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THE MODERATING EFFECTS OF PERCEIVED EASE OF USE AND PERCEIVED  
USEFULNESS ON E-SERVICE QUALITY, VALUE AND SATISFACTION

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PERCEIVED USEFULNESS ON E-SERVICE QUALITY, VALUE AND  
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**MUHAMMAD KHAIRI BIN ABDUL MAJID**

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## **ABSTRACT**

E-service markets have been growing rapidly over the past several years on airline website, and e-commerce and e-service marketing activities have attracted a great deal of attention as mean of increasing customers perception of online shopping activities, since they reduce the waiting time incurred by of line shopping transactions. Electronic service quality (e-SQ) plays an important role for any business that involved with online transaction to attract customers. With improving e-SQ it will improve and create service satisfaction and increase customers' perceived service value. Customers' assessment of website quality and e-service quality usually based on their actual experience of interacting with the site as well as post interaction service with core service quality, therefore it is important to determine dimensions of e-SQ in order to meet customer needs in internet environment. The present study addressed dimensions of e-SQ in the low cost carrier airline context and their relationship with the customer perceived satisfaction and customers perceived service value. Furthermore the moderating effect of perceived ease of use and perceived usefulness on the relationship between e-SQ, perceived service value and perceived service satisfaction was also examined. The quantitative research paradigm and a convenient sampling procedure were employed to distribute questionnaire among Airasia customers (International ticket holders) in Sepang, Malaysia. The results indicated that e-SQ dimensions: Customization, Site privacy and aesthetic, Efficiency, System availability and Fulfilment constitute e-SQ for low cost carrier airline. Furthermore the result also illustrate that perceived ease of use and perceived usefulness, which are the factors of the technology acceptance perspective, positively moderate the relationship between e-service quality, perceived service value and perceived service satisfaction.

## **ABSTRAK**

Pasaran perkhidmatan elektronik telah berkembang pesat sejak beberapa tahun lalu di dalam industri penerbangan, aktiviti e-dagang dan e-pemasaran perkhidmatan telah menarik perhatian ramai pengguna. Kita dapat lihat purata aktiviti membeli-belah dalam talian menunjukkan peningkatan, ini kerana pengguna dapat mengurangkan masa menunggu dalam urus niaga dalam talian berbanding urus niaga konvensional. Kualiti perkhidmatan elektronik ( e-SQ ) memainkan peranan yang penting bagi perniagaan yang terlibat dengan transaksi dalam talian untuk menarik minat pelanggan. Dengan meningkatkan e-SQ ia dapat meningkatkan dan mewujudkan kepuasan dan nilai kepada pengguna. Penilaian pengguna terhadap kualiti perkhidmatan dan kualiti laman web biasanya berdasarkan pengalaman sebenar mereka berinteraksi dengan laman web serta kualiti perkhidmatan yang ditawarkan, oleh itu ia adalah penting untuk mengetahui dimensi e-SQ bagi memenuhi keperluan pelanggan dalam persekitaran pasaran elektronik. Kajian ini dilakukan bertujuan untuk mengenalpasti dimensi e-SQ dalam konteks syarikat penerbangan tambang murah dan hubungannya dengan kepuasan pelanggan dan nilai kepada pelanggan, penyelidik juga mengkaji kesan “perceived usefulness” dan “perceived ease of use” pada hubungan e-SQ , nilai perkhidmatan dan kepuasan pelanggan. Kajian ini merupakan penyelidikan kuantitatif dan prosedur persampelan rawak mudah telah digunakan untuk mengedarkan borang soal selidik di kalangan pelanggan AirAsia (pemegang tiket Antarabangsa) di Sepang , Malaysia. Keputusan menunjukkan bahawa dimensi e-SQ : Penyesuaian, Privasi dan estetik , Kecekapan , Memenuhi dan Ketersediaan Sistem merupakan dimensi bagi syarikat penerbangan tambang murah di Malaysia. Selain itu hasil kajian juga menunjukkan “perceived ease of use” dan “perceived usefulness” menunjukkan hubungan yang positif di antara hubungan kualiti e- perkhidmatan, perkhidmatan nilai dan kepuasan perkhidmatan.

## TABLE OF CONTENTS

<b>CHAPTER</b>	<b>TITLE</b>	<b>PAGE</b>
	<b>DECLARATION</b>	ii
	<b>DEDICATION</b>	iii
	<b>ACKNOWLEDGEMENT</b>	iv
	<b>ABSTRACT</b>	v
	<b>ABSTRAK</b>	vi
	<b>TABLE OF CONTENTS</b>	vii
	<b>LIST OF TABLES</b>	xiv
	<b>LIST OF FIGURES</b>	xviii
	<b>LIST OF ABBEREVIATION</b>	xx
	<b>LIST OF APPENDICES</b>	xxi
<b>1</b>	<b>INTRODUCTION</b>	
	1.1 Introduction	1
	1.2 Background of The Study	1
	1.3 Problem Statement	5
	1.4 Purpose of The Study	12
	1.5 Research Objective	13
	1.6 Significance of The Study	13
	1.7 Scope of The Study	14
	1.8 Limitation of Study	15
	1.9 Conclusion	17
<b>2</b>	<b>LITERATURE REVIEW</b>	
	2.1 Introduction	18
	2.2 Definition and Concepts	19
	2.2.1 Electronic Service Quality (e-Service Quality)	19
	2.2.2 Customers' Perceived Service Value	20

