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An Empirical Investigation on Customer Satisfaction towards Online Ticketing in Malaysia

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Abstract:
Rapid growth of e commerce change the traditional way of business and also customer's satisfaction towards online service. This online service providers offer customers convenient purchase by saving time in their busy schedule. The objective of this paper is to investigate whether service quality, price, technological factors and ease of use have an effect on on customer satisfaction towards online ticketing in Malaysia. The sample used in this study was only 50 respondents from different descriptive qualification. The results showed that only ease of use is insignificant factor in determining customer satisfaction where as other three factors, technological factors, service quality and price has significant relationship with customer satisfaction towards online ticketing. However, further research can be done with different variables to investigate customer satisfaction with additional sample size.

Keyword: Online ticketing, customer satisfaction, service quality, ease of use

1. Introduction

In the past few years, the world has witnessed a significant increase in the use of internet by the general population (Lee & Joshi 2007). The more people use the internet, the greater is the likelihood that they will engage in online shopping. The popularity of e-commerce has resulted in a number of academic researches being carried out on the particular field. According to Lin (2003) e-commerce is the new glamour field in research studies today. E-commerce can be viewed from a broad and narrow perspective (Lin 2003). The narrow perspective defines e-commerce as the conduct of business transactions over the internet, while the broad perspective includes marketing activities in the scope of e-commerce as well.

E-commerce presents a promising medium of trade which is gaining popularity day by day. It offers several advantages over traditional trade mediums. Haque and Khatibi (2005) stated that customers purchase through the internet as it is more fun, safer and quicker than traditional shopping. Other researchers have suggested that the main advantage of internet and e-commerce is the availability of a large amount of information to the customer at the click of a button (Lin, 2003). Others have stated that the main reason why customers prefer to shop online is to avoid crowds and inconveniences (Zailani, Kheng & Fernando 2008). Hence it is evident that not only e-commerce is proving to be more promising than ever, it provides several advantages over traditional trade channels as well.

1.1. Online Ticketing in Malaysia

Internet is being used more widely in Malaysia nowadays than previously. According to Haque and Khatibi (2005), 24% of the Malaysian population used the internet in 2001. Zailani et. al (2008) state that the figure for internet users in Malaysia for the year 2005 was 37.4% of the total population. One of the most prominent activities which Malaysian online shoppers performed was the purchase of online tickets (Zailani et. al, 2008). Zailani et. al (2008) also stated that the most online ticket purchased were of AirAsia, whose 60% tickets are sold online. The next popular airline for online tickets was Malaysian Airlines. Malaysian customers are increasingly turning towards purchasing online tickets as it provides convenience in the form of saving of time and money. With people working extended hours, it is not convenient for customers to go and purchase tickets from travel agents personally. Hence online ticketing is experiencing a rapid growth in Malaysia.

1.2. Customer Satisfaction

Customer satisfaction has been traditionally studied in marketing area as one of the critical attitudinal variables that may influence customer behavior (Lee and Joshi 2007). The most common interpretation of customer satisfaction reflect the notion that satisfaction is the feeling that results from a process of evaluating what was received against the expected (Fecikova, 2004). According to Huber, Herrman and Wricke (2001), customer satisfaction is the result of a complex information-processing process, which essentially consists of a desired/ actual comparison of a consumer's perception of a product or service (actual) and his expectations with regard to

its fitness for its intended purpose (desired). Today's marketplace is more competitive than ever. In an atmosphere of such severe competition, it is dangerous for a company not to be customer oriented (Fecikova, 2004). If a company wants to retain its customers and ideally make its customers loyal, it will have to develop a level of satisfaction amongst its customers. According to McDougall and Levesque (2000) when managers understand how customers evaluate their services and the consequences of these evaluations on satisfactions and future intentions, they can better allocate resources to increase loyalty to the firm.

Many researchers have shown that higher customer satisfaction translates into higher market share, ability to charge higher prices, increased loyalty and profitability and lower transaction costs (Wiele, Boselie and Hesselink 2002). A company can achieve customer satisfaction not only by providing quality goods and services but also by boosting employee morale and improving organizational justice (Campbell & Finch 2004, Burke, Graham and Smith 2005).

