagement, loyalty, and satisfaction is interrelated. Positive customer perception and engagement contribute to increased customer satisfaction by meeting or exceeding customer expectations and fostering positive experiences. Satisfied customers are more likely to become loyal customers who continue to engage with the company. Therefore, understanding and effectively managing customer perception, engagement, and loyalty are critical for maximizing customer satisfaction and ultimately, the success of a tour operator company like B:live E-Bike Tours.

This research aims to explore the relationship between customer perception, loyalty, engagement, and satisfaction at B:live E-Bike Tours. By analysing these factors, the study seeks

to inform strategic decision-making and enhance customer experience and brand performance. Ultimately, the findings will provide actionable recommendations to improve overall brand performance and customer satisfaction at B:live E-Bike Tours.

LITERATURE REVIEW ON THE RESEARCH TOPIC

The relationship between customer engagement and its impact on loyalty, trust, and brand evaluations in the tourism industry, particularly through social media channels, has garnered significant attention. While the role of social media in facilitating customer engagement is acknowledged, research in this area remains limited. This study aims to fill this gap by validating and refining the Customer Engagement with Tourism Brands (CETB) scale proposed by So, King & Sparks (2014) within the context of social media. Additionally, it seeks to explore the predictive power of engagement on behavioural loyalty intention and the influence of customer involvement as a precursor to engagement. By replicating and testing alternative structural models, this research contributes a refined 11-item scale for measuring customer engagement and proposes a nomological framework applicable not only to tourism but also to other sectors. This framework equips tourism brand managers with a tool to better understand and evaluate customer engagement on social media platforms. **(Harrigan et al., 2017)**

Previous research suggests that tourists' previous experiences significantly shape their perceptions and behaviours towards a destination. This study aims to explore the impact of tourists' prior experiences on their satisfaction evaluation, destination loyalty, and attractiveness of the destination. Conducted among 806 tourists visiting Calpe, a Spanish tourist destination, during the summer of 2000, the research indicates that both the level of satisfaction and the frequency of past visits strongly influence tourists' intentions to revisit. These findings underscore the importance of understanding tourists' past experiences in

crafting strategies to enhance destination satisfaction, loyalty, and attractiveness. **(Kozak et al., 2005)**

The importance of understanding tourists' needs and perceptions to enhance satisfaction and drive repeat visits. As tourism emerges as a significant economic and leisure activity globally, countries invest in marketing efforts to attract tourists. Researchers highlight the interconnectedness of psychological variables like motivation, attitude, perception, and satisfaction in influencing tourist behaviour. This study aims to explore the relationship between tourists' perception and satisfaction and its impact on destination management. Through a questionnaire survey with 204 tourists, employing correlation and multiple regression analyses, the study unveils a positive correlation between tourists' satisfaction and their perception of destination-related factors. The findings reveal both satisfaction and areas for improvement, emphasizing the need for targeted actions by authorities to enhance the overall tourist experience in destinations like Sri Lanka. **(Gnanapala & Athula Gnanapala, 2015)**

The critical role of customer satisfaction, loyalty, and retention in organizational success. Researchers highlight that understanding and meeting customer needs and wants are vital for businesses. Numerous studies demonstrate the positive impact of customer satisfaction on profitability, underscoring the importance of considering the consequences of both satisfaction and dissatisfaction. Moreover, a strong positive relationship exists between customer satisfaction, loyalty, and retention, further emphasizing their significance for organizational success. Therefore, organizations must prioritize efforts to enhance customer satisfaction, foster loyalty, and promote retention to achieve sustained success. **(Singh, 2006)**

Recent academic and industry discussions have highlighted customer engagement as a potentially superior predictor of brand loyalty compared to traditional antecedents. Despite its

significance, empirical research on customer engagement remains limited. Given the widespread adoption of customer engagement strategies in tourism and hospitality sectors, understanding its implications is crucial. This study employs structural equation modelling to investigate the connections between customer engagement and conventional drivers of brand loyalty. Findings from 496 hotel and airline customers indicate that customer engagement positively influences service brand evaluation, brand trust, and ultimately, brand loyalty. Notably, the study reveals that brand loyalty can be bolstered not only through service consumption experiences but also through engagement activities beyond service encounters. Thus, this research contributes to the literature by offering empirical insights into the interplay between customer engagement and critical factors in brand loyalty development. **(So et al., 2016)**

The evolution of the relationship between organizations and customers has seen shifts from transactional management to long-term relationship building, and now towards active customer collaboration in product development and marketing. Customer engagement has become pivotal, particularly in digital environments, where customers are both recipients and participants in company interactions. Engaged customers are viewed as valuable co-creators, fostering deeper connections. Scholars have examined customer engagement through various lenses, including relationship marketing, service-dominant logic, and customer-brand relationships, exploring its impact on satisfaction, loyalty, and other novel constructs in digital business models. This study contributes by examining the role of customer engagement in the satisfaction-loyalty relationship within mobile commerce, highlighting its moderating effect and offering insights for theory and practice. **(Thakur, 2019)**

The concept of customer engagement (CE) has gained significant attention across various industries, including tourism and hospitality. However, academic research has lacked a clear conceptualization and rigorous measurement of this construct. Addressing this gap, this study

develops and validates a 25-item CE scale comprising five factors: identification, enthusiasm, attention, absorption, and interaction. Drawing on data from hotel and airline customers, the scale demonstrates robust psychometric properties across multiple samples. Moreover, the study reveals that CE positively influences behavioural intention of loyalty for both hotel and airline customers. This scale not only offers a framework for future empirical research but also provides a practical tool for tourism practitioners to understand customer psychological and behavioural connections with their brands beyond mere service consumption experiences. **(So et al., 2014)**

The rapid advancement of technology has revolutionized customer engagement, enabling customers to actively participate in co-creation with firms. In this dynamic landscape, customer engagement activities have superseded traditional customer relationship-building approaches. The impact of customers' experiences with a brand is profound, affecting satisfaction levels and future repurchasing intentions. According to a report by Rosetta Consulting, engaged customers are inclined to make purchases 90% more frequently and spend 300% more compared to others. Consequently, current research has focused on understanding the mediating role of satisfaction in customer engagement, particularly in retaining customers and encouraging repeat purchases. Empirical findings demonstrate a significant mediation effect of customer satisfaction in influencing repeat purchase behaviour, underscoring its critical role in sustaining customer loyalty and driving business growth. **(Sharma & Singh, 2023)**

The service quality within the tourism industry has seen considerable advancement, yet there remains a notable gap concerning the measurement of tourist experiences and their impact on overall satisfaction. Specifically, little research has focused on how various quality factors influence the satisfaction levels of tourists, particularly within distinct tourist encounters. This paper aims to address this gap by employing a novel method wherein college students rate entire service settings through manipulated images representing different quality variables. The

findings from regression models indicate that specific quality factors significantly affect satisfaction across different tourist encounters. Moreover, there are significant variations in how these quality factors influence students from diverse cultural backgrounds. This research contributes valuable insights for managers within the tourism industry, aiding in their understanding and management of quality factors to enhance overall tourist satisfaction.

(Chadee & Mattsson, 1996)

The role of perceived service quality in tourism destination management is widely recognized as pivotal for visitor satisfaction, loyalty, and repeat visits. This study focuses on measuring tourist-perceived quality at three attractions in Xi'an and proposes strategies for enhancing customer revisit and improving tourism management performance. Drawing from service science, management, and engineering, the study presents a comprehensive framework comprising five dimensions and twenty-one indexes to evaluate service quality. Employing the Analytic Hierarchy Process (AHP), the research empirically assesses the perceived service value of the three landscapes based on customer evaluations. A significant finding highlights Tang Paradise's exceptionally high service quality, attributed to its immersive experience reflecting the Tang Dynasty's cultural richness. The study concludes with recommendations for enhancing customer satisfaction, loyalty, and revisit rates at the sampled attractions, emphasizing the importance of meeting customer expectations and creating memorable experiences for visitors. **(Xie, 2011)**

RESEARCH GAP

The existing literature lacks thorough investigations into how customer perception, loyalty, and engagement intersect to influence customer satisfaction in the specific context of e-bike tours. While research on customer satisfaction, loyalty, and engagement is abundant across various

tourism sectors, there is a noticeable gap in understanding their collective impact within e-bike tours. It's crucial to grasp the unique preferences and experiences of e-bike tour participants to identify the key drivers of satisfaction within B:live E-Bike Tours. Additionally, there is a need to address potential barriers to satisfaction, such as service quality and pricing, to enhance the overall customer experience and secure the long-term success of the company in the competitive tourism industry.

RESEARCH OBJECTIVES

- To assess the level of customer perception, customer loyalty and customer engagement with customer satisfaction towards B:live E-Bike Tours.
- To identify factors influencing customer satisfaction with customer perception, customer loyalty and customer engagement within B:live E-Bike Tours.

RESEARCH QUESTIONS

1. What is the extent of customer perception, customer loyalty, and customer engagement towards B:live E-Bike Tours, and how do these factors contribute to overall customer satisfaction?
2. What specific factors influence customer satisfaction within B:live E-Bike Tours in relation to customer perception, customer loyalty, and customer engagement?

RESEARCH METHODOLOGY

Primary data will be the prime source of information. The collection of the primary sources of information will be done by conducting questionnaire through an online form and circulating it

among customers of B:live E-bike tour to know the level of customer perception, customer loyalty and customer engagement with customer satisfaction.

The survey will be taken in the State of Goa on tourists participating in B:live E-bike tours will be considered population for the study The sample is selected based on random sampling. By focusing, we aim to gather insights that can inform strategic decisions and enhance the tourist experience in the region.

The analytical competent involves utilising strategic technique regression analysis though SPSS software to analysis the relationship between customer perception, customer loyalty and customer engagement with customer satisfaction. Even descriptive analysis is been done though interpretation of responses received in form of pie chart format.

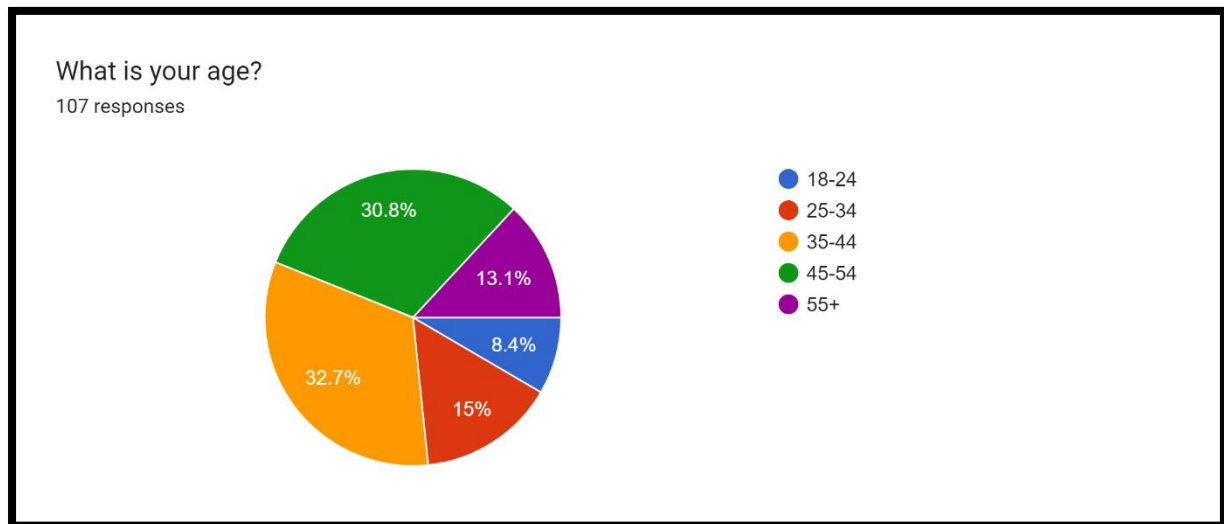
RESEARCH HYPOTHESIS

- H1: There is a statistically significant difference in overall satisfaction scores of the demographic groups.
- H2: Customer Perception has a significant relationship with the overall satisfaction.
- H3: Customer Loyalty has a significant relationship with the overall satisfaction.
- H4: Customer Engagement has a significant relationship with the overall satisfaction.
- H5: The predictor variables have a significant relationship with the Likeliness to use B live again.
- H6: The predictor variables have a significant relationship with the overall satisfaction.