2.2.3	Customers Perceived Service satisfaction	20
2.3	Theories and Dimensions of e-service Quality, Customers Value and Service Satisfaction	21
2.3.1	Electronic Service Quality (e-SQ)	21
2.3.1.1	The Importance of e-Service Quality	22
2.3.1.2	Technology Readiness of Consumers	23
2.3.1.3	The GAP Model of e-Service Quality	25
2.3.1.4	Electronic Service Quality Dimensions	27
2.3.1.5	Electronic Service Quality instruments	29
2.3.1.6	Summary of Previous Research on e-Service Quality Dimensions	33
2.4	Perceived Value	37
2.4.1	Measurement of Customers' Perceived Value	38
2.5	Service Satisfaction	39
2.5.1	Measurements of Service Satisfaction	40
2.6	TheFormation of e-Service Quality, perceived Service value and Perceived Service Satisfaction	42
2.7	Theories Regarding User Acceptance of Information Technology	44
2.7.1	Theory of Reasoned Action (TRA)	44
2.7.2	Theory of Planned Behaviour (TPB)	45
2.7.3	Technology Acceptance Model (TAM)	46
2.8	The User of Technology Acceptance Model to Determine User Acceptance of Internet System	50
2.9	Perceived Usefulness	52
2.10	Perceived Ease of Use	52
2.11	TAM and it Influences on The Formation of E-Service Quality, Perceived Service Value and Perceived Service Satisfaction	53
2.12	Conclusion	54



<b>3</b>	<b>METHODOLOGY</b>	
3.1	Introduction	55
3.2	Research Design	55
3.3	Research Framework	57
3.4	Hypotheses	63
3.5	Population and Sampling Method	66
3.5.1	Population	66
3.5.2	Sample Size	67
3.5.3	Determination of Sample Size	68
3.5.4	Sampling Procedure	69
3.6	Type of Data	69
3.6.1	Primary Data	70
3.7	Research Instrument	70
3.8	Validity and Reliability of The Research	78
3.8.1	Factor Analysis	78
3.8.1.1	Exploratory Factor Analysis (EFA)	79
3.8.1.2	Confirmatory Factor Analysis (CFA)	80
3.8.2	Reliability Test	82
3.9	Examining the Data of the Variables	82
3.9.1	Linearity Test	83
3.9.2	Normality Test	83
3.9.3	Multicollinearity Test	83
3.10	Data Analysis	84
3.10.1	Descriptive Analysis	84
3.10.2	Pearson Correlation	85
3.10.3	Multiple Regression Analysis	86
3.10.4	Hierarchical Regression Model	87
3.11	Summary of Statistical Data Analysis	91
3.12	Conclusion	92

<b>4</b>	<b>DATA ANALYSIS</b>	
4.1	Introduction	93
4.2	Response Rate	93
4.3	Respondent Profile Analysis	94
	4.3.1 Respondent Experiences of Using Airasia Website	94
	4.3.2 Respondent Gender	95
	4.3.3 Respondent Education Level	95
	4.3.4 Respondent Purpose of Flying with Airasia	96
	4.3.5 Respondent Age	96
	4.3.6 Respondent Residential Status	97
	4.3.7 Respondent Numbers of Booking Tickets (Airasia) in a Year	97
	4.3.8 Summary of Demographic Characteristics	98
4.4	Factor Analysis	99
	4.4.1 Factor Analysis for E-Service Quality	99
	4.4.2 Factor Analysis for Perceived Service Value	106
	4.4.3 Factor Analysis for Service Satisfaction	108
	4.4.4 Factor Analysis for Perceived Ease of Use	110
	4.4.5 Factor Analysis for Perceived Usefulness	112
4.5	Reliability Test	114
	4.5.1 Reliability Test for E-Service Quality	114
	4.5.1.1 Fulfilment	114
	4.5.1.2 System Availability	115
	4.5.1.3 Efficiency	116
	4.5.1.4 Site Privacy and Aesthetic	117
	4.5.1.5 Customization	118
	4.5.2 Reliability Test for Perceived Service Value	119
	4.5.3 Reliability Test for Service Satisfaction	120
	4.5.4 Reliability Test for Perceived Ease of Use	121
	4.5.5 Reliability Test for Perceived Usefulness	122
4.6	Examining Data of The Variable	123
	4.6.1 Normality Test	124
	4.6.2 Linearity Test	126

4.6.3	Multicollinearity Test	127
4.7	Objective 1: To Determine the Dimension of e-Service quality in Malaysia Airline Industry (low Cost Carries)	129
4.8	Correlation and Regression Analysis	131
4.8.1	E-Service Quality (Independent Variable) with Perceived Service Value (Dependent Variable)	131
4.8.2	E-Service Quality (Independent Variable) with Perceived Service Satisfaction (Dependent Variable)	134
4.8.3	Perceived service Value (Independent Variable) with Perceived Service Satisfaction (Dependent Variable)	137
4.9	Objective 2: To Determine The Formation of E-Service Quality, Perceived Service Value and Perceived Service Satisfaction in Malaysia Airline Industry (Low Cost Carries)	139
4.10	Hierarhical Regression (Moderating)	140
4.10.1	TAM on the Relationship Between E-Service Quality and Perceived Service Satisfaction	140
4.10.2	TAM (Perceived Usefulness and Perceived Ease of Use) on The Relationship Between Perceived Service Value and Perceived Service Satisfaction	150
4.11	Objective 3 and 4: To Examine The Moderating Effect of Perceived Usefulness and Perceived Ease of Use on The Relationship Between e-Service Quality and Perceived Service Satisfaction and Relationship Between Perceived Service Value and Perceived Service Satisfaction	160
4.12	Result of Hypotheses Test	162
4.13	Conclusion	163