The importance of maintaining a high level of customer satisfaction is not limited to traditional organizations but online companies and stores as well. If customers are not satisfied by shopping online, they will most probably shift to traditional purchase mediums. Hence the study of customer satisfaction in e-commerce businesses such as online ticketing is extremely relevant to the changing nature of the modern marketplace. A better understanding of the factors influencing customer satisfaction can lead to better performance of the organization and increased harmony in the marketplace. Fecikova (2004) states that satisfied customers are more likely to make a repeat purchase and dissatisfied customers are more likely to purchase elsewhere. The key to organizational survival is the retention of satisfied customers.

1.3. Purpose and Objective of the Study

This paper looks for to present an analysis of the literature examining objective information concerning the subject of customer satisfaction, as it applies to the current business and marketing practice. Hopefully, this information will be synthesized to generate a cogent approach to correlate customer satisfaction with good quality.

The overall objective in this research is to understand the customers' satisfaction of online ticketing. Meanwhile this research has some following specific objectives as well:

> ➢ To understand the online ticketing.
> ➢ To understand the level of satisfaction of each online ticket service provider
> ➢ To find the importance of price, service, ease of use, and technological factor on customer satisfaction.

2. Literature review

2.1. Service Quality

Many researchers have concluded that an important determinant of customer satisfaction is the quality of the service (Sureshchandar et. al, 2002; Vukmir, 2006). The better service quality is provided to the customers, the more likely they are to be satisfied with the service. Research has shown that service quality is a significant determinant of customer satisfaction; and quality and satisfaction influence such behavioural intentions as word-of-mouth, repurchase intention, and feedback (Saha and Theingi, 2009). Hence organizations have realized the importance of providing quality service. Sureshchandar et. al (2002) states that there is not even an iota of doubt concerning the importance of service quality and customer satisfaction as the ultimate goals of service providers. Yang and fang (2004) stated that most key determinants of online service satisfaction are essentially within the domain of traditional service quality dimensions. Their study reveals four salient service quality dimensions leading to both satisfaction and dissatisfaction. Saha and Theingi (2009) stated that customer satisfaction with service-quality dimensions is found to be very important in explaining behavioral intentions. Research has shown that service quality has an effect on organizational performance for multiple business periods (Wiele et. al, 2002).

Providing good quality service is not only important for a traditional organization, but an online organization as well. Hence online organizations should seek to give individual attention and care to the customers, show empathy and be responsive to customer comments or requests. Empathy and responsiveness are important factors which determine service quality in an online organization (Lee and Joshi, 2007). Service quality is one of the key factors which could determine success or failure of electronic commerce. Providing quality e-service is known to increase hit rates, attract and retain customers on the web (Zailani et. al, 2008). Providing quality service is important to make sure that the customer online purchase experience is positive. Good online service quality can increase revenue and reduce costs, and improved service quality is known to increase customer loyalty in the e-commerce environment (Zailani et. al, 2008). Other studies have concluded that good service quality leads to satisfied customers engaging in positive word of mouth for the company (Saha and Theingi, 2009).

Based on the above mentioned literature review, it is evident that service quality is an important determinant of customer satisfaction in both traditional and online markets. Hence the service quality in the online ticketing industry will affect the level of customer satisfaction with regards to online ticketing. Based on the literature review, we sub-divided the service quality factor into four components; innovation, effectiveness, responsiveness and empathy.

2.2. Technological Factors

As any online activity has to be conducted by using various technologies available in the world today, one possible factor which could determine the level of customer satisfaction for online ticketing is the technology factor. Lee and Joshi (2007) concluded that the availability of technological resources as well as the technological expertise of the customers has been proven to have a moderating

effect on customer satisfaction. Other researchers have determined the technology factors to be one of the core determinants of online customer satisfaction (Schaupp and Belanger, 2005). (Haque et. al (2006) concluded that customer expertise with online shopping is an important factor and the behavior of customers with online expertise and those without expertise will be different. Zailani, Kheng and Fernando (2008) stated that customer experience with technologies involved in online shopping will lead to repeat purchase behavior. Hence it is vital that for the customer to be satisfied with the experience of purchasing tickets online, he/she should have some level of experience and expertise with using the technologies involved in online shopping. The distinguishing feature of technology as compared to other factors influencing customer satisfaction is that technological factors cannot be easily perceived without using them (Choi et. al, 2008). This means that although customers may have perceptions of other factors such as price even before making the purchase, the perception of technological factors are made up in the customer's mind after using the product or service.

