



THESIS

**Exploring Dimension of Service Quality of Electronic
Ticket in Airline Service**

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CHAPTER I

INTRODUCTION

1.1 Background of the research

In line with the development of technology information, the internet is now emerging as alternative travel information distribution system. The internet is a perfect medium to sell travel packages, because the Internet can bring a broad supplier network and a large base of customers to a centralized market place. One of the procedures to promote the product and services is by online marketing that using electronic ticketing or e-ticketing. The other terms of e-ticketing or online e-ticketing sales, is one way for people to buy tickets for local events.

E-ticketing is a way to document the sales process from the customer's airline activities without having to spend valuable documents physically or paper ticket. All information on electronic tickets stored digitally in the airline's computer system. As proof of expenditure e-ticketing, the customer will be given Itinerary Receipt is only valid as an alternate to get into the airport in Indonesia, which still requires passengers to take the evidence of the journey. E-ticketing is an opportunity to minimize costs and optimize passenger comfort. E-ticketing reduces the cost of the e-ticketing form, eliminate paper and increase the flexibility of passengers and travel agents in making changes in the itinerary.

E-ticketing being a system to facilitate people to buy tickets to various events all from a single web site. Tickets can be purchased in this way with cash,

check, and credit or debit card. People without access to the Internet can book tickets through the public internet terminal or the library at the center for information and visitor center like direct sale counter.

Nowadays, many airlines' company in Indonesia that provides e-ticketing as one of the tool purchasing ticket easily and reduction the transportation cost such as Batavia Air, Lion Air, Garuda Indonesia, Air Asia and many others. But, most of issues here are about the factors of service quality that appropriate with airline's website that can affect customer to purchase electronic ticket. Oliver (1993) suggests that service quality is a more specific judgment, which can lead to a broad evaluation, customer satisfaction (in Yang and Fang, 2004).

Airlines company which is using electronic tickets or e-ticketing, allow the customer to travel without a paper ticket, eliminating the worry of leaving tickets behind. An e-ticket confirms airline e-ticketing purchase without requiring a paper record, the only record of an e-ticket sale is in electronic form in the airline's computer system. When customer buys e-tickets through agency, they will receive a confirmation of purchase via e-mail.

Customer can buy ticket using two ways those by e-ticketing individual or come to agency ticket it self that issuing by airlines agency. In order to qualify for e-tickets, all segments of trip must be flown on the same airline or on airlines linked by interline e ticketing agreements.

Most of airline in Padang has provided a website especially for booking electronic ticket and deliver any kind of information related with its airline's

company. But, not all website provide an effective and appropriate service quality in order to attract their customer to purchase electronic ticket.

Based on the background of the study, I would like to conduct a research about **“Exploring Dimension of Service Quality of Electronic Ticket in Airline Service.”**

1.2 Problem statement

What are the factors affecting service quality on purchasing electronic ticket?

1.3 Research Objectives

To investigate the factors affecting service quality on purchasing electronic ticket

1.4 Contribution of this research

The result of this research is expected can give the contribution to:

- To gain a better understanding the factors affecting service quality on purchasing electronic ticket
- To strengthen theory related to service quality on purchasing electronic ticket
- Improving the perception and knowledge of the researcher, also hopefully can be guidance to another researcher that interested in the same topic

1.5 Writing Systematic

The thesis will be presented in certain chapters, as follows :

Chapter 1 Introduction

This chapter describes about background, problem definition, research objectives, research benefits and writing systematic.

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Respondent characteristics

The questionnaire is distributed on Juni 2011 to the people who booking electronic ticket and access the website in Padang. Sampling method was done by using *convenience sampling*. According to Roscoe (1975), the sample size of more than 30 and less than 500 is right in doing research. The amount of sample size is 150 respondents. This sample is as representative from customer which would draw conclusions about the entire population that would generalize the interest of population (Sekaran, 2003). The following questionnaire result is presented based on each item of respondent characteristic.

4.1.1 Description of research sample

1. Respondent characteristics based on gender

Table 4.1 is presented respondent characteristics based on gender. The result indicates that mostly the respondents are female with 55,5% from the total of respondents. And the rest 44, 5% are male.

Table 4.1

Respondent's gender

Item	F	Percentage (%)
GENDER		
Male	49	44,5%

CHAPTER V

CONCLUSION AND LIMITATION

This chapter provides conclusions drawn from findings and discussion presented in the previous chapter, followed by assessment of the potential limitations present in this study and possible future directions for the research.

5.1 Conclusion of the research

This research is a quantitative research to get statistical data to show factors of service quality affecting purchasing electronic ticket, by using factor analysis. It has been conducted on entire online ticket user in Padang.

The data used are primary data. Primary data is gathered by questionnaires distribution to online ticket user in Padang. Data have been processed by using a factor analysis with SPSS 15.0 software tool as previous data processing, classical assumption test has been performed in order to ascertain that data are normally distributed.