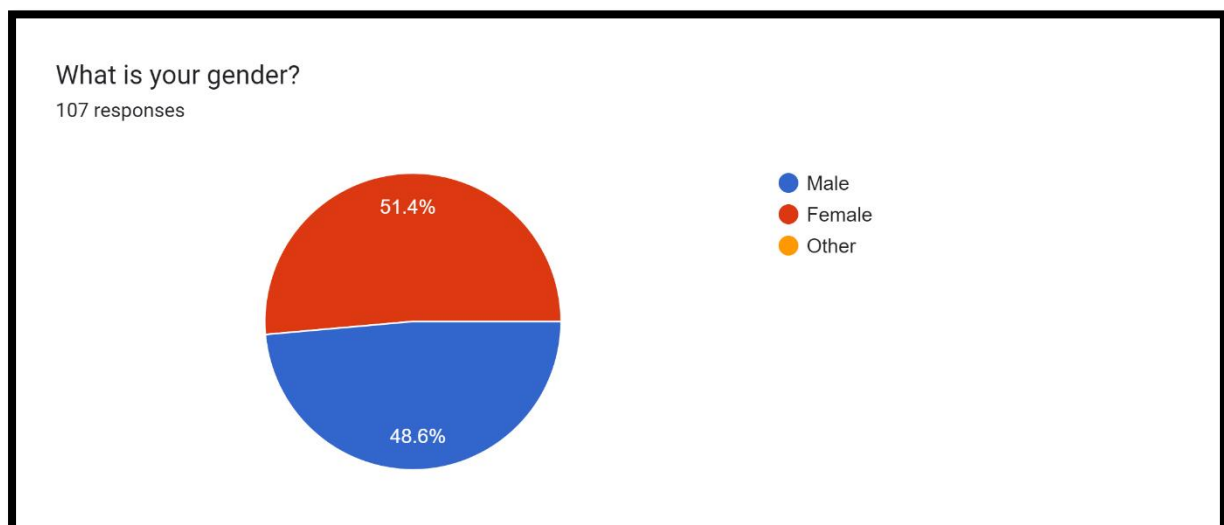
CHAPTER 3: DATA ANALYSIS AND RESULTS

- **Descriptive statistics**

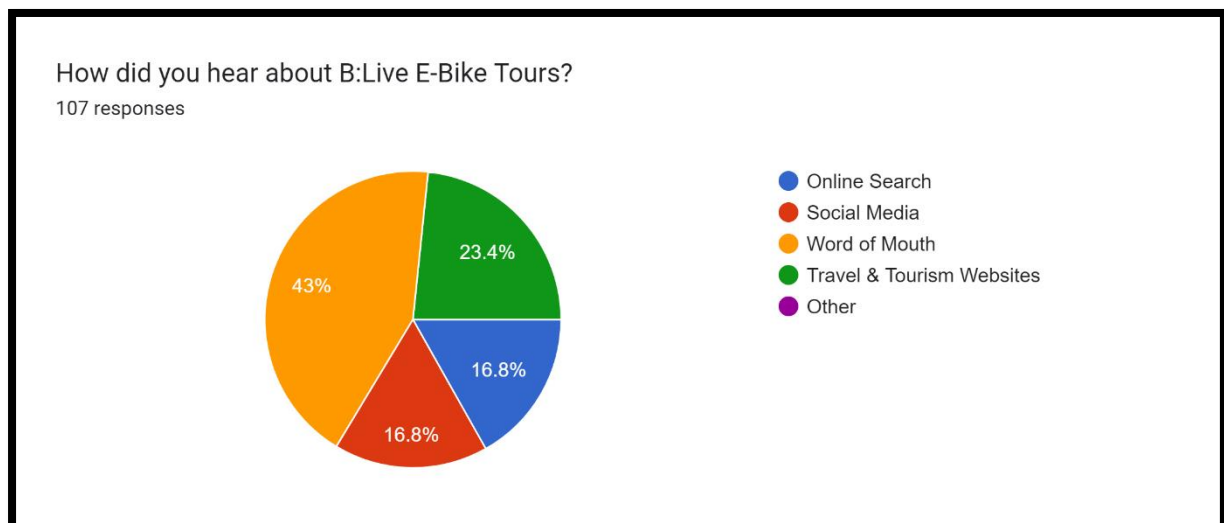
The questionnaire was completed by customers of B:live E-Bike Tours who experienced the tour. A total of 107 responses were collected. Using pie charts, we can explore how customer satisfaction relates to perceptions, engagement, and loyalty among B:live E-Bike Tours customers.



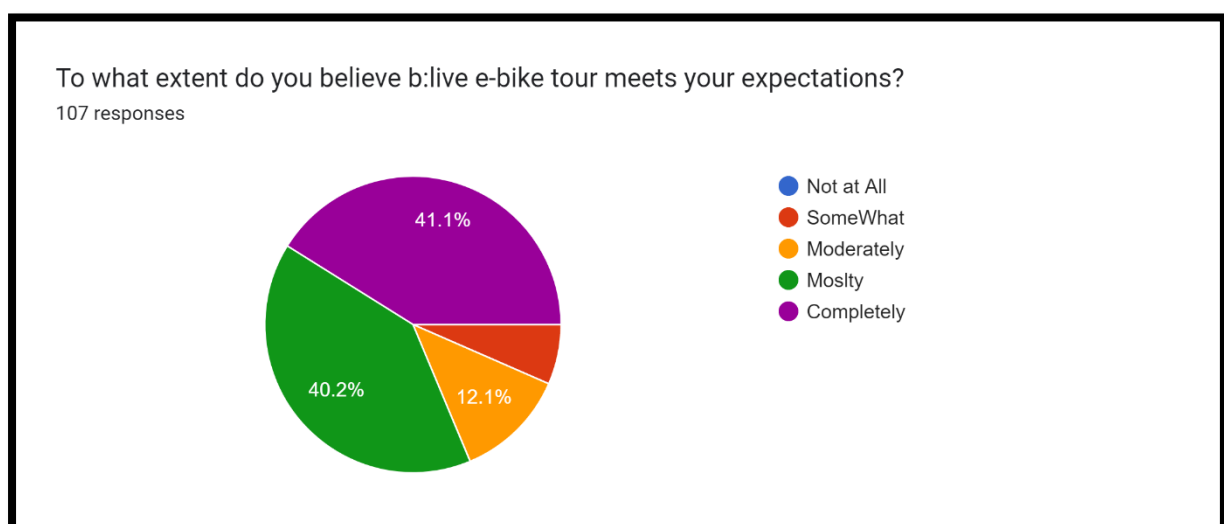
- Interpretation: Based on the pie chart above, we observe that customers in the age groups of 35-44 and 45-54 are the most frequent visitors to B:live E-Bike Tours. The age groups of 25-34 and 55+, however, show comparatively lower participation. Lastly, the age group of 18-24 constitutes the smallest proportion of visitors.



- Interpretation: From the pie chart above, it's evident that the majority of responses were provided by females, with slightly fewer responses from males.

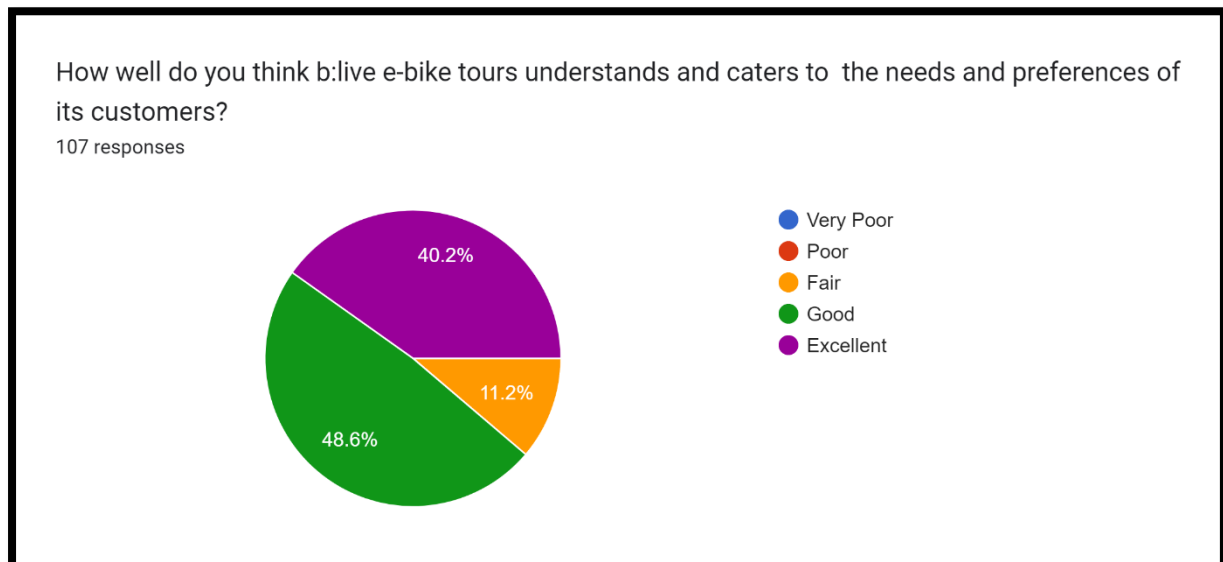


- Interpretation: We can see from the responses filled out by the customers that the majority heard about B:live E-bike tours through word of mouth, while a quarter learned about it from travel and tourism websites. The remaining customers found out about it through online searches and social media.

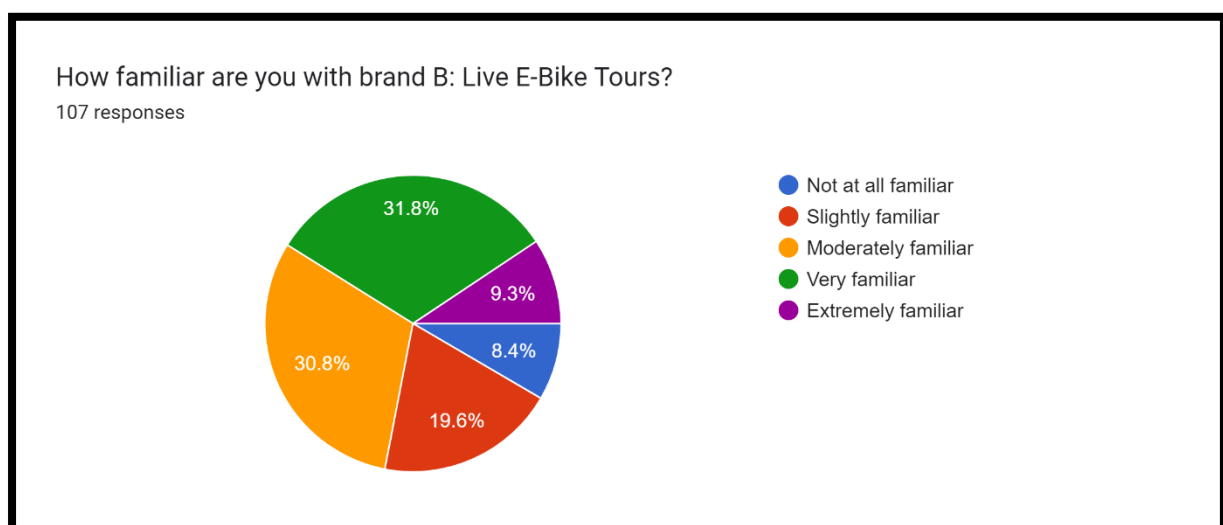


- Interpretation: According to the responses from customers, the majority of them felt that their expectations were met with B:live E-Bike Tours. More than half reported that their

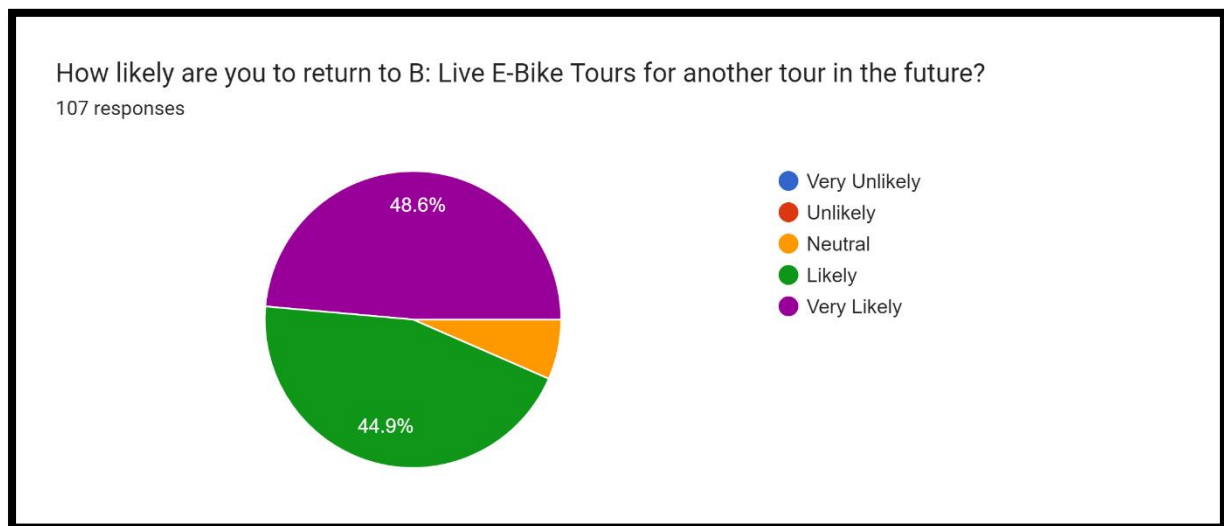
expectations were mostly met, while less than a quarter said they were moderately met. A very small minority mentioned somewhat, and there were none who indicated not at all. This indicates a positive indication that the majority of customer expectations were met.