Besides the experience and expertise of customers with regards to information technology, the availability of such type of technologies to the customers may also impact the level of satisfaction. For instance, if a person has some difficulty in finding a personal computer or an internet connection, his level of satisfaction even after using the service may be low. According to Lin (2003) the technology of e-commerce determines what can be offered to customers, but it is the customer who determines which of those technologies will be accepted. Yang and Fang (2004) stated that lack of access to information technology hardware may cause dissatisfaction amongst consumers. According to Jun, Yang and Kim (2004) customer access to a variety of online resources such as chat rooms and bulletin boards will increase information and positively effect customer satisfaction. However Haque et. al (2006) are of the view that the access to the internet is not a barrier to online shopping in Malaysia as internet is in wide use in Malaysia.

Based on the above mentioned literature review with regards to technological factors, we are of the view that technological factors may play a role in determining the level of customer satisfaction for online ticketing and we will test this hypothesis. Based on the review of existing literature, the technological factors were divided into two parts i.e. ease of access to information technology hardware and software and level of experience and expertise of using the information technology hardware and software.

2.3. Ease of Use

Another factor which is proven to have a significant impact on customer satisfaction levels is the user friendliness or ease of use of that particular product or service (Yang and Fang, 2004; Jun et. al, 2004). If a product is too complex for the customers to understand and operate, the satisfaction level will tend to be low. On the other hand, if the product can be understood and used easily, the customer satisfaction will tend to be high.

To increase efficiency, the transaction process, from logging onto the Web site, getting a quote, and taking every step to make a trade, to getting order confirmation, should go through smoothly and quickly (Yang and Fang, 2004). This means that the online shopping process should be simplified to make it more user friendly and increase customer satisfaction. In maintaining their Web sites, online retailers need to focus on easy navigation for their online systems, well-organized and well-structured online catalogs, concise contents, and easy-to-understand terms and conditions in their Web sites (Jun et. al, 2004). Otherwise, customers would have considerable difficulty in navigating pages and would be unlikely to complete transactions.The only major factor unique to the Internet setting is "ease of use". Obviously, without user friendly Web sites, the distinct advantages of e-commerce such as convenience and information availability won't materialize (Yang and Fang, 2004).

Hence it is evident that the user friendliness of an online store or website is of extreme importance to customer satisfaction and organizational success. User friendliness is more important in e-commerce as compared to traditional commerce. Hence we include ease of use as a determining factor for customer satisfaction. Ease of use is further divided into three components; Web design/layout, Information and transaction process.

2.4. Price

One of the factors which seem to influence customer satisfaction levels is the perception in the consumer's mind about the price of the product or service (Choi et. al, 2008). Since the price represents the monetary amount which the customer pays to attain the benefits from a particular good or service, perception about the price will develop a sense of satisfaction or dissatisfaction in the customer's mind. Recent research in marketing and psychology has shown that satisfaction is positively correlated with fairness perceptions (Herrmann et. al, 2007)

Although price seems to be an important determinant of customer satisfaction, it is often neglected which is astonishing if we consider that price competition rules the market conditions in many branches and sectors, and that cost-effectiveness is one of the criteria that customers rank as particularly important when selecting a product or service. As an important factor in the marketing mix, the role of product or service price in the formation of customer satisfaction has not been studied extensively in previous customer satisfaction research (Herrmann et. al, 2007).

Perception about price can be made even before purchasing the product or service. Hence a level of price satisfaction or dissatisfaction can be created by the customer even without using the product or service. According to Choi et.al (2008) aggressive marketing is required to eliminate prejudices in the customer's mind.