<b>5</b>	<b>CONCLUSION AND RECOMMENDATION</b>	
5.1	Introduction	164
5.2	Summary the Main Findings	164
5.2.1	Finding on the E-Service Quality Dimensions of Malaysia Airline Industry (Low Cost Carries)	165
5.2.2	Findings on Formation of E-Service Quality, Perceived Service Value and Service Satisfaction in Airline Industry (Low Cost Carrier)	170
5.2.3	Findings on the TAM (Perceived Usefulness and Perceived Ease of Use) Moderate the Relationship between E-Service Quality and Perceived Service Satisfaction	172
5.2.4	Findings on the TAM (Perceived Usefulness and Perceived Ease of Use) Moderate the Relationship between Perceived Service Value and Perceived Service Satisfaction	173
5.3	Implication of the Findings	175
5.3.1	Measures of E-Service Quality for Airline Industry (Low Cost Carrier)	175
5.3.2	Implication of Findings on the Formation of E-Service Quality, Perceived Service Value and Perceived Service Satisfaction in Airline Industry (Low Cost Carrier) by Applying the Concepts of Technology Acceptance Perspective	176
5.3.3	The Importance of Technology Factors in Influencing The Formation of E-Service Quality, Perceived Service Value and Perceived Service Satisfaction	178
5.4	Recommendations	180
5.4.1	Recommendation for Malaysia Airline Industry Players (Low Cost Carrier) Regarding e-SQ Dimensions	180
5.4.2	Recommendation for Malaysia Airline Industry (Low Cost Carrier) Players Regarding the Relationship between E-Service Quality, Perceived Service Value	180

	and Perceived Service Satisfaction	
5.4.3	Recommendation for Malaysia Airline Industry (Low Cost Carrier) Players Regarding the Moderating Effect of Perceived Ease of Use and Perceived Usefulness between E-Service Quality, Perceived Service Value and Perceived Service Satisfaction	181
5.5	Research Limitation and Potentials for Future Research	182
5.6	Conclusion	184
	<b>REFERENCES</b>	185
	<b>APPENDICE A (QUESTIONNAIRE)</b>	193
	<b>APPENDICE B (ANALYSIS RESULT)</b>	199
	<b>APPENDICE C (FACTOR ANALYSIS RESULT)</b>	203
	<b>APPENDICE D (RELIABILITY TEST RESULT)</b>	235
	<b>APPENDICE E (MULTIVARIAT ANALYSIS RESULT)</b>	245
	<b>APPENDICE F (CORRELATION ANALYSIS RESULT)</b>	255
	<b>APPENDICE G (REGRESSION ANALYSIS RESULT)</b>	259
	<b>APPENDICE H (HIERARCHICAL REGRESSION ANALYSIS RESULT)</b>	266

## LIST OF TABLES

<b>TABLE NO.</b>	<b>TITLE</b>	<b>PAGE</b>
2.1	Summary of Principal Measurement Scale for E-Service Quality	31
2.2	Chronological Progress of Technology Acceptance Model	47
2.3	Summary of International Studies Utilizing TAM in the Users' Acceptance System	51
3.1	Dimension and Theory Instruments to Measure E-Service Quality	58
3.2	Table For Determining Sample Size From Given Population	67
3.3	E-SQ and TAM Dimension and Items Description	73
3.4	Likert Scale Table	77
3.5	Interpretation for Correlation Coefficient	86
3.6	Analysis Methods of This Research	91
4.1	Percentage of Respondent	94
4.2	Frequency and Percentage According to Experiences Using Airasia Website	94
4.3	Frequency and Percentage According to Gender	95
4.4	Frequency and Percentage of Respondent According to Education Level.	95
4.5	Frequency and Percentage According to Purpose of Flying with Airasia	96
4.6	Frequency and Percentage According to Age	96
4.7	Frequency and Percentage According to Residential Status	97
4.8	Frequency and Percentage According to Numbers of Tickets Booking in One Year	97
4.9	Summary of Demographic Characteristics	98
4.10	Summary Output Analysis for E-Service Quality	100
4.11	Implication of "System Availability"	104

4.12	Implication of “Efficiency”	104
4.13	Implication of “Site Privacy and Aesthetic”	105
4.14	Summary Output Perceived Service Value Factor Analysis	106
4.15	Summary Output Factor Analysis for Service satisfaction	108
4.16	Summary Output Faktor Analysis for Perceived Ease of Use	110
4.17	Summary Output Factor Analysis for Perceived Usefulness	112
4.18	Summary Output Reliability Test for Fulfilment	115
4.19	Summary Output Reliability Test for System Availability	116
4.20	Summary Output Reliability Test for Efficiency	117
4.21	Summary Output Reliability Test for Site Privacy and Aesthetic	118
4.22	Summary Output Reliability Test for Customization	119
4.23	Summary Output Reliability Test for Service Value	120
4.24	Summary Output Reliability Test for Service Satisfaction	121
4.25	Summary Output Reliability Test for Perceived Ease of Use	122
4.26	Summary Output Reliability Test for Perceived Usefulness	123
4.27	Skewness and Kurtosis Value for each Variable	125
4.28	Linearity Analysis	126
4.29	Multicollinearity Analysis for E-Service Quality and Perceived Service Value	127
4.30	Multivollinearity Analysis for E-Service Quality and Perceived Service Satisfaction	128
4.31	Multicollinearity Analysis for Perceived Service Value and Perceived Service Satisfaction	128
4.32	Cronbach’s Alpha Value of The Constructs	129

