

The impact of e-service quality and customer satisfaction on repurchase intention: airline e-ticketing service in Indonesia = Pengaruh kualitas e-servis dan kepuasan pelanggan di niat pembelian kembali: servis e-ticketing maskapai penerbangan di Indonesia

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Abstrak

[Persaingan antara perusahaan di industri penerbangan yang intensif karena tekanan untuk mengurangi biaya dan meningkatkan layanan kepada pelanggan. Sebagian besar operator penerbangan yang digunakan situs Web mereka tidak hanya untuk tujuan membuat informasi yang tersedia perusahaan tetapi juga untuk memberikan secara online e-ticketing layanan kepada pelanggan mereka. Ini adalah salah satu metode pelaku industri mempekerjakan untuk meningkatkan penjualan tiket. Selain itu layanan online juga meningkatkan cara transaksi bisnis dilakukan. Tujuan dari penelitian ini adalah untuk mengetahui hubungan kualitas e-service dan kepuasan pelanggan dan untuk mengeksplorasi hubungan antara kepuasan pelanggan dan niat beli industri penerbangan layanan e-ticketing. Metode survei kenyamanan dipekerjakan dan total 152 kuesioner bisa digunakan yang digunakan untuk analisis selanjutnya Lima dimensi kualitas layanan elektronik diidentifikasi yaitu kemudahan penggunaan desain website jaminan daya tanggap dan personalisasi Hasil dari regresi ganda menunjukkan bahwa empat dari lima dimensi kualitas layanan elektronik memberikan kontribusi untuk kepuasan pelanggan. Desain Website diidentifikasi sebagai kontributor paling penting untuk kepuasan pelanggan Analisis lebih lanjut juga mengungkapkan bahwa kepuasan pelanggan dipengaruhi konsumen membeli kembali niat maskapai e-tiket.Competition among companies in the airlines industry is intensive due to the pressure to reduce costs and to enhance service to customers. Majority of the airline operators used their websites not only for the purpose of making available the company's information but also to provide online e ticketing service to their customers. This is one of the methods industry players employ to boost ticket sales In addition the online service also improves the way business transactions are conducted. The objectives of this study were to determine the relationship of e-service quality and customer satisfaction and to explore the relationship between customer satisfaction and purchase intention of airlines industry e-ticketing service. Convenience survey method was employed and a total of 152 useable questionnaires were utilized for subsequent analysis. Five dimensions of e-service quality were identified namely ease of use website design assurance responsiveness and personalization. Results from the multiple regression showed that four from five e-service quality dimensions significantly contributed to customer satisfaction. Website Design was identified as the most important contributor to customer satisfaction. Further analysis also revealed that customer satisfaction influenced consumers repurchase intention of airline e-tickets., Competition among companies in the airlines industry is intensive due to the pressure to reduce costs and to enhance service to customers Majority of the airline operators used their websites not only for the purpose of making available the company rsquo s information but also to provide online e ticketing service to their customers This is one of the methods industry players employ to boost ticket sales In addition the online service also improves the way business transactions are conducted The objectives of this study were to determine the relationship of e service quality and customer satisfaction and to explore the relationship between customer satisfaction and purchase intention of airlines industry e

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