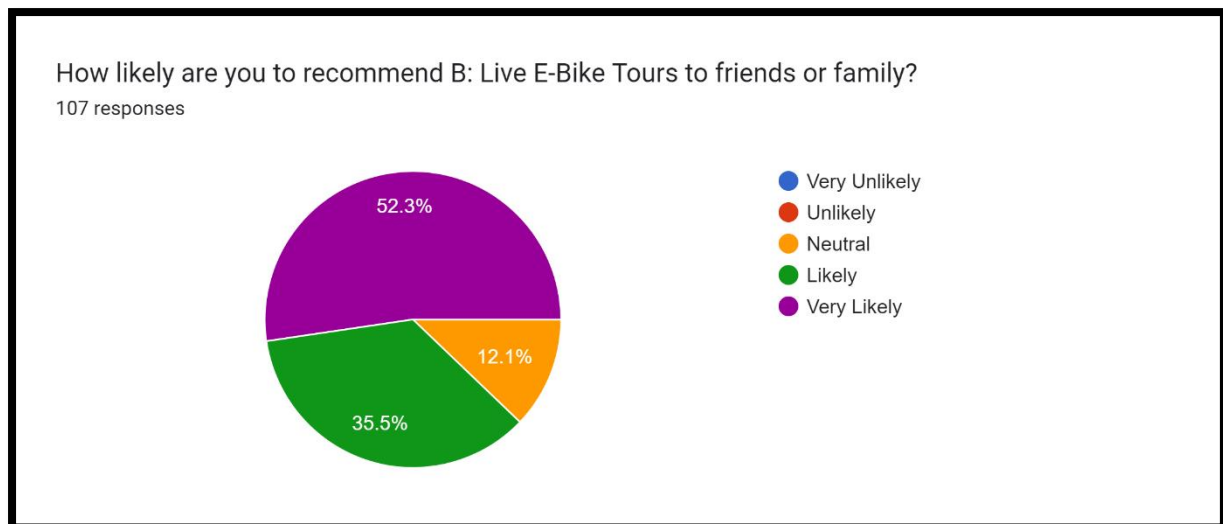
- Interpretation: B:live E-bike tours understand and cater to the needs and preferences of its customers, as evidenced by the pie chart. Half of the responses indicated that it was good, while more than a quarter felt it was excellent, and few said it was fair. Notably, no one felt it was poor or very poor, which is a great sign for the company's growth



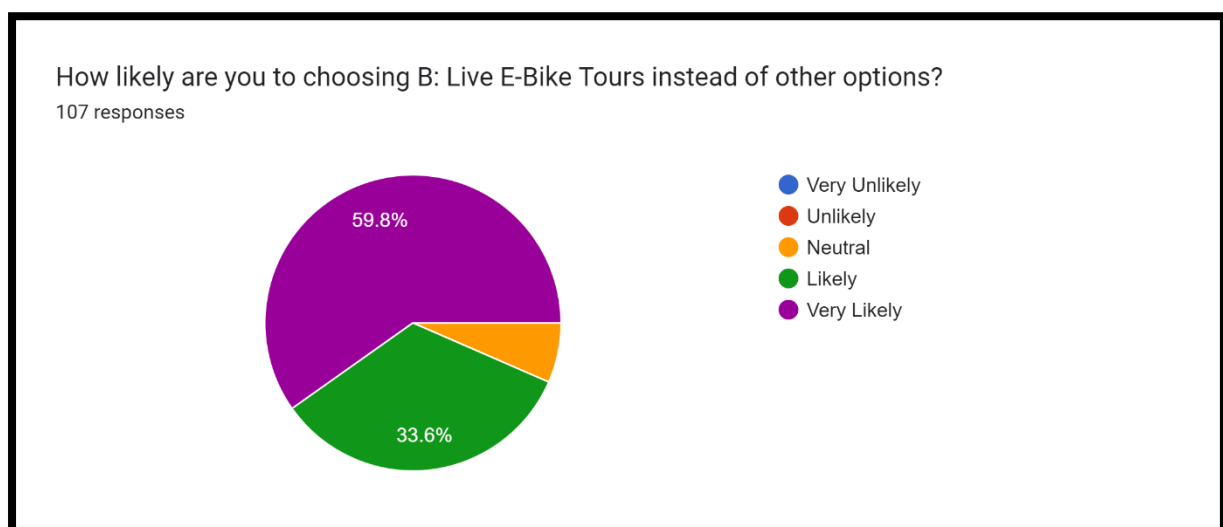
- Interpretation: As the responses were filled out, it became evident that there were very few customers who were extremely familiar with the brand B:live E-bike tours, while simultaneously, some were not at all familiar. The majority felt they were moderately familiar, and a significant portion felt very familiar, leaving a quarter who still felt slightly familiar.



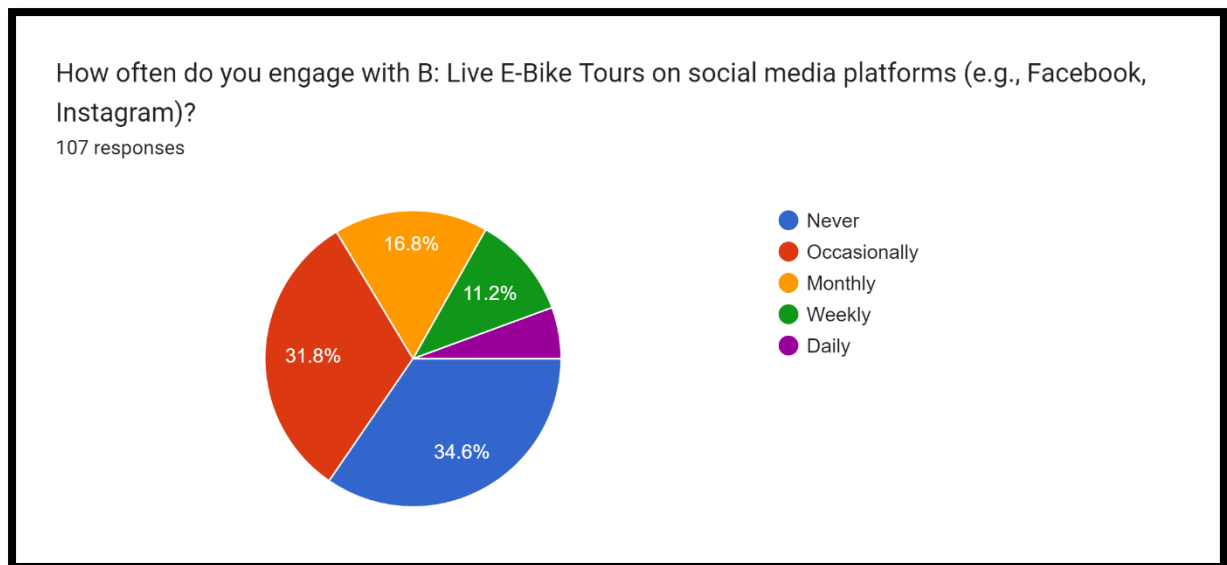
- Interpretation: According to customers who have already experienced the tour, there is a positive indication of satisfaction. This can be observed from the pie chart, where the majority are very likely to return to B:live E-bike tours in the future to experience the tour again or try another tour. Similarly, a significant portion are very likely to visit, while the least are neutral with their plans. None of them indicated being unlikely or very unlikely to return, showcasing a high customer retention rate



- Interpretation: According to the pie chart, the majority of customers would recommend B:live. Positive reviews from existing customers can attract new customers to the tours. With the excellent service provided, satisfied clients are highly likely to recommend B:live E-bike tours to friends or family, while most are very likely and very few remain neutral.



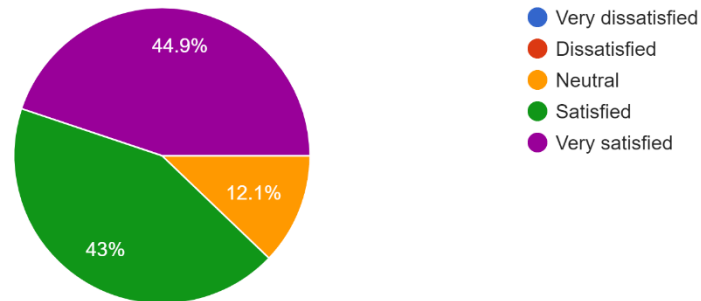
- Interpretation: Based on the pie chart above, it's evident that in the competitive market, the majority of our existing customers expressed a strong preference for choosing B:live E-bike Tours over other options. A significant portion stated they are likely to choose us, while a smaller number are still uncertain, indicating a neutral stance. This demonstrates a considerable competitive advantage over other competitors in the market.



- Interpretation: According to the responses depicted in the pie chart, it's evident that there is low engagement on the social media platforms of B:live E-Bike Tours. The majority stated that they have never engaged on any of B:live E-Bike Tours' social media platforms, while more than a quarter mentioned being occasional users. Quarterly, some respondents reported being monthly users, and less than quarterly stated they were weekly users. The least were daily users. This indicates a negative perception of B:live E-bike tours presence on social media in today's increasingly competitive and expanding market. Low engagement on social media could potentially lead to losing customers to competitors or substitutes.

How satisfied are you with the level of communication and interaction with B: Live E-Bike Tours during your tour experiences?

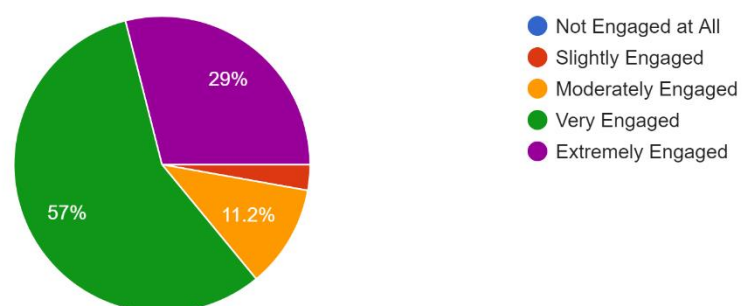
107 responses



- Interpretation: The majority of customers expressed high satisfaction with the communication skill and interaction with the guides during the B:live E-bike tours. Some felt satisfied, while others were neutral. However, none expressed dissatisfaction or very dissatisfaction, indicating a positive level of engagement during the tours with the B:live E-bike tour guides.

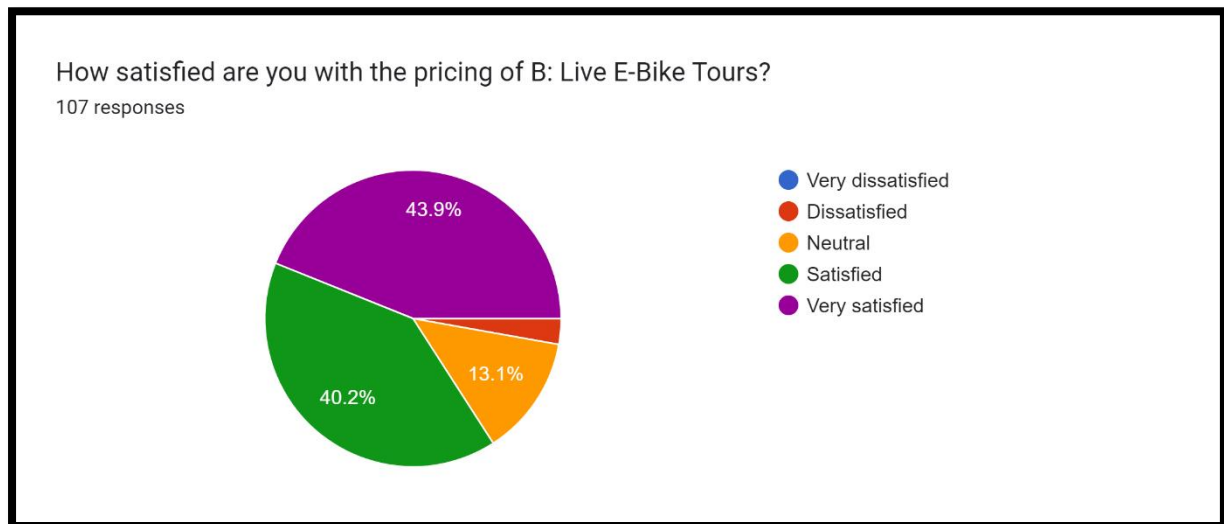
How engaged do you feel with the overall experience provided by B: Live E-Bike Tours?