4.33	Summary Result of Pearson Correlation of E-Service Quality with Perceived Service value	132
4.34	Summary Result of Multiple Regression E-Service Quality with Perceived Service Value	133
4.35	Summary Result of Pearson Correlation of E-Service Quality with Perceived Service Satisfaction	134
4.36	Summary Result of Multiple Regression E-Service Quality with Perceived service Satisfaction	136
4.37	Summary Result of Pearson Correlation of Perceived Service Value with Perceived Service Satisfaction	137
4.38	Result of Pearson Correlation Perceived Service Value with Perceived Service satisfaction	138
4.39	Summary Result of Regression Analysis For E-Service Quality Dimension and Perceived Service Satisfaction	141
4.40	Summary Result of Regression Analysis for e-Service Quality and Perceived Ease of Use	142
4.41	Summary Result of Regression Anlysis for e-Service Quality and Perceived Usefulness	142
4.42	Result of Regression Analysis for Perceived Usefulness and Perceived Service Satisfaction	144
4.43	Result Regression Analysis for Perceived Ease of Use and Perceived Service Satisfaction	144
4.44	Summary Result of Multiple Regression Analysis for Perceived Ease of Use, E-Service Quality and Perceived service Satisfaction	146
4.45	Result of Multiple Regression Analysis for Perceived Usefulness, E-Service Quality and Perceived Service Satisfaction	148
4.46	Result of Regression Analysis for Perceived Service Value and Perceived Service Satisfaction	150
4.47	Result of Regression Analysis for Perceived Usefulness and Perceive Service Satisfaction	151



4.48	Result of Regression Analysis for Perceived Ease of use and Perceived Service Satisfaction	152
4.49	Result of Regression Analysis for Perceived Service Value and Perceived Ease of Use	153
4.50	Result of Regression Analysis for Perceived Service Value and Perceived Usefulness	154
4.51	Result of Multiple Regression Analysis for Perceived Service Value , Perceived Ease of Use and Perceived Service Satisfaction	156
4.52	Result of Multiple Regression Analysis for Perceived Service value , Perceived Usefulness and Perceived Service Satisfaction	158
4.53	Result of Hypothesis Test Based on Data Analysis	162
5.1	New Airline Industry (Low Cost Carrier) Dimensions and Item Extrated from Factor Analysis and Reliability Analysis	166

## LIST OF FIGURES

<b>FIGURE NO.</b>	<b>TITLE</b>	<b>PAGE</b>
2.1	Consumer Technology Readiness	23
2.2	Consumer Technology Readiness	24
2.3	The Gap Model for Traditional Service Quality	25
2.4	Conceptual Model for Understanding and Improving e-SQ	26
2.5	Summary of Review E-Service Quality Dimension	36
2.6	Sources of Customer Expectations	40
2.7	Formation of E-Service Quality, Perceived Service Value and Perceived Service Satisfaction	43
2.8	Theory of Reasoned Action	44
2.9	Theory of Planned Behaviour	46
2.10	Final Version of Technology Acceptance Model	49
2.11	General Framework	54
3.1	Research Flowchart	57
3.2	Proposed Research Framework to Determine the Constitution of E-Service Quality for Low Cost Carrier Airline in Malaysia	60
3.3	Proposed Research Framework to Examine the Moderating Role of Perceived Usefulness and Perceived Ease of Use between E-Service Quality, Perceived Service Value and Service Satisfaction.	61
3.4	The Five Steps Exploratory Factor Analysis Protocol	80
3.5	The Four Steps Confirmatory Factor Analysis Protocol	81
3.6	Hierarchical Regression Model between E-Service Quality, TAM and Service Satisfaction	88
3.7	Hierarchical Regression Model between Perceived Service Value, TAM and Service Satisfaction	90
4.1	Dimensions of E-Service Quality for Low Cost Carrier Airline	130

4.2	Effect of E-Service Quality Dimension on Perceived service Satisfaction and Perceived Service Value	139
4.3	Moderating Effect of TAM on Relationship E-Service Quality and Perceived Service Satisfaction and Relationship between Service Value and Perceived Service Satisfaction	161
5.1	New Extrated Dimension That Constitute E-Service Quality of Malaysia Airline Industry	168
5.2	Formation of E-Service Quality, Perceived Service Value and Perceived Service Satisfaction	170
5.3	Hierarchical Regression Model between e-Service Quality, TAM and Perceived Service Satisfaction	173
5.4	Hierarchical Regression Model between Perceived Service Value, TAM and Perceived Service Satisfaction	174
5.5	Formation of e-Service Quality, Perceived Service value and Perceived Service Satisfaction	177

## **LIST OF ABBREVIATION**

<b>TABLE NO.</b>	<b>TITLE</b>
E-Commerce	Electronic Ccommerce
E-Service	Electronic Service
E-Shopping	Electronic Shopping
E-SQ	Electronic Service Quality
SQ	Service Quality
TAM	Technology Acceptance Model
TPB	Technology Planned Behavior
TRI	Technology Readiness Index
TR	Technology Readiness
TRA	Reasoned Action Theory
ECT	Expectation Conformation Theory
CSI	Customers Satisfaction Index
SCBS	Swedish Customers Satisfaction Barometer
DK	Deutsche Kundenbarometer
ACSI	American Customers Satisfaction Index
EDT	Expectation Disconfirmation Theory
PBC	Perceived Behavioural Control

## **CHAPTER 1**

### **INTRODUCTION AND PROBLEM AREA**

#### **1.1 Introduction**

This chapter describes the context of the research. It begins with an introduction and followed by background of the study, problem statement, purpose of the study, research objective, significance of the study, scope of the study, and finally the limitation of the study.

#### **1.2 Background of the Study**

The trend of Internet usage in Malaysia increases through years according to Internet World Stats Report. Statistics showed that percentage of Internet usage was increased from 15.0 percent on 2000 to 64.6 percent on 2010. Statistics also showed that, until March 2011, current total Internet user in Malaysia was 16.9 million and this number is expected to increase over time. Increasing trend of internet usage in the world creates new opportunities for retailers such as retailer in airlines industry to create websites offering their products or services via online (Shoki et. Al, 2012).