Based on the results of factor analysis, the variables are classified into eight dimensions:

1. First factor consists of reliable information provided on the website, easy to brows between the pages, the categorization was helpful, up-to date information related to the price and flight, and the customer can trust the site in terms of confidentiality of private information. Then this factor can be named **Reliability**.

2. Second factor consists of design website that provides the way information and the design will working properly if the site easy to customize, having a good search engine, and finding help on the site. For travel sites, high quality design would mean that the customers could easily perform complex searches on, for example, type of holiday, type of transportation, country, date and price. Then this factor can be named **Design**.
3. Third factor consists of the website provides the using of color in the website. The use of color tends to determine the identity and image of the company such as Air Asia use red color in their website. Customization is strongly related to the *empathy* dimension in SERVQUAL, as the online firm shows its appreciation of the customer's unique needs and preferences by making the site adaptable so that the customer can quickly and easily see if they offer something that suits with them. A good use of color can also helps customer to find exactly what they want. Then this factor can be named **Usability**.
4. Fourth factor consists of easy to find e-mail address and telephone number in the website and the originality of website to make sure it's originality and customers will not fraud with a non-original airline's website. Then this factor can be named **Accessibility**.
5. Fifth factor consists of the website gives you personal attention and understands your specific needs. In the online setting, personalization includes recommendation systems based on collaborative filtering or observational techniques, customization and adaptive websites. Then this factor can be named **Personalization**.

6. Sixth factor consists of the purpose of the site is entirely clear and the trustworthy of ticketing system. It is the impression of assurance the website makes on the customer that will lead to trust. The *security and privacy* dimension involves the degree to which the customer believes the site is safe from intrusion and personal information is protected. Then this factor can be named **Assurance**.

5.2 Limitations of the research

There are some limitations of this research and some advice to be considered in further research, as follows:

1. This study only examines the good service quality for website of electronic ticket in Padang.

The author suggests that for the futher research could measure the satisfaction and dissatisfaction of customer related to the service quality that provide by the website.

2. Responses to the questionnaires may be influenced by the individual's mood and by the environmental conditions in the setting at the time the questionnaires are completed.
3. Response to the questionnaire could be not so honest.

5.3 Implication of the research

This research have several implications for Airline service in Padang in order to provide a good quality of their website. This research found that there are six

factors that affect online booking's service quality of Airline's website in Padang which are reliability, design, usability, accessibility, personalization, and assurance.

Reliability dimension suggests that reliability may be the critical determinant of the success of the website in booking electronic ticket. It is found that reliability is the most important factor in service quality in this study. The company should pay more attention about a good criterion of information that provides what appropriate information could be appeared in the website. Up-to date information is about the time to flight that must provide by the website in term of fulfill the customer need and want. Easy browsing page of the website can allows the customer to manoeuvre easily, logically and quickly back and forth through the pages. Website should try their best to ensure and keep the trust of customer in terms of confidentiality of private information of the customer.

Design website indicate that providing the way information is presented, in terms of layout, number, relevance and quality of pictures, font size and style, will affect the way customers respond to the service. The designs will working properly if the site easy to customize, having a good search engine, and finding help on the site. For travel sites, high quality design would mean that the customers could easily perform complex searches on, for example, type of holiday, type of transportation, country, date and price.

Usability dimension indicate that easily of customer to find exactly what they need in the website. Beside that, using an appropriate color in the website tends to determine the identity and image of the company such as Air Asia use red color in their website. Customers may therefore expect online services to respond to their

individual needs. Customization is strongly related to the empathy dimension in SERVQUAL, as the online firm shows its appreciation of the customer's unique needs and preferences by making the site adaptable so that the customer can quickly and easily see if they offer something that suits with them. It can be classified with categorization of color in the website. A good use of color can also help customer to find exactly what they want.

Accessibility dimension indicate that the website should pay more attention to customers' emails, phone calls and personal contact face to face when problems occur. The website of airline should reply customers' e-mails as soon as possible and provide proper information when customers need some advice. Since quick response can increase customers' satisfaction, personal contact can establish good relationship and trust with the customers. It is recommended that the company can provide live support over the website instead of e-mails.

Personalization may also related to usability, as personalization which results in making the site more intuitive to the individual user in terms of content, web page design and overall site design should make the site easier for that individual to use. In personalization, website should be understands your specific needs in term of booking electronic ticket and customer can measure the website can give them a personal attention or not.

Assurances indicate that the impression of the website makes on the customer that will lead to trust. The security and privacy dimension, which involves the degree to which the customer believes the site is safe from intrusion and personal information is protected is part of the assurance dimension. Trust is often claimed to

be the most important online service quality dimension. The purpose of the website should be clear so that customer can access easily in term of ticketing system in the website.

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