Because of the above mentioned literature review, we believe that price is an important factor which effects customer satisfaction. We divided price into two components namely price perception and price change reaction.

3. Research Methodology
The methodology for the current research was both qualitative and quantitative in nature.

3.1. Qualitative
The qualitative research was used to establish a starting point for the quantitative research. In the qualitative part of our research, a vast amount of existing literature related to customer satisfaction and e-commerce was reviewed. The purpose of the literature review was to establish the determining factors which influence customer satisfaction in the online ticketing industry. Since much of customer satisfaction literature deals with traditional commerce, and very little of that which deals with e-commerce talks about online ticketing, we had to determine which factors are relevant to online ticketing from all of the literature reviewed. After careful examination of the literature, we constructed the following model of the determinants of customer satisfaction for online ticketing.
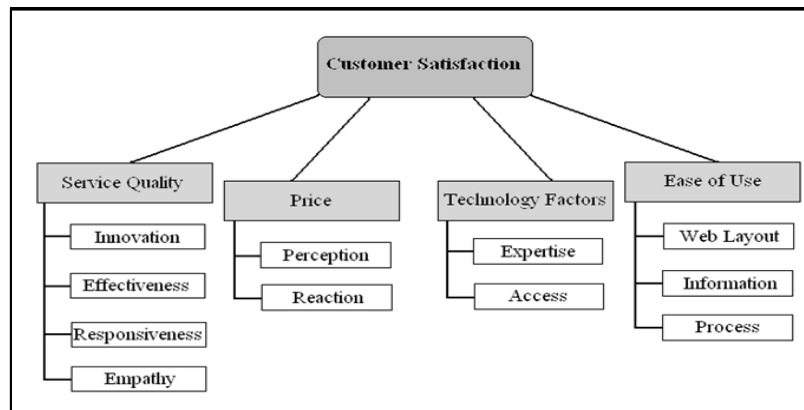

Figure 1: Customer Satisfaction Model

To ensure the relevancy and accuracy of our customer satisfaction model, the model was tested on a focus group of five online ticketing users. The focus group interview revealed that the proposed model was accurate and truly reflected the determinants of customer satisfaction in the online ticketing industry.

3.2. Quantitative

3.2.1. Sample Size & Sampling Technique
The sampling frame for conducting the principal component analysis would comprise 50 online ticket users which would be taken from both Air Asia and MAS air ticketing service provider. A purposive sampling technique would be employed with a few criteria to be set for the selection of these the respondents. The people must be age from 20- above.

3.2.2. Survey Instrument and Scale
A survey instrument in the form of a structured questionnaire will be designed using scales established in academic and managerial literature regarding aspects such as customer satisfaction towards online ticketing. The items in the survey questionnaire will be selected from the variables deemed to be pertinent as gleaned from the literature and from interviews of academic professors, students and businessman. The questionnaire will consist of a few general questions regarding the competitive environment and demographic information. A 5-point Likert scale will be used ranging from 'strongly agree' to 'strongly disagree' will be used. The directions in the survey will instruct the respondent to base his/her answers with instruction.

3.2.3. Data Collection Process
Survey questioners will be selected as the major method for data collection as it appears to be a strong preference to collect data for online ticketing. In addition to mail survey, follow-up phone-call contacts and personal visit will be made to request the company's participation and to remind them to return the completed survey. For collecting the data, a survey papers will be distributed to the selected people. To explain the purpose of the gathering information Data analysis will be performed using SPSS 13.0 for Windows for Principal Component Analysis.

3.2.4. Hypothesis
Based on the above customer satisfaction model, the following hypotheses were developed:
- H1: Customers satisfaction in online ticketing has no relationship with service quality.
- H2: Price does not have significant impact on customer satisfaction in online ticketing.
- H3: Customer's expertise and sufficient access to required technological hardware and software does not have significant impact on customer satisfaction in online ticketing.
- H4: Ease of use of online ticketing services does not have a significant effect on customer satisfaction in online ticketing.