With increasing of internet usage and it is expected to increase from time to time, many retailers have looked at the opportunities as one way to do business. Furthermore with the change of human life style especially “Y” generation that prefer convenience ways of business and transaction, in which internet or electronic business is more preferable as medium offering product or services. In internet or electronic business, there are many terms used to represent transaction or activities done through internet or online such as internet marketing, electronic marketing, e-commerce, e-shopping, e-service organization and many others.

Internet marketing plays important element on electronic marketing tools to enhance customer’s attraction, delivering service and executing transactions. Website is the most commonly used platform in interactive communication channel in improving customer’s relationship management especially for e-service organization. E-commerce and e-shopping create opportunities for business to reach potential customers globally and directly. The airline industry is no exception to the e-commerce phenomenon, where many airlines have established their own web sites in order to detour travel agent intermediaries, becoming increasingly focused on online communication, information and transactions (Maghrabi, Basahel and Kamal, 2011).

Service industry has witnessed a rapid shift particularly in the last decade under the pressure of technology, which is creating new services, new products, new opportunities in market as well as developing more information and system oriented businesses. Nowadays, competitive business environment with globalization of the market and booming of internet application, makes most of the enterprises are trying harder to attract and win new customers and try to maintain relationship with existing customers by giving them more satisfactory in the highly competitive electronic market (Farnaz, 2010). These challenges are also faced by

Malaysia airline industry looks at this as opportunities to create a new business and attract new customers. Furthermore, the most important thing to airline industry is, they must try harder to sustain and maintain their existing customers. The opportunities created from human lifestyle is changing such as they prefer more to online services because the waiting time can be reduced by offline (online) shopping transactions. Past researchers realized that e-services marketing have been growing rapidly over several years on airline website and e-

commerce, moreover e-service marketing activities have attracted a great deal of attention (Lee and Wu, 2011).

Electronic service quality plays an important role for any business that have involved with online transaction to attract customers, by improving e-service quality, it will improve and create service satisfaction and increase or fulfil customers' expectation. Customer's assessment of website quality and e-service quality usually based on their actual experience of interacting with the site as well as post interaction service with core service quality such as efficiency, fulfilment, system ability as well as privacy and recovery service quality such as responsiveness, compensation and contact (Farnaz, 2010). Customers have different expectation and requirement of their satisfaction with one particular service. They deem different aspects of the service delivery process to be satisfied. Due to customers' requirement and expectation, homogenous assessment is important to know customers better and serve them accordingly. Improving e-service quality can be the key advantage in nowadays service market, therefore understanding, measuring and managing e-service quality has become significant issue to ensure customers' satisfaction, loyalty and turn into profitability to service firm.

Past researches (Farnaz; 2011, Shoki; 2011 and Lee and Wu; 2011) indicated that e-services quality will affect the perceived service satisfaction positively and will turn to positive perceived service value to one particular service. Oh (1999) provided evidence that influences role of perceived service quality and it directs antecedent of perceived service value and perceived service satisfaction, thus, as service quality improve, the probability of customers satisfaction expected to be increased, and it will reflect to increase high service value perception of their service exchange provided by service organization lead to increase customers satisfaction. Airline service providers will try to make customers satisfy with their services offering, and this can be achieved through delivery high quality electronic services, website interactivity and recovery issue. An early hypothesis is, if airline services providers can do entire thing, definitely they will keep the internet customers loyal with them by establishing customer's value and satisfy customers need.

Previous studies on marketing point out the key of corporate success and competitive advantage are the enhancement of service quality, perceived service value, and perceived service satisfactions (Khatibi, Ismail and Thyagarajan, 2002). The relationship of perceived service quality, perceived service value and perceived service satisfaction have long being discussed and it is the most important research topic in service marketing literature. In order to be successful, e-service marketers must focus on quality and after that perceived service value and perceived service satisfaction will come by itself. Past researcher also found that quality-satisfaction relationship has been shown to be asymmetrical and dynamic and this issue has been studied in isolation. Thus, research on airline industry needs to revalidate and to verify this assumption.

Research conducted by Kuo, Wu and Deng (2009) indicated that service quality influences both perceived service value and perceived service satisfactions. E-service quality will influence customers to have a post-purchase intention on perceived service satisfactions and perceived service value. Thus, as service quality improves, the probability of perceived service satisfaction is expected to increase, and it will reflect to increase high perceived service value perception of their service exchange provided by service organization lead to increase perceived service satisfaction. In order to satisfy customers, service provider firm needs to offer two aspects namely product quality and service quality. From the previous study, an early conclusion can be drawn in which satisfied customers will encourage other customers to stay and use the service provided from airline services provider but unsatisfied user will leave the services (Shoki; 2011).

Davis (1989) has come out with questions “what cause people accept or reject information technology?” and he found that many variables may influence system usage. Previous research suggests that people tend to use an application to the extent that they believe it will help them perform their job better, on the other words, it can be defined as perceived usefulness. Secondly, even if potential user believes that a given application is useful, they may at the same time, the system is too hard to use and the performance benefit of usage are outweighed by using of application. This is additional to usefulness, usage is theorized to influence perceived ease of use.



To study individual intention to adopted technology, Technology Acceptance Model (TAM) is one of the most models used. A study conducted by past researchers demonstrated that the effect of perceive ease of use and perceived usefulness play an important and moderating role in online adaption intention. This study aims to explore customer's perception of e-service quality and its relationship with online perceived service satisfaction and perceived service value in airline website. Moreover, the moderating role of the technology acceptance perspective, including perceived usefulness and perceived ease of use, in terms of the formation of e-service quality and customer's perception of perceived service satisfaction are also being investigated.

### **1.3 Problem Statement**

#### 1.3.1 e-SQ dimensions in airline industry

Service quality measurement has become the main subject of several empirical and conceptual studies in service marketing (Akinci, Atilgan and Aksoy, 2010). The numbers of studies on e-service quality is still at preliminary phase for both theoretical and empirical perspectives. Concept of electronic service first being introduced by Zeithaml, Parasuraman and Malhorta (2002) and they also introduced first formal definition of e-service quality. They defined e-service quality as the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery of product and service (Zeithamil and etc. 2002).