107 responses

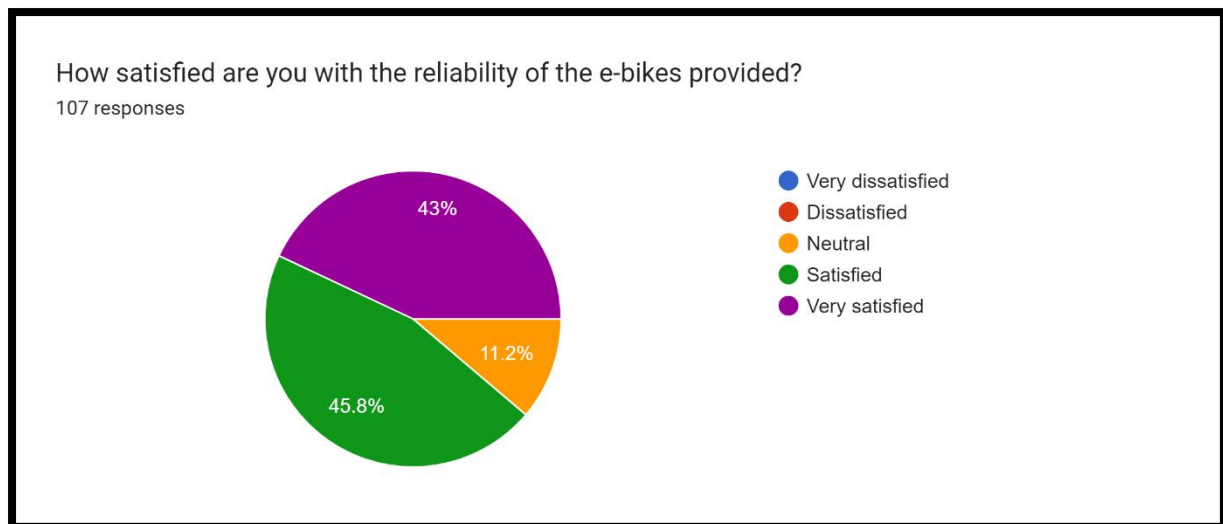


- Interpretation: Based on the pie chart, it's evident that B:live E-bike Tours has a positive engagement with its customers. The majority found the overall experience very engaging, with a quarter describing it as extremely engaging. Only a few respondents felt it was

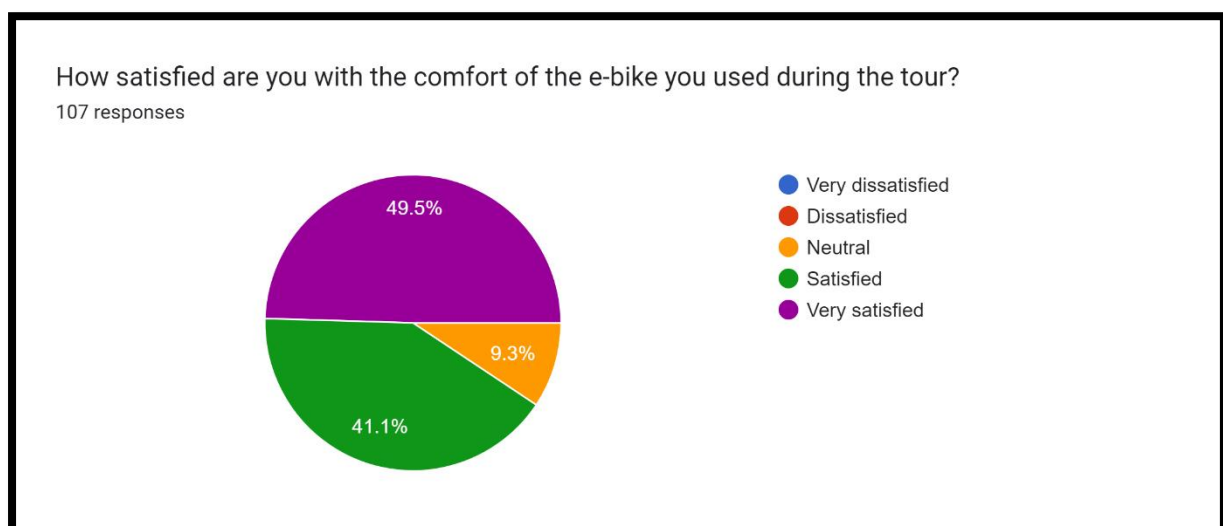
moderately engaged, and the least number felt it was slightly engaged. With most indicating high engagement, we can conclude that the level of customer engagement is high, which is likely to result in higher customer satisfaction among the responses.



- Interpretation: According to the pie chart, most customers who experienced the tours are satisfied with the prices offered by B:live E-bike Tours. While less than a majority of respondents expressed satisfaction, a smaller portion felt neutral, and an even smaller percentage were dissatisfied with the pricing. It's clear that the tours provided by B:live E-bike Tours are generally perceived positively in terms of their pricing, with the highest number of responses indicating satisfaction

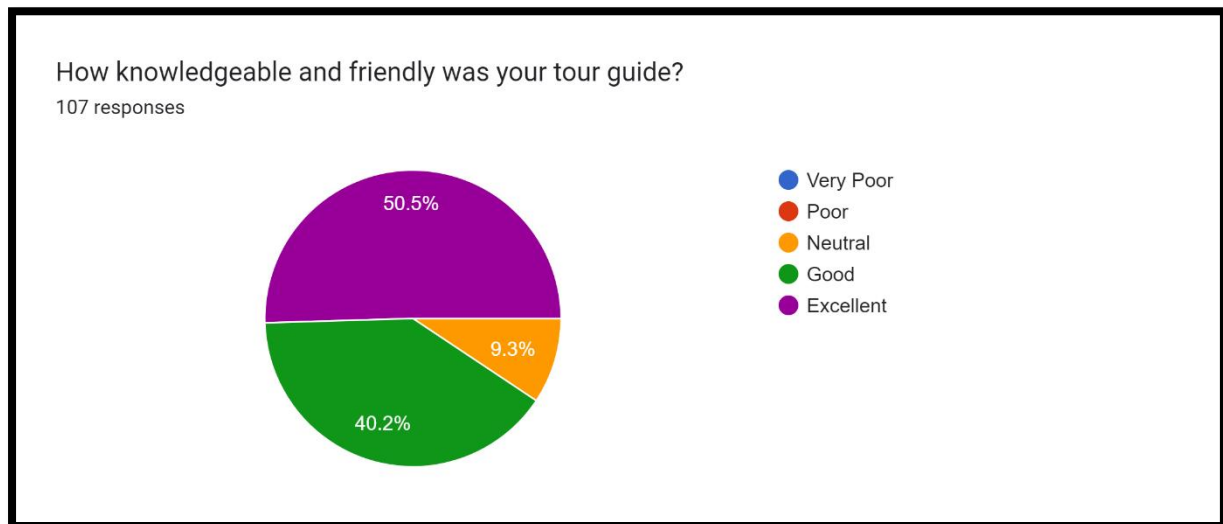


- Interpretation: From the pie chart, it's evident that the majority of responses indicated satisfied and very satisfied with the reliability of the e-bikes provided during the tours. Only a few respondents felt neutral, while none expressed dissatisfaction or high dissatisfaction. This positive feedback reflects favourably on the growth of the sustainable tourism industry.

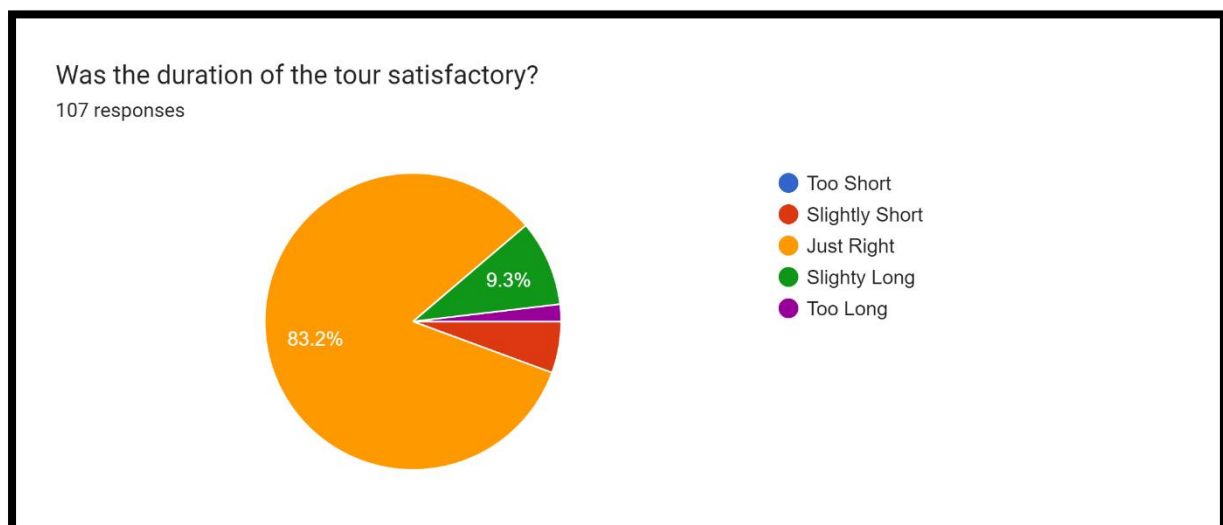


- Interpretation: Similarly, in this pie chart depicting e-bike satisfaction, it is evident that the majority of customers who participated in the tour reported being very satisfied, with a slightly smaller majority expressing satisfaction with the comfort of the e-bike during the

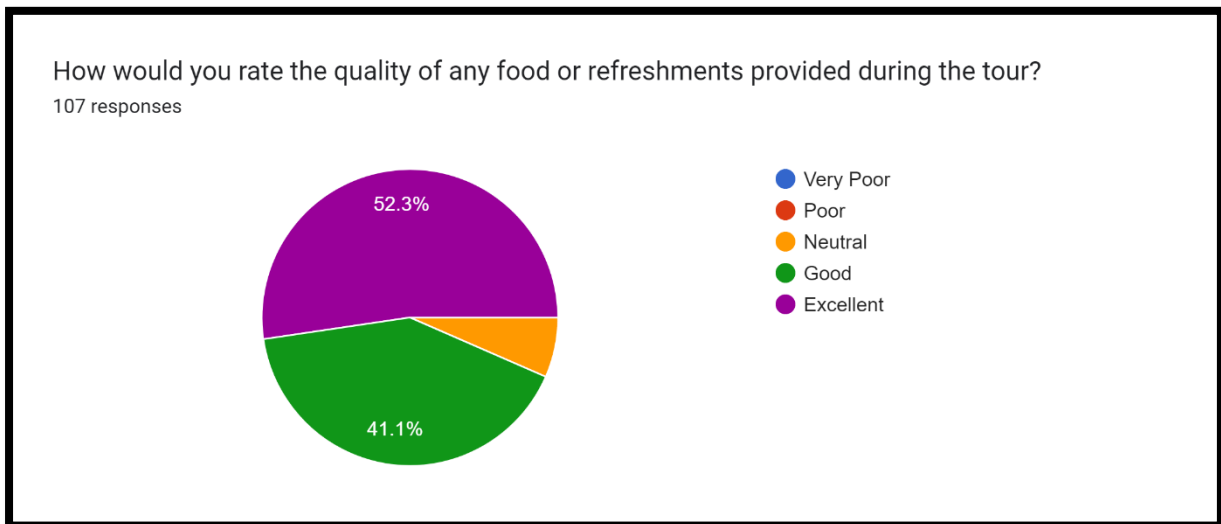
tour. The least number of participants indicated they were neutral. However, no one reported being dissatisfied or very dissatisfied with the comfort of the e-bike during the tour.



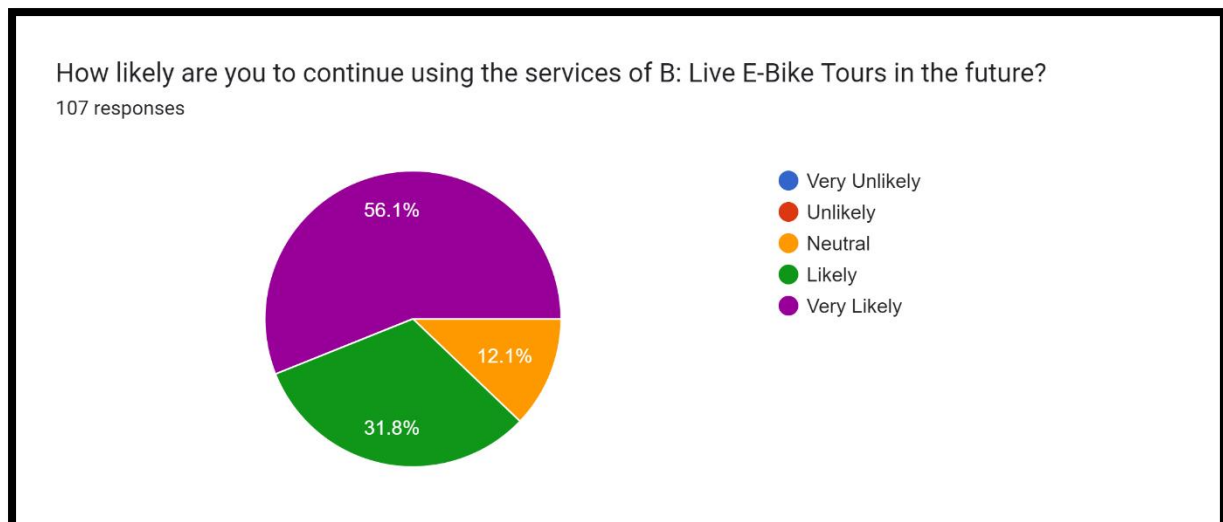
- Interpretation: According to the pie chart, half of the survey respondents who experienced the tour rated the B:live E-bike Tours guide as knowledgeable and friendly, with an excellent rating. Less than half rated it as good, and only a few chose neutral. None of the responses indicated poor or very poor ratings, indicating overall satisfaction with the tour guide.



