RELATIONSHIP BETWEEN ONLINE SERVICE QUALITY DIMENSIONS AND CUSTOMERS’ SATISFACTION: A STUDY OF ELECTRONIC TICKETING (e-TICKET) SYSTEM IN AIRASIA BERHAD

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UNIVERSITI UTARA MALAYSIA
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By

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Thesis Submitted to the College of Business, Universiti Utara Malaysia, in Fulfillment of the Requirement for the Degree of Master of Science in Management
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ABSTRAK

ABSTRACT

Airline electronic ticketing (e-ticket) system is an alternative marketing strategy implemented by airline companies to serve their customers via Internet infrastructure. Most of the airline companies employ e-ticket system in order to increase business value, reduce business operating expenses, explore new customers market and increase customers' satisfaction. One of key challenges of online service is how to manage service quality, which holds a significant importance of customer satisfaction. This study was designed to examine the relationship between online service quality dimensions with AirAsia customers' satisfaction towards e-ticket system. This study was also used technology readiness dimension to investigate the moderating effect of its on relationship between online service quality dimensions and customers' satisfaction. The sample used was from 139 AirAsia customers in UUM Kuala Lumpur and the empirical data were gathered by using structured questionnaire. From five selected online service quality dimensions; functionality, efficiency, convenience, and ease of use were shown to have a strong impact on customers' satisfaction, while only privacy shown the negative impact on customers' satisfaction. Subsequently, technology readiness was found to have a strong moderating effect on the relationship between online service quality dimensions and customers' satisfaction in e-ticket system. Finally, it was also found that technology readiness has a strong and significant relationship with customers' satisfaction.
ACKNOWLEDGEMENTS

Praise to Allah S.W.T the Most Merciful and Most Gracious for bestowing me with strength, patience and excellent health throughout the process of completing this research. This project paper would not been done without assistance and support from many people. I would like to take this opportunity to extend my deepest gratitude to my supervisor, Dr Jasmani Mohd Yunus for her expert advice, guidance and support throughout the entire research.

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<td>ACSI</td>
<td>American Customer satisfaction Index</td>
</tr>
<tr>
<td>ATM</td>
<td>Automatic Teller Machine</td>
</tr>
<tr>
<td>ICT</td>
<td>Information and Communication Technology</td>
</tr>
<tr>
<td>KUL / KLIA</td>
<td>Kuala Lumpur International Airport</td>
</tr>
<tr>
<td>LCCT</td>
<td>Low Cost Carrier Terminal</td>
</tr>
<tr>
<td>MCMC</td>
<td>Malaysian Communications And Multimedia Commission</td>
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<tr>
<td>SST</td>
<td>Self Service Technology</td>
</tr>
<tr>
<td>SPSS</td>
<td>Statistical Package for Social Science</td>
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<td>TAM</td>
<td>Technology Adoption Model</td>
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<tr>
<td>TR</td>
<td>Technology Readiness</td>
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CHAPTER ONE

INTRODUCTION

1.1 Background

The growing use of information and communication technology (ICT) in services revolutionised the interactions between service providers and customers, and increased the standardisation in many services. ICT in service or electronic service via the internet channel has great impact on changing business and government operations (Rotchanakitumnuai, 2008). This development makes the old adage of services being characterised by frequent customer-employee interaction, high service variability and high cost of serving customers became impractical nowadays as compared to 10-20 years ago (Lovelock and Gummerson, 2004). Service providers introduce self-service technologies (SSTs) to increase productivity and efficiency, and to offer customers access to services via new and convenient channels, thereby better meeting customer demand and increasing satisfactions (Walker, Craig-Less, Hecker, and Francis, 2002).

Self service technology (SST) is a set of customer interface technology that allows customer to produce their own service instead of interacting with a service providing employee (Kottoli, 2005). SST enables customer to perform entire services on their own without direct assistance from employees (Ho and Ko, 2008). Examples of SSTs include ATM’s, internet banking, online ticketing, or fully automated phone systems. SST or electronic service can assist in enhancing service to customers and reducing operation costs to the organisation (Liljander, Gummerus, and Riel, 2006).

In year 2008, Malaysian Communications and Multimedia Commission (MCMC) had reported their estimated Malaysian Internet user for year 2007 as 13,528,200
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REFERENCES