Service delivery process on the internet or website is significantly different from the traditional airline environment especially due to lack of direct contact between the employees or service provided and the customers. The attribute for defining a high-quality service delivery is expected to differ in two context of traditional and internet based service. Because of existing differences between internet and traditional service, the challenges exist in measuring the quality of online service (Li, Tan and Xie, 2002). With the trend of internet user shows the increase number year to year, the knowledge about defining high-quality service delivery over the internet become crucial for airline to stay competitive on the marketplace.

Customers' assessment of website quality and e-service quality includes their actual experience of interacting with the site as well as post interaction service aspect with encompass core service quality dimensions such as efficiency, fulfillment, system ability and privacy and recovery service quality such as responsiveness, compensation, reliability, assurance, empathy and tangible, efficiency, trust, security and contact. Many researchers consider service quality is a measure of how well the delivered service level meets the customer's expectation.

As for area and scope of judging the quality of the online transaction, customers will consider many factors with numerous perceptions which influence their judgments (Farnaz, 2010). For example, security and privacy issues among few customers might be the most important elements when they use website for shopping and other purposes. The response and efficiency of the services provided would be the greatest important, and it can't be denied that other people may consider different things like intangibles view and etc. Thus, in reality, each customer will have different expectation and requirement to fulfill their satisfaction with the service provided. Nevertheless, there should be some common requirements among user of online transaction, and some overall valid expectations.

Quality of the online transaction will give a big impact on perceived service satisfaction and perceived service value. Satisfied customers tend to have higher usage of services, poses stronger repurchase intention, and will promote services to new customers, than those who are not satisfied more likely to search for alternative information and move to other retailer. In the service industry, the delivery of high-quality service to consumers is a key factor affecting the performance of firm. Services quality is defined as global judgment or attitude relation to the overall excellence or superiority of the service (Parasuraman et al. 1988).

During the last decade, there are several publish reports in referent international journals and conferences on identifying the key dimensions of e-service quality. The subject of the study has been customized in banking industry, car industry, airline industry and mobile wallet industry (Uma et. al, 2010; Samani, 2011; Naharandi, 2007; Shin, 2009). However, given the theories of e-service quality are based on customer's perceptions, do the perceptions translate well to other industries such as airline? and would it be possible to use

proposed e-service quality dimensions in airline low cost carrier industry? Crossing industry boundaries exposes theories and concepts to a host of institutional and nature differences that affect the ability to generalize theories to develop in some industries. A review on e-service quality dimensions, service industry had resulted that not all dimensions in the scale are suitable to measure quality of the electronic services (Shoki et.al, 2011). In order to deliver quality services performance and establish favorable firm-customers relationships, business entity must identify customer's needs, wants and preferences. Taking these facts into consideration, looking at the problem how to measure the quality of internet airline service and customers perception of their quality seems appropriate to be conducted in Malaysia low cost carrier. Hence the first research question of this study is:

### **1. What constitute the e-SQ for low cost carrier airline in Malaysia?**

#### 1.3.2 The Relationship of e-service quality, customers perceived value and service satisfaction.

Relationship of perceived service quality, perceived service value and perceived service satisfaction have long been discussed and it is the most important research topic in marketing service literature (Cronin, Brandy & Hult; 2002), enhancement of e-service quality, perceived service value and perceived services satisfaction will give one particular organization competitive advantage in market place. Previous studies also pointed out that relationship of e-service quality, perceived service value and perceived service satisfaction are the key of corporate success (Khatibi, Ismail, & Thyagarajan 2002).

Relationship of e-service quality, perceived service value and perceived service satisfaction actually can be viewed from perceived service value definition itself. Perceived service value value can be defined from the perspectives of money, quality, benefit and social psychology (Kuo, Wu & Deng, 2009). As for monetary view or perspectives, some authors indicate that value is generated when less is paid for goods. According to quality perspective, value is the different between the money paid for certain product and the quality of product. In short, when less money pay for high quality product, positive value will be created. The benefit perspective indicates that perceived service value is customer's evaluation of the

utility of perceived benefits. The social psychology perspective points out that the generation of value lies in the meaning of purchasing certain goods to buyer communities.

Research conducted by Kuo, Wu and Deng (2009) indicated that relationship exist in relationship of e-service quality, perceived service value and perceived service satisfaction. For example, e-service quality will influence customers to have a value and post-purchase intention because they believe withhold or purchase service or product will create and give some values to them. When positive value created, it directly shows that customers feel satisfy with the service or product. Analytical from Cheng (2011) study showed that substantial difference between the e-service quality of various personal characteristic such as age, income may affect customers' perceived service value and perceived service satisfaction. Some authors indicated that influential role of e-service quality is a direct antecedence of perceived service value. Therefore, as service quality improves, the probability of customers to be satisfied is increasing. In turn, increasing of high service value perception of their service exchange provided by service organization or firm leads to the increasing of customers' satisfaction and the evaluation of these service exchanges.

Customers' satisfaction can be described as the extent to which the user perceived the difference between expectation and service perceived (Yang and Cheng, 2005). Rust and Oliver (1994) also indicated that satisfaction is positive feeling of "evaluation of an emotion" on services provided by service or product that consumer used. When referring to website customers satisfactions, it will drive from two main sources and there are: quality of website information content and website system performance in delivering information (Delone and Mclean, 1992). Satisfied customers are more likely to stay and use company service and goods for long period, and on the other hand, for those who are not satisfied, they will leave the company and find others that will fulfill their needs and wants.