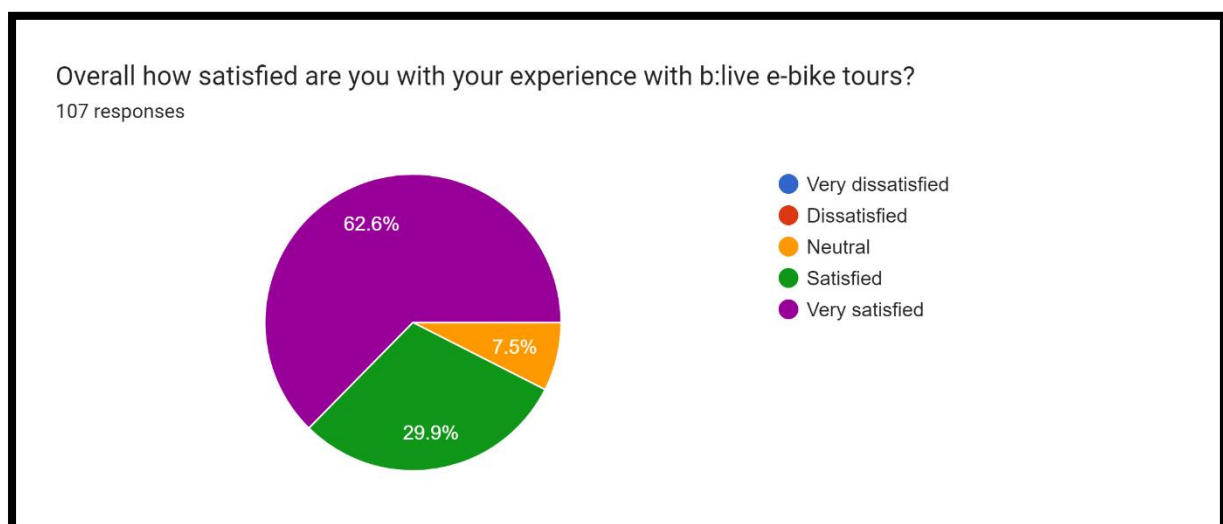
- Interpretation: Looking at the pie chart regarding the duration of the tour, the majority of responses indicated that the duration was just right, with less than a quarter stating it was slightly long. A very small percentage felt it was slightly short and too long. Based on the highest number of responses, we can conclude that the duration of the tour provided by B:live E-Bike Tours is satisfactory for the experience they offer



- Interpretation: According to the responses from customers who experienced the tour, the majority rated the quality of food or refreshments provided during the tour as excellent. A smaller majority rated it as good, while very few were neutral. None rated it as poor or very poor. This indicates that the food or refreshments provided during the tour were of good quality and quantity.



- Interpretation: According to the pie chart, it's evident that the majority of customers are highly inclined to continue using B:live E-bike Tours services in the future. Additionally, more customers are somewhat likely, with only a few being neutral. Notably, there are no respondents who reported being unlikely or very unlikely to continue using the service. This indicates a positive trend for the company, suggesting that will attract more customers in the future, ultimately leading to customer satisfaction and business growth.



- Interpretation: Based on the last pie chart, we can conclude that customer perceptions, engagement, and loyalty have a significant impact on customer satisfaction. Although a few

responses indicated dissatisfaction, the majority of customers were very satisfied with B:live E-Bike Tours. This is clearly depicted in the pie chart, where the majority express high satisfaction with their overall experience. Conversely, fewer customers were satisfied, and a small portion remained neutral. These results suggest strong positive customer satisfaction among those who have experienced the tour with B:live E-Bike Tour

- **Advance Analysis (Regression)**

Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.787	17

ANOVA

H1: There is a statistically significant difference in overall satisfaction scores of the demographic groups.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	31.186	2	15.593	15.745	.000
	Within Groups	103.000	104	.990		
	Total	134.187	106			
Gender	Between Groups	1.318	2	.659	2.697	.072
	Within Groups					

Channel	Within Groups	25.411	104	.244		
	Total	26.729	106			
	Between					
	Groups	4.821	2	2.410	2.450	.091
	Within Groups	102.319	104	.984		
	Total	107.140	106			

Hypothesis:

H0: There is no significant difference in overall satisfaction scores between the age groups.

H1: There is a statistically significant difference in overall satisfaction scores between at least two of the age groups.

Interpretation: With a p-value < 0.001 and an F-statistic of 15.745, we reject the null hypothesis. Therefore, we conclude that there is indeed a statistically significant difference in overall satisfaction scores between at least two of the age groups.

H2: Customer Perception has a significant relationship with the overall satisfaction.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.606 ^a	.367	.349	.511

a. Predictors: (Constant), Perception - Familiarity, Perception - Meeting Expectations, Perception - Needs and preferences

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	15.599	3	5.200	19.933	.000 ^b
Residual	26.868	103	.261		
Total	42.467	106			

a. Dependent Variable: Overall satisfaction

b. Predictors: (Constant), Perception - Familiarity, Perception - Meeting Expectations, Perception - Needs and preferences

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.521	.354		7.116	.000
Perception - Meeting Expectations	.357	.067	.497	5.343	.000
Perception - Needs and preferences	.161	.090	.168	1.795	.076
Perception - Familiarity	-.046	.045	-.080	-1.016	.312

a. Dependent Variable: Overall satisfaction

H2: Customer Perception has a significant relationship with overall satisfaction.**1. Perception - Meeting Expectations:**

Hypothesis: H0: There is no significant relationship between satisfaction and meeting expectations.

H1: There is a significant relationship between satisfaction and meeting expectations.

Interpretation: The coefficient for Perception - Meeting Expectations is 0.357 with a p-value < 0.001 , indicating a significant positive relationship with overall satisfaction.

Application: This suggests that when customers' perceptions align with their expectations, it positively influences their overall satisfaction. To enhance satisfaction levels, businesses should focus on consistently meeting or exceeding customer expectations through product/service delivery, communication, and customer support.

2. Perception - Needs and Preferences:

Hypothesis: H0: There is no significant relationship between satisfaction and meeting needs and preferences.

H1: There is a significant relationship between satisfaction and meeting needs and preferences.

Interpretation: The coefficient for Perception - Needs and Preferences is 0.161 with a p-value of 0.076, which is marginally above the typical significance level of 0.05.

Application: While the p-value is not below the conventional threshold, the positive coefficient suggests a potential positive relationship between meeting needs and preferences and overall satisfaction. Further investigation or a larger sample size might provide more conclusive evidence. Nevertheless, addressing customer needs and preferences is crucial for improving satisfaction and loyalty.

3. Perception - Familiarity:

Hypothesis: H0: There is no significant relationship between satisfaction and familiarity.

H1: There is a significant relationship between satisfaction and familiarity.

Interpretation: The coefficient for Perception - Familiarity is -0.046 with a p-value of 0.312, indicating a non-significant relationship with overall satisfaction.

Application: The non-significant coefficient suggests that familiarity with the product or service doesn't significantly impact overall satisfaction levels. While it's still important for customers to feel comfortable and familiar with what they're using, other factors may have a more substantial influence on satisfaction levels.

H3: Customer Loyalty has a significant relationship with the overall satisfaction.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.582 ^a	.339	.320	.522

a. Predictors: (Constant), Loyalty - Choosing over other options , Loyalty - Return for another tour, Loyalty - recommendation

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.392	3	4.797	17.601	.000 ^b
	Residual	28.075	103	.273		
	Total	42.467	106			

a. Dependent Variable: Overall satisfaction

b. Predictors: (Constant), Loyalty - Choosing over other options , Loyalty - Return for another tour, Loyalty - recommendation

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.524	.430		3.541	.001
	Loyalty - Return for another tour	.119	.103	.116	1.156	.250
	Loyalty - recommendation	.172	.091	.190	1.901	.060

Loyalty - Choosing over other options	.384	.106	.376	3.644	.000
--	------	------	------	-------	------

a. Dependent Variable: Overall satisfaction

1. Regression Model:

Hypothesis:

H0: There is no significant relationship between customer loyalty and overall satisfaction ($\beta_1 = \beta_2 = \beta_3 = 0$).

H1: There is a significant relationship between customer loyalty and overall satisfaction (at least one $\beta \neq 0$).

Interpretation: With an F-statistic of 17.601 and a p-value < 0.001 , we reject the null hypothesis. Therefore, we conclude that there is indeed a significant relationship between customer loyalty and overall satisfaction.

Application: This implies that customer loyalty, as measured by choosing over other options, returning for another tour, and recommendation, is associated with overall satisfaction. Businesses can focus on improving customer loyalty initiatives to enhance overall satisfaction levels, potentially leading to increased customer retention and positive word-of-mouth referrals.

2. Coefficients:

Loyalty - Choosing over other options:

Hypothesis:

H0: The coefficient for "Loyalty - Choosing over other options" is not significantly different from zero.

H1: The coefficient for "Loyalty - Choosing over other options" is significantly different from zero.

Interpretation: With a coefficient (B) of 0.384, a standard error of 0.106, and a t-value of 3.644, the p-value is < 0.001 . Therefore, we reject the null hypothesis, indicating that there is a significant positive relationship between "Loyalty - Choosing over other options" and overall satisfaction.

Application: This suggests that customers who actively choose the company's offerings over other options tend to have higher overall satisfaction. Encouraging and fostering such loyalty behaviors can lead to stronger customer relationships and increased satisfaction levels.

3. Loyalty - Return for another tour and Loyalty - Recommendation:

Interpretation: With coefficients of 0.119 and 0.172 respectively, and corresponding p-values of 0.250 and 0.060, both variables do not reach conventional levels of significance ($p < 0.05$). Therefore, we do not have sufficient evidence to conclude that "Loyalty - Return for another tour" and "Loyalty - Recommendation" significantly affect overall satisfaction.

Application: While these aspects of loyalty may not have reached statistical significance in this analysis, they still represent valuable areas for improvement. Businesses may want to explore ways to enhance customer experiences related to returning for another tour and recommending the company to others, as these could potentially lead to increased overall satisfaction in the long term.

H4: Customer Engagement has a significant relationship with the overall satisfaction.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.562 ^a	.316	.296	.531

a. Predictors: (Constant), Engagement - overall experience, Engagement social media , Engagement communication and interaction

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	13.400	3	4.467	15.827	.000 ^b
Residual	29.067	103	.282		
Total	42.467	106			

a. Dependent Variable: Overall satisfaction

b. Predictors: (Constant), Engagement - overall experience, Engagement social media , Engagement communication and interaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.852	.396		4.682	.000

Engagement social media	.114	.044	.215	2.608	.010
Engagement communication and interaction	.261	.086	.282	3.038	.003
Engagement - overall experience	.276	.082	.310	3.363	.001

a. Dependent Variable: Overall satisfaction

H4: Customer Engagement has a significant relationship with the overall satisfaction.

ANOVA:

Interpretation: The F-statistic of 15.827 with a p-value < 0.001 indicates that the regression model is statistically significant, meaning that at least one of the predictors significantly predicts overall satisfaction.

Application: This suggests that there is a significant relationship between the predictors (Engagement - overall experience, Engagement social media, Engagement communication and interaction) and overall satisfaction. In other words, Customer Engagement, as measured by these variables, significantly contributes to overall satisfaction.

Coefficients:

Interpretation: The coefficient for Engagement social media is 0.114 ($p = 0.010$), indicating that for each unit increase in Engagement social media, overall satisfaction is predicted to increase by 0.114 units.

The coefficient for Engagement communication and interaction is 0.261 ($p = 0.003$), indicating that for each unit increase in Engagement communication and interaction, overall satisfaction is predicted to increase by 0.261 units.

The coefficient for Engagement - overall experience is 0.276 ($p = 0.001$), indicating that for each unit increase in Engagement - overall experience, overall satisfaction is predicted to increase by 0.276 units.

Application: These coefficients show that all three aspects of Customer Engagement (social media, communication and interaction, overall experience) have a positive and significant impact on overall satisfaction. This suggests that improving engagement levels across these dimensions can lead to higher levels of overall satisfaction among customers.

The analysis supports H4, indicating that Customer Engagement significantly influences overall satisfaction. This insight can inform strategies aimed at enhancing customer engagement across various channels and touchpoints to improve overall satisfaction levels.