3.3. Analysis of Result

3.3.1. Descriptive Analysis

Descriptive statistics include the mean, standard deviation range of score. Descriptive statistics can be obtained in many ways, using frequencies, descriptive, or explore. In our findings we use frequency, and we separated our variables into categorical variables and continuous variable for descriptive analysis. The categorical variables are gender, age, marital status, profession, and nationality. From the table 1 we can see that our total respondents were 50 from them male are 28 whereas female are 22. From the total of 50 respondents 82% fall in 20-30 years group whereas only 18% fall in 31 and above. As the age groups reflect that most of the respondent are young therefore, 80% of the total respondent are single and the remaining 20% are married. As our research took place in the university thus, most of the respondents are student, 76% of the total 50 respondent were student. 18% were lecturer and 6% were others. The last categorical variable was nationality, from the total respondent 64% of them were international and the 36% 0f them were local participant.

Description	Percentage (%)
Gender	
Male	56
Female	44
Age	
20-30	82
31-above	18
Marital Status	
Single	80
Married	20
Nationality	
Local	36
International	64
Profession	
Student	76
Teacher	18
Others	06

Table 1

The second category of the descriptive variable is continuous variable. There are mainly two online ticketing service providers in Malaysia, Air Asia and MAS. From the total of 50 respondent 38% uses Air Asia, whereas 40% uses MAS and remaining 6% uses other services, the highest number of the respondent's source of income (70%) is others which could be from the scholarship whereas, 16% of them get their income from monthly Salary and 12 % of the respondents get their income from business.

Service	
Air Asia	38
MAS	40
Others	22
Income	
Salary	16
Business	12
Others	70

Table 2
Note: for the original SPSS data please refer to appendix Frequency Table

3.3.2. Reliability Test

It is important to find the scales that we have used in the questioner are reliable. One of the main reasons to do the reliability test is to check the consistency. That refers to the degree to which the items that make up the scale are consistent with each other which means all the measuring express the same underlying construct.

From the case processing summary table 3, we found that 50 cases were valid from the total of 50 cases and no case was excluded. We run the Inter-Item Correlation Matrix to get the negative values. Generally, all the values of the Inter-Item Correlation Matrix should be positive, which indicate that all the measuring is expressing same underlying characteristics. If there is any negative values in the Inter-Item Correlation Matrix that indicate some of the items have not been correctly reverse scored.

		N	%
Cases	Valid	50	100.0
	Excluded(a)	0	.0
	Total	50	100.0

Table 3: Case Processing Summary

In our findings from the table 4 item no. 21 has reverse scored. However, according to Julie Pallant (2007), in his SPSS manual, value above .7 is considered acceptable but above .8 is preferable.

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	No of Items
Item Means	3.787	2.880	4.220	1.340	1.465	.098	21
Item Variances	.609	.402	1.128	.727	2.809	.049	21
Inter-Item Covariances	.100	-.329	.522	.851	-1.588	.012	21
Inter-Item Correlations	.189	-.364	.680	1.044	-1.865	.035	21

Table 4: Summary Item Statistics

The covariance matrix is calculated and used in the analysis.

From the table 5, The Reliability Statistics, we have got the Cronbach's Alpha **.804,** which means that our measuring is very consistent.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
.804	.830	21

Table 5: Reliability Statistics

3.3.3. Factor Analysis
Factor analysis is mainly a data reduction technique. It takes a large set of variables and looks for a way the data may be reduced or summarized using a smaller set of factors or component. It does by looking for clumps or groups among the Interco relations of a set of variables Factor analysis analyzes the structure of the relationships among a large number of variables to determine a set of common underlying dimensions. Extraction method in this PCA is orthogonal factor rotation (varimax- simplify columns).Extraction method determines the types of variance carried into the factor matrix. In determining significant factor loading, there are three criteria that should be considered, i.e. (1) customary criteria (practical significance), (2) sample size and statistical significance and (3) number of factors and variables. According to guidelines for identifying factor loadings based on sample size, significant factor loading for our sample size of 50 at significant level of 0.95% is 0. 05%.