Computer-aided service has grown in numbers and significance proportion to the rapid growth of internet adoption. E-service growth, also known as web-based self-service has played important roles in modern economies. Change on human lifestyle that prefer more to e-commerce, e-business and e-service added with booming internet usage over the world has post a new set of challenge to service company. One of the challenges is the quality of the electronic service (e-service) provided by company's website and other electronic media. The quality of enterprise websites has become key indicator of how well a company is likely to

satisfy customers. Ding, Hu and Sheng (2011) indicated that e-service quality could influence important service outcomes, such as customer's perceived service satisfaction, perceived service value, intention and loyalty. Furthermore, service quality will improve the degree and probability of customer's satisfaction.

During the last decade, several numbers of researchers published the positive relationship between e-service quality, perceived service satisfaction and perceived service value significant. The subject of the study has custom in mobile industry, airline industry, travel industry, bookstore industry, high speed rail industry, bank industry, telecom industry and etc. (Kuo, Wu and Deng; 2009, Lee and Wu; 2011, Murphy and Leung; 2009, Yang and Cheng; 2006, Cheng; 2011 and Shoki, Leong etc. al, 2011, Wang et al.; 2004 and Turel and Serenko; 2006). As a conclusion, all finding from previous research show that there is a positive relationship between e-service quality and perceived service satisfaction and perceived service value (Bauer et al., 2006; Brady, Robertson, & Cronin, 2001; Cronin et al., 1997, 2000). According to Lee and Wu (2011) this relationship needs to revalidate and verify whether the same thing also happen in other industries like airline (low cost). The second research question of this study defined as:

**2. Is there a positive relationship between e-service quality to perceived service value, e-service quality to perceived service satisfaction and perceived service value to perceived service satisfaction (Relationship of e-service quality, perceived service satisfaction and perceived service value)**

### 1.3.3 Issues of Technology Acceptance and Its Effect on The Relationship of e-SQ and Service Satisfaction

Technology Acceptance Model (TAM) was widely used over the world for studying individual intentions to adopt technology. TAM was introduced by Davis (1989) to explain computer usage behavior. It assumed that perceived usefulness and perceived ease of use was major influences on individual attitude toward technology acceptance. Similarly, Dong-Hee Shin (2009) indicated the same thing while conducting a study, user attitudes and intentions are influenced by perceived usefulness and perceived ease of use.

Conventional Technology Acceptance Model (TAM) has suggested two beliefs that are perceived usefulness and perceived ease of use as instrument in explaining the variance in the intention of the users. Davis (1989) encouraged examining the antecedents to the intention information system acceptance by extending the TAM model. While the TAM has mainly focused on explaining utilitarian information system adoption, customers' acceptance towards internet or website system might require modification and validation of the model.

Perceived usefulness is defined as “the degree to which a person believes that using a particular system would enhance his or her job performance”. Perceived ease of use is defined as “the degree to which person believe that using a particular system would be free of effort” (David, 1989 & 1993). David (1993) also indicates that usefulness of information and ease of use have positive and moderating effect toward a successful website design and it will turn into service satisfactions. According to TAM, ease of use and usefulness have a significant impact on user attitude toward using the system, defined as feeling of favorable or unfavorable toward the system.

Perceived ease of use and perceived usefulness are assumed to have an effect on the attitude in using website. These effects are found to be positive (Chuttur, 2009). Research conducted by Shin (2009) indicated that technology acceptance factors such as perceived usefulness and perceived ease of use influence relationship between e-service quality and perceived service satisfaction and all relationships show very positive relationship. Another study conducted by Shih (2008) demonstrated that the effect of perceived usefulness and perceived ease of use will be stronger on the relationship between e-service quality and e-service satisfaction. From a logical perspective, perceived usefulness and perceived ease of

use play an important role in determining, or indirectly facilitating e-service quality and perceived service satisfaction with online adoption intention (Guriting and Ndubisi, 2006). In fact, the relationship of perceived usefulness and perceived ease of use play a positive role and leads to increase customer satisfaction. In order to verify this assumption, the third research questions of this thesis is defined as:

### **3. Does TAM (perceived usefulness and perceived ease of use) moderate the relationship between e-service quality and perceived service satisfactions?**

#### *1.3.4 TAM and Its Moderating Role on The Relationship of Perceived Value and Service Satisfaction.*

As explained in earlier section, customer's perceived service value can be defined from different perspectives such as money perspective, quality benefit perspective and social psychology perspective. Usually there is a positive relationship between perceived service value and perceived service satisfaction. It has been proven that satisfied customers will have intention to do activities of repurchase in future and introduce the service to new customers. On the other hand, unsatisfied customers will start switch and find other service providers that will deliver services that give more value to them.

Murphy and Leong (2009) have conducted a study regarding the relationship between perceived service value and perceived service satisfaction. They found that service quality will affect perceived service value and it will turn positively to perceived service satisfaction and customers will trust to service provider. Research conducted by Wu (2008) mentioned that relationship between perceived service value and perceived service satisfaction will be positively influenced by perceived usefulness and perceived ease of use. In other word, perceived service value will affect and increase customer's satisfaction toward service customers received and the provision of service in ways which are useful and easy to use, lead to the increase customer's satisfaction.