H5: The predictor variables have a significant relationship with the Likeliness to use B live again.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.624 ^a	.389	.353	.565

a. Predictors: (Constant), comfort, duration, tour guide, Price, Food or refreshments, Reliability

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	20.379	6	3.396	10.622	.000 ^b
Residual	31.977	100	.320		
Total	52.355	106			

a. Dependent Variable: Likeliness to use B live in future

b. Predictors: (Constant), comfort, duration, tour guide, Price, Food or refreshments, Reliability

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.824	.568		1.451	.150
Price	-.028	.097	-.032	-.290	.773
Food or refreshments	.413	.120	.364	3.436	.001
Reliability	.294	.124	.279	2.361	.020
duration	.027	.124	.018	.220	.826
tour guide	.178	.112	.167	1.590	.115
comfort	-.056	.123	-.052	-.454	.651

a. Dependent Variable: Likeliness to use B live in future

1. Price:

Hypothesis:

H0: The coefficient of Price is not significantly different from zero.

H1: The coefficient of Price is significantly different from zero.

Interpretation: With a p-value of 0.773, we fail to reject the null hypothesis. The coefficient of Price is not statistically significant.

Application: Price doesn't seem to significantly influence the likelihood of using B live again. This suggests that customers may prioritize other factors over price when deciding whether to use the service again.

2. Food or Refreshments:**Hypothesis:**

H0: The coefficient of Food or Refreshments is not significantly different from zero.

H1: The coefficient of Food or Refreshments is significantly different from zero.

Interpretation: With a p-value < 0.001 , we reject the null hypothesis. The coefficient of Food or Refreshments is statistically significant.

Application: The provision of food or refreshments positively influences the likelihood of using B live again. This implies that enhancing food offerings or refreshments during tours can potentially improve customer retention and repeat business.

3. Reliability:

Hypothesis:

H0: The coefficient of Reliability is not significantly different from zero.

H1: The coefficient of Reliability is significantly different from zero.

Interpretation: With a p-value of 0.020, we reject the null hypothesis. The coefficient of Reliability is statistically significant.

Application: Higher perceived reliability of the service positively affects the likelihood of customers using B live again. This underscores the importance of consistently delivering reliable and dependable service to foster customer loyalty and repeat business.

Overall Interpretation:

The regression model as a whole is statistically significant (p-value < 0.001), indicating that at least one of the predictor variables has a significant relationship with the likelihood to use B live again. Among the predictors, food or refreshments and reliability emerge as significant factors influencing customer retention. Understanding and addressing these factors can help B live improve customer satisfaction and loyalty, ultimately leading to increased repeat business and profitability.

H6: The predictor variables have a significant relationship with the overall satisfaction.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.668 ^a	.446	.413	.485

a. Predictors: (Constant), comfort , duration , tour guide ,
Price , Food or refreshments, Reliability

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	18.947	6	3.158	13.426	.000 ^b
Residual	23.521	100	.235		
Total	42.467	106			

a. Dependent Variable: Overall satisfaction

b. Predictors: (Constant), comfort , duration , tour guide , Price , Food or refreshments, Reliability

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.266	.487		2.601	.011
	Price	.069	.083	.086	.826	.411
	Food or refreshments	.310	.103	.303	3.008	.003
	Reliability	.336	.107	.354	3.152	.002
	duration	-.015	.106	-.011	-.142	.887

tour guide	.121	.096	.126	1.262	.210
comfort	-.076	.106	-.078	-.716	.476

a. Dependent Variable: Overall satisfaction

Interpretation of Regression Model:

R-squared (R^2): Approximately 44.6% of the variance in overall satisfaction can be explained by the predictor variables in the model. This indicates a moderate level of predictive power.

Adjusted R-squared: After adjusting for the number of predictors, the model still explains around 41.3% of the variance in overall satisfaction, suggesting that the model's explanatory power remains robust.

ANOVA:

The ANOVA results indicate a significant F-statistic ($F = 13.426$, $p < 0.001$), indicating that the overall regression model is statistically significant in predicting overall satisfaction. This suggests that at least one of the predictor variables has a significant relationship with overall satisfaction.

Coefficients:

Price: The coefficient for price is not statistically significant ($p = 0.411$), indicating that there is no significant relationship between price and overall satisfaction. Therefore, changes in price are not predicted to have a significant impact on overall satisfaction.

Food or Refreshments: The coefficient for food or refreshments is statistically significant ($p = 0.003$), suggesting that higher satisfaction with food or refreshments is associated with higher overall satisfaction. For every one-unit increase in satisfaction with food or refreshments, overall satisfaction is predicted to increase by 0.310 units.

Reliability: Similarly, the coefficient for reliability is statistically significant ($p = 0.002$), indicating that higher perceived reliability is associated with higher overall satisfaction. For every one-unit increase in perceived reliability, overall satisfaction is predicted to increase by 0.336 units.

Duration, Tour Guide, Comfort: None of these variables have coefficients that are statistically significant ($p > 0.05$), suggesting that changes in these variables are not associated with significant changes in overall satisfaction.

Application:

Food or Refreshments and Reliability: Enhancing the quality and reliability of services or products can significantly boost overall satisfaction levels. Businesses should focus on improving these aspects to meet or exceed customer expectations and enhance satisfaction.

Price: While price doesn't appear to directly impact overall satisfaction in this analysis, businesses should still consider pricing strategies in conjunction with other factors to maintain competitiveness and overall customer experience.

Duration, Tour Guide, Comfort: These variables didn't show significant relationships with overall satisfaction in this model. However, further investigation or refinement of these factors may be necessary to better understand their influence on satisfaction levels.

RESEARCH FINDING AND DISCUSSION

The research findings from the analysis shows several significant relationships between various factors and both overall satisfaction and the likelihood of using the service again. Firstly, regarding overall satisfaction, customer perception plays a crucial role. Specifically, meeting expectations has a strong positive relationship with overall satisfaction, suggesting that aligning customer perceptions with their expectations can significantly enhance satisfaction levels. Additionally, factors related to customer engagement, such as social media interaction, communication, and overall experience, also show significant positive associations with overall satisfaction. These findings highlight the importance of actively engaging with customers across different channels and ensuring positive experiences to foster satisfaction.

Furthermore, the analysis reveals that customer loyalty, particularly in terms of actively choosing a service over other options, is significantly linked to overall satisfaction. This implies that initiatives aimed at enhancing customer loyalty behaviours, such as encouraging repeat business and positive recommendations, can contribute to higher satisfaction levels and potentially lead to increased customer retention.

Moreover, factors such as reliability and the provision of food or refreshments during tours emerge as significant predictors of both overall satisfaction and the likelihood of using the service again. Higher perceived reliability positively influences satisfaction and the intention

to use the service again, emphasizing the importance of consistent and dependable service delivery. Similarly, the quality of food or refreshments provided during tours significantly impacts both satisfaction and the likelihood of future use, highlighting the role of ancillary services in enhancing customer experiences and loyalty.

Altogether, the research findings underscore the different side of customer satisfaction and retention, indicating that various factors, including perception, engagement, loyalty, and service quality, collectively contribute to overall satisfaction and the likelihood of repeat business. These insights can inform strategic decisions aimed at improving customer experiences, fostering loyalty, and ultimately driving business success.

CONCLUSION

In conclusion, the research findings highlight the intricate interplay between various factors and their impact on both overall satisfaction and the likelihood of repeat business. Key determinants such as customer perception, engagement, and loyalty emerge as significant drivers of satisfaction levels. Specifically, aligning customer perceptions with their expectations and actively engaging with them across different channels positively influences overall satisfaction. Moreover, promote loyalty behaviours, such as actively choosing a service over other options and positive recommendations, contributes to higher satisfaction levels and increased customer retention.

Additionally, factors like reliability and the provision of services, such as food or refreshments, during tours play pivotal roles in shaping customer experiences and satisfaction. Higher

perceived reliability and quality of ancillary services positively influence both satisfaction and the intention to use the service again.

Therefore, these findings underscore the importance of a comprehensive approach to enhancing customer satisfaction and retention. By understanding and addressing the multifaceted aspects of customer experiences, businesses can strategically improve engagement, encourage loyalty, and ultimately drive long-term success. This underscores the significance of continuously monitoring and adapting strategies to meet evolving customer expectations and preferences, thereby ensuring sustained satisfaction and loyalty in a competitive market landscape.

MANGERIAL IMPLICATION

- Meeting Expectations and Needs: B:live should prioritize consistently meeting or exceeding customer expectations and needs/preferences to enhance overall satisfaction. This may involve regular feedback collection, product/service improvements, and staff training to ensure alignment with customer expectations.
- Enhancing Customer Engagement: Strengthening customer engagement across various touchpoints, including social media, communication channels, and overall experience, can lead to higher satisfaction levels. B live should invest in strategies to foster meaningful interactions and connections with customers to build loyalty and satisfaction.
- Increase Brand Recognition: Given the significant relationship between familiarity and overall satisfaction, it's imperative to focus on increasing brand recognition among the audience. This can be achieved through targeted marketing campaigns, collaborations with influencers or celebrities, and consistent branding across all touchpoints. Enhancing brand

familiarity can positively impact overall satisfaction and contribute to long-term customer loyalty.

- **Boost Social Media Engagement:** Since social media interaction shows a significant positive association with overall satisfaction, businesses should prioritize increasing their social media presence and engagement. This can involve regularly posting engaging content, responding promptly to customer inquiries or feedback, and leveraging social media platforms for customer service and relationship-building. Increasing social media engagement can broaden the brand's reach, enhance customer relationships, and ultimately drive satisfaction levels.
- **Invest in Customer Loyalty Programs:** Given the strong link between customer loyalty and overall satisfaction, implementing effective customer loyalty programs can be instrumental in fostering repeat business and driving satisfaction. These programs can include incentives for repeat purchases, referral rewards, exclusive offers for loyal customers, and personalized experiences. By incentivizing loyalty behaviours, businesses can enhance overall satisfaction and cultivate long-term relationships with their customer base.
- **Focus on Service Reliability:** Since reliability significantly influences both satisfaction and the likelihood of future use. This involves maintaining high-quality standards, and effectively addressing any issues or concerns that may arise. By prioritizing service reliability, businesses can increase confidence in their customers and build a reputation for trustworthiness, ultimately riding satisfaction and loyalty.
- **Price Sensitivity:** While price doesn't directly impact overall satisfaction, B live should still consider pricing strategies in conjunction with other factors to maintain competitiveness and enhance the overall customer experience. This may involve offering value-added services or experiences to justify price points.

- Continuous Improvement: B live should continuously monitor customer feedback and satisfaction metrics to identify areas for improvement and refinement. This may involve regular performance evaluations, customer surveys, and benchmarking against competitors to stay responsive to evolving customer preferences and market dynamics.

CHAPTER 4: TASK HANDLED

1. Section(s) Worked in:

Marketing Department at B:live E-Bike Tours, focusing on Digital Marketing.

2. Working Schedule:

Monday to Friday: 10:00 am - 6:00 pm

Saturday: Work from home

Sunday: Weekly off

3. Type of Task(s) Exposed to:

- Company Introduction and Onboarding:

Conducted an overview of B:live as a company and later specific to B:live E-Bike Tours, covering its mission, values, policies, procedures, and tools. Engaged in meet and greet sessions with team members from various departments.

- OTA Platform Knowledge and Management:

Gained understanding of different OTA platforms (TripAdvisor, Airbnb Experience and Viator), booking processes, performance measurement, and management of online reviews. Conducted research on new OTA platforms for potential entry by B:live.

- Influencer and Customer Engagement:

Created templates for engaging with influencers and customers on social media platforms through comments and invitations.

- Social Media Calendar Planning:

Developed monthly plans for social media content, including feed posts, stories, and associated tasks and shoots.

- Engagement Strategies:

Implementing of QR code cards, gifts for high-end clients, posters and other engagement tactics.

- Instagram Marketing:

Utilized Instagram marketing tactics including hashtag optimization, optimal posting times, reels, story features, and broadcasts. Analysed Instagram analytics for followers, engagement levels, and views.

- Tools For Social Media Content

Worked on tools like Canva for designing and posting Instagram stories, static or carousel posts, and Adobe Creative Cloud applications for creative content creation. Also, learned about leveraging AI for generating post captions. Also gained a basic understanding and knowledge of reel making through Premium Pro.

- Brand Collaboration:

Worked on collaborating with different brands for content creation and mutual promotion.

- Research Phase:

Conducted research on locations and collected data for upcoming plans or documentary shoots. Identified required changes for the official website.

- Campaign Planning and Execution:

Planned and executed campaigns, such as the February campaign using a leap year idea and quiz.

- Collaboration with Local Influencers:

Developed plans for collaboration with local influencers to enhance brand visibility.

- **Content Creation:**

Engaged in content creation tasks such as photos and video segregation, scriptwriting for voiceovers, and generating creative content for marketing purposes. Also capturing photos, videos and testimonial of customer etc for social media during the tour.