3.3.4. KMO and Bartlett's Test
Our Kaiser-Meyer-Olkin (KMO) Measures of sampling Adequacy shows 0.641.this is a good result as it exceeds 0.5. Bartlett's Test of Sphericity is 0.000, meaning that factors that form the variable is adequate. MSA of respective individual items can be seen on the Anti-image correlation matrix.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.641
Bartlett's Test of Sphericity	Approx. Chi-Square	246.474
	df	136
	Sig.	.000

Table 6: KMO and Bartlett's Test

3.3.5. Regression Analysis
The output described in the following section is produced using the options in the linear regression statistic dialog box. To begin with as we have selected the descriptive option SPSS has produced the table 7. The table tells us the mean and standard deviation of each variable in our data set, so we know that the average number of figure of every variable. The table also reflects the number of cases contributing to each correlation N= 50.

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.8188	4.8969	3.9000	.43200	50
Residual	-1.41739	1.01336	.00000	.52207	50
Std. Predicted Value	-2.503	2.308	.000	1.000	50
Std. Residual	-2.602	1.860	.000	.958	50

Table 7: Descriptive Statistics
a Dependent Variable: Satsfctn_1

3.3.6. Model Summary

The model summary notice that the dependent variable outcome was and what the predictors were in the model. In the column label R are the values of the multiple correlation coefficients between predictors and the outcome is **(.638).** The next column gives us a value of R square with value **.406** that means that all the independent variable (Ease of use, price, technological factors, and service quality) accounts for **40** % of the variation in satisfaction toward current operators.

The adjusted R square gives us some idea of how well our model generalizes and ideally we would like its value to be the same or very close to the value of square. In this table the change statistics provide only if requested and these tell us the change in R square is significant. The significant R square can actually be tested using an F ratio.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.638(a)	.406	.354	.54478

Table 8: Model Summary
A. Predictors: (Constant), serv_Qlt1, Es_Use1, Price_1, Tec_Fctr1
B. Dependent Variable: Satsfctn_1

The ANOVA table reflects the analysis of variance that tests whether the model is significantly better at predicting the outcome than using mean as best guess. Model 1 has 45 degrees of freedom. If the improvement due to the fitting the regression model is much greater than the accuracy within the model then the value of F will be greater than 1. In our proposed model the F value is **7.703** which is significant at p is less than 0.001

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.145	4	2.286	7.703	.000(a)
	Residual	13.355	45	.297		
	Total	22.500	49			

Table 9: ANOVA
a Predictors: (Constant), serv_Qlt1, Es_Use1, Price_1, Tec_Fctr1
b Dependent Variable: Satsfctn_1

4. Conclusions and Implications

Understanding consumer satisfaction is a key strategy consideration for most marketers. This research on the proposed topic is very worthy because the extensive developments in internet information technologies had changed the whole environment and potential of online commerce and marketing; so after compilation of the research the findings will enable the academicians, and researcher in this field to understand the attitude of the consumers of a growing sector on the other hand   ultimately the result will benefit the to take proactive strategy in order to gain competitive advantage for their expansion. In this paper the results are presented from a customer satisfaction survey.

Based on the review of existing literature, hypotheses were established and a customer satisfaction model was created. The objective of the quantitative analysis was to test the hypothesis and the accuracy of the customer satisfaction model. The results of our survey and the statistical analysis indicate that out of the four hypotheses developed, three were rejected and one was confirmed.

The results of our survey and statistical analysis indicate that technological factors were the most important determinants of customer satisfaction. Technological factors included the customer expertise with technology and the access to technological hardware and software. This result indicates that if customers have difficulty in accessing the technological hardware and software, their satisfaction will be low and vice versa. Customer expertise also proved to be a significantly important sub-determinant of customer satisfaction. A possible explanation for this result could be that since most of the respondents of our survey were students, the main concern for them is to get access to the internet and a credit card. If they can gain easy access, they are satisfied. Hence the companies offering online ticketing should focus on making the relevant technologies easily available to the customers to increase satisfaction.

The second most important factor as shown in our survey result was price. This means that customers in the online ticketing industry are price sensitive. Since most of the respondents were not earning their own income, it can explain why the customers are price conscious. Hence to increase customer satisfaction, the company offering online ticketing should increase its competitiveness in terms of price and give the customers a price advantage over traditional ticketing.