- **Meetings and Communication:**

Participated in meetings with the marketing team, COO, and hub managers to discuss strategies and review digital marketing performance. Managed and posted content on Instagram handle and engaged in virtual meetings with the Bangalore marketing team on SEO, campaigns, and advertisements.

4. Hands-On Experience:

Handled various tasks related to digital marketing, including campaign planning, content creation, social media management, and collaboration efforts. Acquired proficiency in utilizing tools such as Canva, Premium Pro, Adobe Cloud applications, and backend OTA platforms such as Viator, TripAdvisor and Airbnb Experience.

5. Relationship with Classroom Studies:

Applied theoretical knowledge from digital media marketing, brand management, and consumer behaviour courses to practical scenarios. Utilized concepts like target audience analysis, channel optimization, and engagement strategies to achieve marketing objectives for B:live E-Bike Tours.

LEARNINGS

During the four-month internship at B:live, I focused myself in learning and gathering knowledge such as of online travel agency (OTA) platforms, delving into the booking processes and honing my skills in performance measurement and online review management. Also, researching new OTA platforms, identifying potential avenues for B:live E-Bike Tours

expansion. Moreover, I actively engaged with influencers and customers across various social media platforms, interactions through comments and invites to those were in Goa aiming to increase brand visibility and engagement.

A significant aspect of my internship involved crafting monthly social media plans, outlining content strategies for Instagram, including feed posts, stories and associated tasks and shoots. To maximize engagement and reach, I researched into Instagram marketing tactics, employing hashtag optimization, determining optimal posting times, and exploring features like live story and broadcasts. Regularly analysing Instagram analytics was crucial in gauging their followers growth, engagement levels, and views, allowing for informed decision-making in content strategy.

In terms of content creation, I worked on different tools and software, such as Canva for designing visually appealing Instagram stories, static or carousel posts, and Adobe Creative Cloud applications for more intricate creative content. Additionally, I familiarized myself with leveraging AI for generating captivating post captions, enhancing the overall quality and appeal of our social media content.

Collaboration was a cornerstone of my internship experience, as I worked in collaborating with various brands for content creation and mutual promotion example (Cabo, Goat and Rotary Club of Panjim). While planning and executing innovative campaigns, like the February campaign utilizing a leap year concept and quizzes, provided valuable insights into effective marketing strategies.

Beyond content creation, I actively participated in various tasks during tours, including capturing photos, videos, and testimonials from customers for social media purposes. Also, provide feedback for improvement on tour such additional location, hub managers, and e-bikes etc. Engaging in virtual meetings with the Bangalore marketing team further enriched my

experience, allowing me to have basic understanding on SEO, campaign strategies, SEM and google ads while gaining valuable feedback and guidance from experienced professionals in the field. Throughout the internship, I continuously refined my skills in digital media management, through my creativity in content creation, and gained practical knowledge in executing effective marketing strategies in the dynamic landscape of online travel and tourism.

CHALLENGES

During the internship period, the challenges I faced were particularly regarding inconsistent posting on the B:live E-bike Tours social media page. This inconsistency not only led to a stagnant follower count but also resulted in limited creative and live stories, affecting engagement and visibility. Furthermore, content delivery delays and a lack of channel visibility hindered direct inquiries from potential customers via social media platforms

The main marketing team being located in Bangalore raised a challenge as there was a shortage of skilled marketing professionals in the Goa, leading to delays in approval processes and limited learning opportunities in digital media. Virtual meetings presented their own set of challenges, as understanding about (SEO, SEM, Advertisement Campaigns etc) and discussed virtually often took time and required effective communication and coordination. Learning software tools like Adobe Premiere Pro on regular laptops proved to be a daunting task, further slowing down content creation processes.

Collecting reviews from customers on a daily basis proved challenging, despite efforts to instruct guides to meet the given target. Meeting deadlines, especially when posts and stories had to be uploaded simultaneously on Instagram the same day, was another hurdle. There was a constant need to innovate and create fresh content while adhering to tight schedules.

Similarly, managing collaborations with different brands for content creation and mutual promotion also create its challenges. From negotiating terms to ensuring that the content

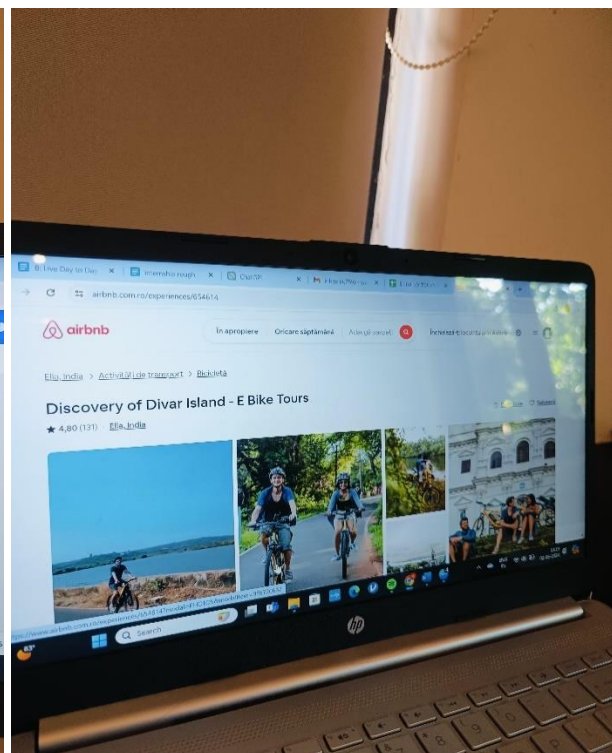
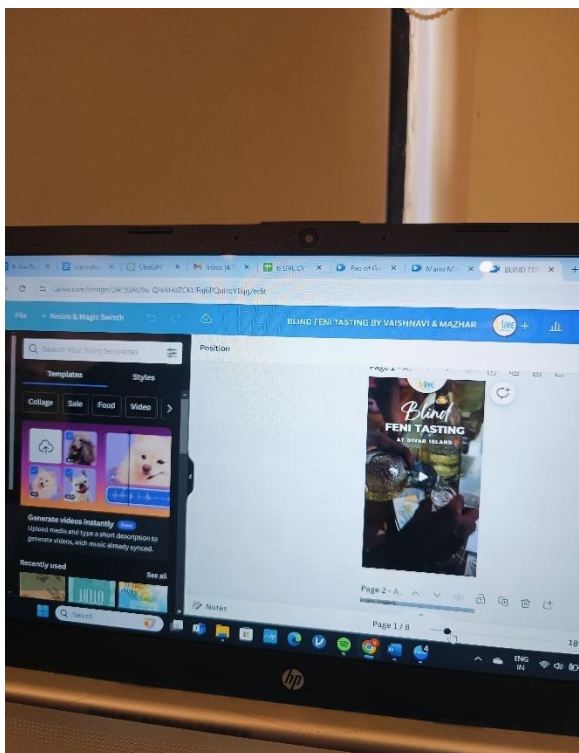
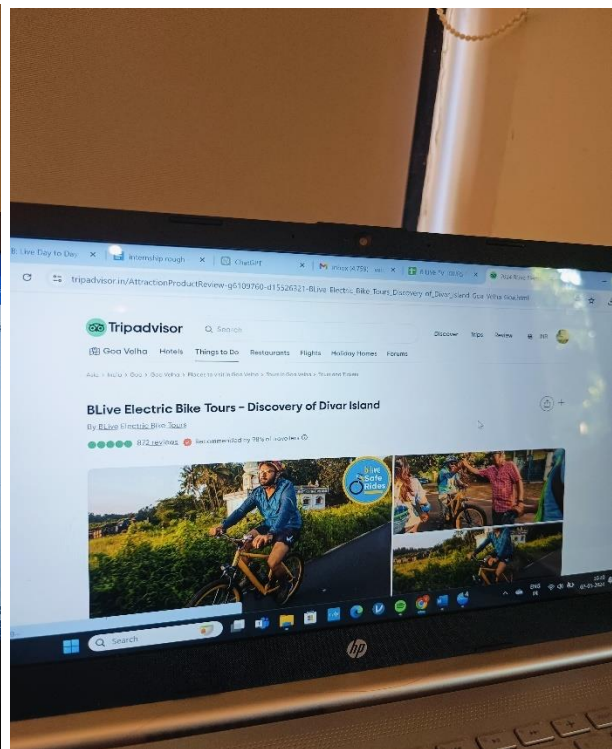
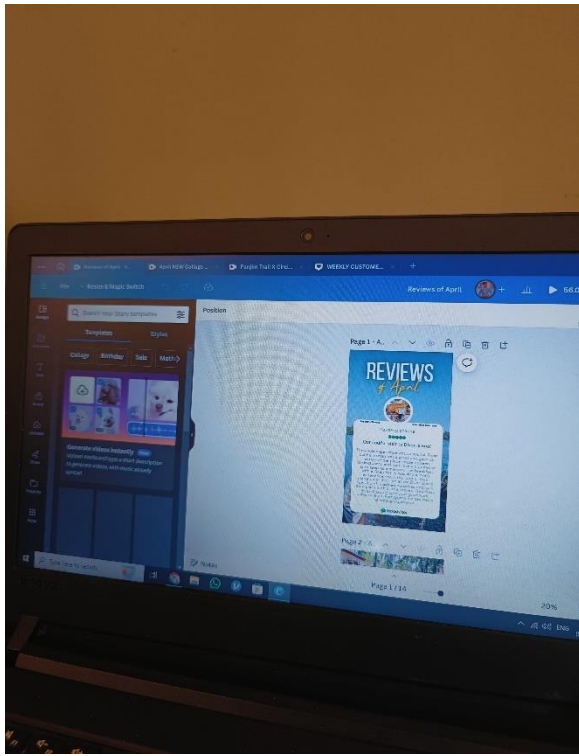
remained authentic and aligned with B:live brand values, navigating various relationships and expectations. This challenge demanded strong communication skills, brand research, negotiation skill, and the ability to maintain brand integrity.

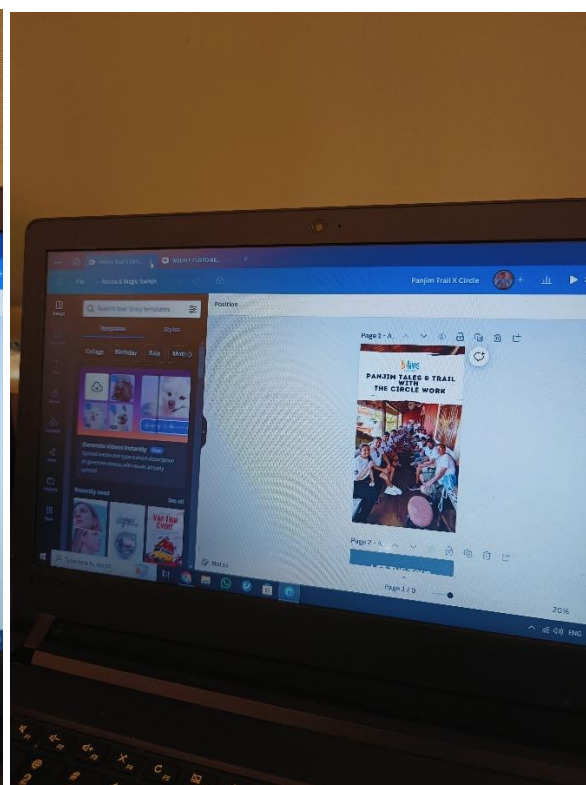
Creating monthly plans for social media content also present its challenges. From conceptualizing ideas to executing them through feed posts, stories, and associated tasks, ensuring that B:live content remained fresh, engaging, and aligned with its branding strategy was crucial. This challenge demanded meticulous planning, time management, and the ability to adapt to changing trends and preferences on social media platforms.

These challenges provided invaluable learning experiences, pushing me to overcome obstacles and strive for improvement in social media management and marketing strategies. Despite facing hurdles along the way, and moved forward, continuously refining the approach and delving deeper into effective strategies. I acknowledge the support and guidance from the team at B:live, whose assistance has been instrumental in navigating through these challenges and fostering growth.

APPENDIX I

Samples of the work done



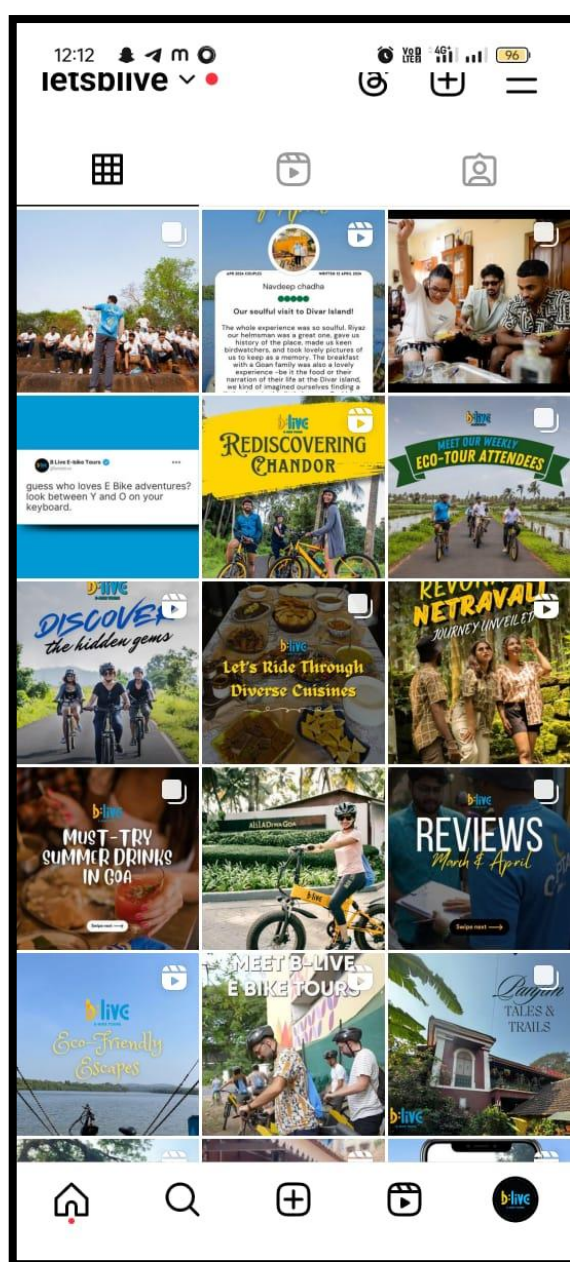
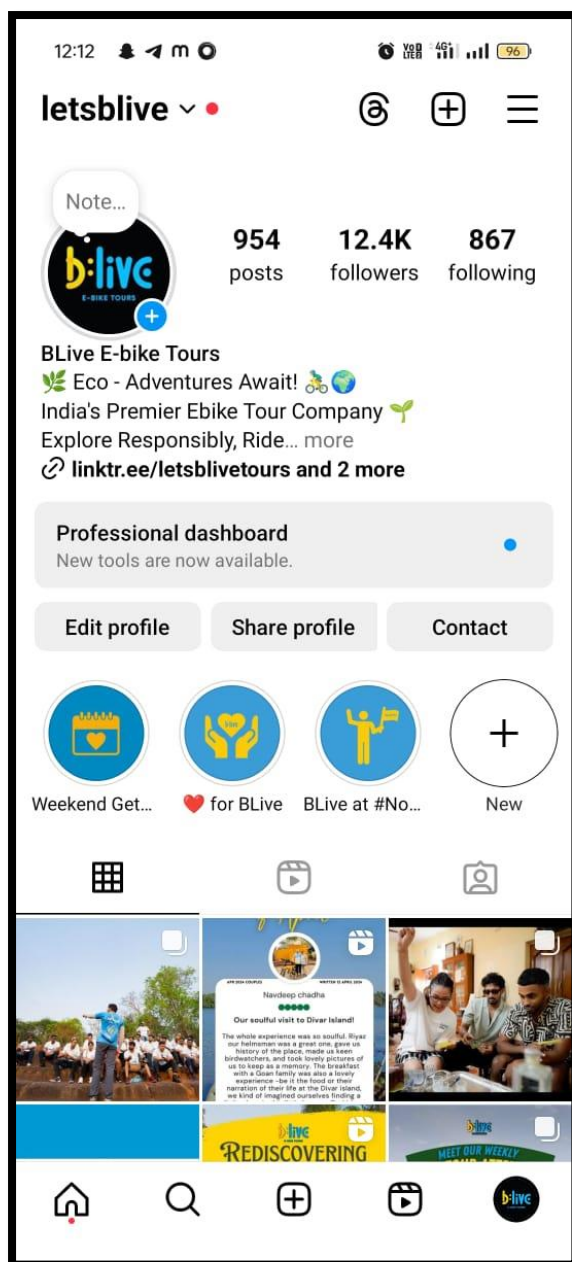


The image shows a laptop screen with a Google Sheets spreadsheet open. The spreadsheet is titled "Blive Tours Reviews 2024" and contains a table with the following data:

MONTHS (2024)	CEDRIC	ARYAN	ROYAL	SALIM	SHADAB	MARK	NO NAME MENTIONED	TOTAL REVIEWS IN A MONTH	NEGATIVE REVIEW
JANUARY	13		9	5		1	12	30	1
FEBRUARY	8		3				4	12	
MARCH	19	13	15		1		5	36	
APRIL	2	11	19				15	40	
MAY									
JUNE									
JULY									
AUGUST									
SEPTEMBER									
OCTOBER									
NOVEMBER									
DECEMBER									

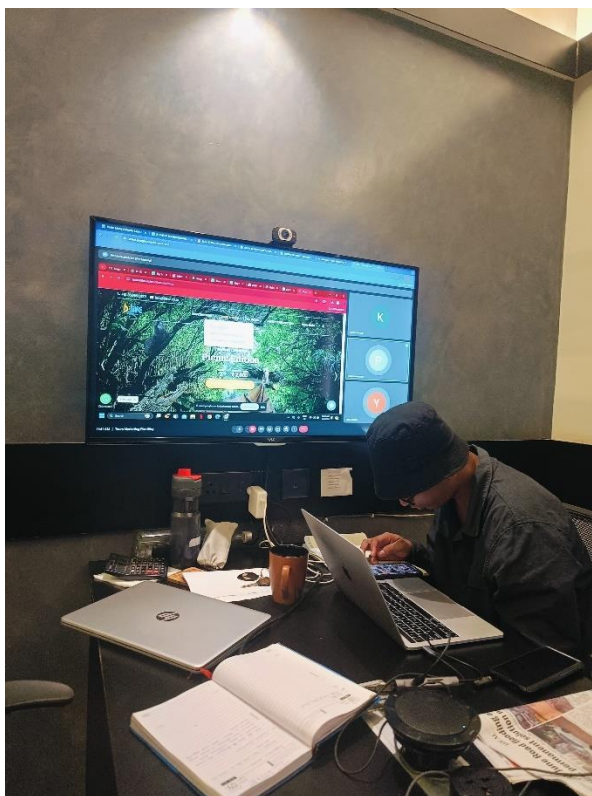
The spreadsheet is viewed in a web browser, and the Windows taskbar is visible at the bottom of the screen.

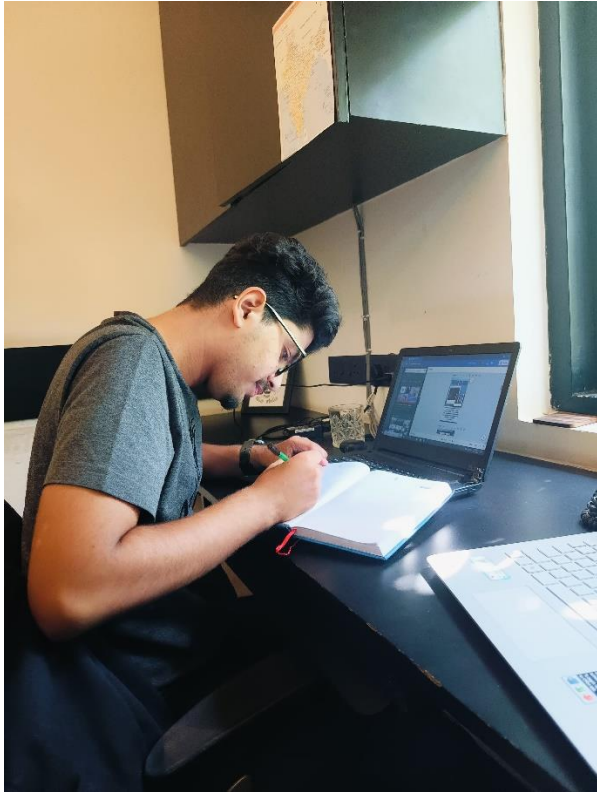
[illegible]



APPENDIX II

Photos while you are at work







- Official Website Of B:live E-Bike Tours

<https://tours.blive.co.in/>

- Official Instagram Page Of B:live E-Bike Tours

<https://www.instagram.com/letsblive/>

- Official Instagram Page of B:live E-bike Tours

<https://www.facebook.com/letsblive/>

QUESTIONNAIRE

Part A: Customer Demographic

1. What is your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55+

2. What is your gender?

- Male
- Female
- Other

3. How did you hear about B:live E-Bike Tours?

- Online search
- Social media
- Word of mouth
- Travel & Tourism website
- Other

Part B: Customer Perception

4. To what extent do you believe B:live e-bike tour meets your expectations?

- Not at all
- Somewhat
- Moderately
- Mostly
- Completely

5. How well do you think B:live e-bike tours understands and caters to the needs and preferences of its customers?

- Very poor
- Poor
- Fair
- Good
- Excellent

6. How familiar are you with brand B:live E-Bike Tours?

- Not at all familiar
- Slightly familiar
- Moderately familiar
- Very familiar
- Extremely familiar

Part C: Customer Loyalty

7. How likely are you to return to B:live E-Bike Tours for another tour in the future?

- Very Unlikely
- Unlikely
- Neutral
- Likely
- Very Likely

8. How likely are you to recommend B:live E-Bike Tours to friends or family?

- Very Unlikely
- Unlikely
- Neutral
- Likely
- Very Likely

9. How likely are you to choose B:live E-Bike Tours instead of other options?

- Very Unlikely
- Unlikely
- Neutral
- Likely
- Very Likely

Part D: Customer Engagement

10. How often do you engage with B:live E-Bike Tours on social media platforms (e.g., Facebook, Instagram)?

- Daily
- Weekly
- Monthly
- Occasionally
- Never

11. How satisfied are you with the level of communication and interaction with B:live E-Bike Tours during your tour experiences?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

12. How engaged do you feel with the overall experience provided by B:live E-Bike Tours?

- Not engaged at all.
- Slightly engaged.
- Moderately engaged.
- Very engaged.
- Extremely engaged.

Part E: Customer Satisfaction

13. How satisfied are you with the pricing of B:live E-Bike Tour?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

14. How satisfied are you with the reliability of the e-bikes provided?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

15. How satisfied are you with the comfort level of the E-bike you used during the tour?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

16. How knowledgeable and friendly was your tour guide?

- Very Poor
- Poor
- Neutral
- Good
- Excellent

17. Was the duration of the tour satisfactory?

- Too short
- Slightly short
- Just right
- Slightly long
- Too long

18. How would you rate the quality of any food or refreshments provided during the tour?

- Very Poor
- Poor
- Neutral
- Good
- Excellent

19. How likely are you to continue using the services of B:live E-Bike Tours in the future?

- Very Unlikely
- Unlikely

- Neutral
- Likely
- Very Likely

20. Overall how satisfied are you with your experience with B:live e-bike tours?

- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very satisfied

BIBLIOGRAPHY

- Chadee, D. D., & Mattsson, J. (1996). An empirical assessment of customer satisfaction in tourism. *Service Industries Journal*, 16(3), 305–320.
<https://doi.org/10.1080/02642069600000030>
- Gnanapala, A., & Athula Gnanapala, W. K. (2015). Tourists Perception and Satisfaction: Implications for Destination Management. In *American Journal of Marketing Research* (Vol. 1, Issue 1).
<http://www.aiscience.org/journal/ajmrhttp://creativecommons.org/licenses/by-nc/4.0/>
- Harrigan, P., Evers, U., Miles, M., & Daly, T. (2017). Customer engagement with tourism social media brands. *Tourism Management*, 59, 597–609.
<https://doi.org/10.1016/j.tourman.2016.09.015>
- Kozak, M., Bigna, E., & Andreu, L. (2005). Satisfaction and destination loyalty. *Journal of Quality Assurance in Hospitality and Tourism*, 5(1), 43–59.
https://doi.org/10.1300/J162v05n01_04
- Sharma, D. R., & Singh, B. (2023). Understanding the Relationship Between Customer Satisfaction, Customer Engagement and Repeat Purchase Behaviour. *Vision*, 27(4), 449–457. <https://doi.org/10.1177/0972262921992593>
- Singh, H. (2006). *The Importance of Customer Satisfaction in Relation to Customer Loyalty and Retention*.
- So, K. K. F., King, C., & Sparks, B. (2014). Customer Engagement With Tourism Brands: Scale Development and Validation. *Journal of Hospitality and Tourism Research*, 38(3), 304–329. <https://doi.org/10.1177/1096348012451456>

- So, K. K. F., King, C., Sparks, B. A., & Wang, Y. (2016). The Role of Customer Engagement in Building Consumer Loyalty to Tourism Brands. *Journal of Travel Research*, 55(1), 64–78. <https://doi.org/10.1177/0047287514541008>
- Thakur, R. (2019). The moderating role of customer engagement experiences in customer satisfaction–loyalty relationship. *European Journal of Marketing*, 53(7), 1278–1310. <https://doi.org/10.1108/EJM-11-2017-0895>
- Xie, X. (2011). Service Quality Measurement from Customer Perception Based on Services Science, Management and Engineering. *Systems Engineering Procedia*, 1, 337–343. <https://doi.org/10.1016/j.sepro.2011.08.051>