The third more significant determinant of customer satisfaction was service quality. Service quality included the extent to which companies offer innovative service offerings, their delivery of promises, the extent to which they attend to individual customer inquiries and the extent to which they help customers to solve their problems. The results indicate that if a company cares about its customers and provides good service quality, the customer satisfaction will be high. Hence companies should seek to focus on improving their service quality to improve customer satisfaction.

Our results of the survey indicate that ease of use is a relatively insignificant factor in determining customer satisfaction levels. This means that customers in the Malaysian online ticketing market do not care much if the website design is simple or not, if there is sufficient information provided and if the transaction process is simple or not. The possible reason for such results could be that since most of the respondents were young and well versed in information technology, their understanding and experience in using websites was sufficient enough. Hence the ease of use of online ticketing system did not significantly affect customer satisfaction levels.

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Annexure

Customer Satisfaction towards Online Ticketing in Malaysia

Dear Sir/ Madam, Brother/Sister

We are interested to learn about your satisfaction toward online ticketing service. We hope the findings will be valuable to the Service providers to maintain and ensure standard service quality in Airlines industry.

You were selected because you are experienced in using online ticketing services. Hence, your participation is crucial to the success of this particular Research.

Your participation in this survey is voluntary and highly appreciated and response will be remained confidential.

Thanks for your valuable time and insight to ensure online ticketing service quality in Airlines industry. We look forward to have your cooperation in the near future.

Kindly circle or fill in your answer.

1. Gender: □ Male □ Female
2. Age: □ 20 -30 □ 31-above
3. Marital status: □ Single □ Married
4. Profession: □ Student □ Teacher □ Others
5. Nationality: □ Local □ International
6. Online ticketing service you are using: □ Air Asia □ Mas □Others
7. Source of income: □ Salary (Job) □ Business □ Others

How much would you rank to your service provider? (5 is Highest and 1 is Lowest)

□1 □ 2 □ 3 □ 4 □ 5

Please mark the response that properly represents your perception on each statement for the customer service by the airline company that you most frequently patronize by using the following scale.

1= Strongly Disagree	2= Disagree	3= Neutral	4= Agree	5= Strongly Agree				
**Service Quality**							
1	Satisfied with their service innovation (e.g. new and attractive packages)	1	2	3	4	5
2	Providing services as promised	1	2	3	4	5
3	Providing services right the first time	1	2	3	4	5
4	Willingness to help customers and the readiness to respond to customer's requests	1	2	3	4	5
5	Giving caring and individual attention to customers by having the customers' best interests at heart	1	2	3	4	5
	Ease of Use					
6	The layout/design of the website is an important factor in considering the use of online ticketing	1	2	3	4	5
7	The amount of information provided online helps me in making an online ticket purchase	1	2	3	4	5
8	If the online ticketing system is not working properly, I will not try to purchase an online ticket the next time	1	2	3	4	5
9	I am satisfied with online ticketing as the transaction process is simple	1	2	3	4	5
	Technological Factors					
10	I am satisfied with online ticketing as it is easy for me to gain access to a personal computer	1	2	3	4	5
11	I am satisfied with online ticketing as it is easy for me to gain access to the internet	1	2	3	4	5
12	I am satisfied with online ticketing as it is easy for me to gain access to a credit card	1	2	3	4	5
13	I am satisfied with online ticketing as the technology used is easy for me to understand	1	2	3	4	5
	Price					
14	Price charged by my online ticketing service provider is fair	1	2	3	4	5
15	If the online ticket price increases I will still remain with current airline	1	2	3	4	5
16	If the online ticket is bit lower I would be very happy with my operator	1	2	3	4	5
17	The price I pay for the services is acceptable	1	2	3	4	5
	Overall satisfaction					
18	I am satisfied with online ticketing	1	2	3	4	5
19	Say positive things about online ticketing to other people	1	2	3	4	5
20	Recommend online ticketing to those who seeks your advice	1	2	3	4	5
21	Encourage your friends and relatives to buy tickets online	1	2	3	4	5