From the logic perspective, perceived usefulness and perceived ease of use play an important role in determining perceived service value and perceived service satisfaction. Similarly, it is expected that relationship between perceived service value of low cost carrier airline in Malaysia and service satisfactions are positively influenced by perceived usefulness and perceived ease of use. In order to find out the issue, it needs to be validated whether this relationship really exist in low cost airline service provider. The last research question of this thesis is formulated as follow:

**4. Does TAM (perceived usefulness and perceived ease of use) moderate the relationship between perceived service value and perceived service satisfactions?**

#### **1.4 Purpose of the Study**

This research aims to explore customer's perception of e-services quality and its relationship with online service satisfaction and perceived service value in airline services website. Furthermore, researcher also will look into the moderating role of the technology acceptance perspective (perceived usefulness and perceived ease of use) in relationship of e-service quality and customer's perception of perceived services satisfaction and perceived service value also being investigated. By reviewing the main theories and findings on previous studies within area of e-service quality, perceived service satisfaction, perceived service value, website service quality and internet marketing, it strives towards obtaining a better understanding of the phenomenon. Through the stage of the research process, the fundamental characteristic of e-service quality, perceived service satisfaction, perceived service value and moderating role of the technology acceptance perspectives (perceived usefulness and perceived ease of use) in term of relationship e-service quality and customers' perception of perceived services satisfaction and perceived service value are identified. All the knowledge gathered was practically implemented by design an instrument applicable for assessing the customers' perception of e-service quality and its relationship with online perceived service satisfaction and perceived service value in airline services website.



## **1.5 Research Objective**

The main objectives of this research are:

1. To examine the dimensions of e-service quality in Malaysian airline industry (low cost carrier).
2. To determine the relationship of e-service quality, perceived services value and perceived service satisfaction in airline industry.
3. To examine the moderating effects of perceived usefulness and perceived ease of use on the relationship between e-service quality and perceived service satisfaction.
4. To examine the moderating effect of perceived usefulness and perceived ease of use on the relationship between perceived service value and perceived service satisfaction.

## **1.6 Significance of the Study**

The research expects to contribute with its implications in theory and practice. Theoretical and practical implications of the work are listed as follows:

a) Academic:

1. To find the main e-service quality dimensions that constitute in low cost carrier, and whether or not these dimensions are identical with what have been identified in published report in other industries like banking industries, car industries, airline industries and mobile wallet industries (Uma et. al, 2010; Samani, 2011; Naharandi, 2007; Shin, 2009).
2. Establish a deeper understanding and insight into the relationship of e-service quality, perceived service value and perceived service satisfaction in airline industry (low cost carrier) by applying the concepts of technology acceptance perspective.

b) Practical:

1. To provide assistance in determining potential dimensions of e-service quality delivered in low cost carries airline so that services provider could attempt to fill them, and provide a fresh strategy to upgrade and improve e-service quality.
2. To identify the relationship between Malaysian low cost carries airline dimensions and its customer's e-satisfaction and perceived service value to ensure the services provided could allocate their resources properly.

## **1.7 Scope of the Study**

a) Low Cost Carrier

The study focus on customers at Airasia perception of e-service quality and its relationship with online perceived services satisfaction and perceived service value in low cost carrier airline (Air Asia) website in Malaysia. The choice of Air Asia was due to the contribution by Air Asia to promote e-ticketing and fully apply online transaction on their official website for all daily business transaction in Malaysia. Credit should be given to Air Asia because it is the first airline organization doing so in Malaysia.

b) Dimensions of e-SQ

Basically all theories available have a common view on dimensions how to measure e-service quality, all theories agree four basic dimensions needed to measure e-service quality that are: efficiency, fulfilment, privacy/security and reliability. These dimensions are being used and choose to apply on this research. Furthermore, in this study another two dimensions used, which are customization and site aesthetic. Assume that during this research being conducted, there is no problem or questions arise on recovery issue due to assuming there is no complaint, because of that no dimensions on recovery issue being covered.

### c) Respondents

The participation involve in this study are Airasia customers that used the Airasia website to book tickets, check ticket availability, online check-in, get information regarding holiday destinations from Air Asia website and etc.

### d) Location

This study focuses only for Air Asia customers that used LCCT Airport, Sepang, Malaysia as location for departing and arriving from or to their destination. LCCT was choosing as location for study conducted due to LCCT is the only airport that can gather international ticket holder and domestic tickets holder for Air Asia user. By choosing this airport, it could provide accurate finding to represent whole population.

### e) Construct of TAM

This study focuses only on conventional Technology Acceptance Model (TAM) that contained only two dimensions which are perceived usefulness and perceived ease of use. Extended Technology Acceptance Model is not covered in the research, usually in extended TAM, other researchers will add another dimension whether new dimension is created or other dimensions have been used in other researches to fulfil particular research objective.

## **1.8 Limitation of the Study**

The research conducted by using quantitative approach in addressing the research problem. There are several numbers of limitation associated with the used of quantitative techniques. This limitation discussed details under Methodology Chapter (Chapter 3). Furthermore, in the frame of the time and resources constraints of the present research, the chosen research paradigm seems to be the most appropriate and beneficial for addressing the research problem. Here are some main limitations of the study:

1. This study only covers conventional TAM which are perceived usefulness and perceived of use. Extended TAM such as privacy, security and trust are not covered and thus may jeopardize the finding because the same items have been covered on e-service quality dimensions on this study.
2. This study only used E-S-Qual with two additional dimension which are site aesthetic and customization to measure airline dimensions, e-Recs-Qual is not being used due to E-Recs-Qual is usually used to identify problem or questions raised on recovery issue due to assuming there is no complaint from customers on this study.
3. This study uses a convenient sampling. Convenient sampling is an appropriate way on this research to get data, due to the difficulty of researcher faces to divide sample into groups that they belong. This is because usually airline users have few types of group which are frequent flyers, first time flyers and not frequent flyers.
4. The survey includes only user of AirAsia website and excluded the others, as they are not able to give any opinion about their experience in using the service.
5. This study does not consider the demographic background of the international travellers, and the result may differ from the perspective of various demographic backgrounds.

## **1.9 Conclusion**

As a conclusion, this chapter explains about the importance of the study being conducted, highlights customers perception of e-services quality, its relationship with online services satisfaction in low cost carrier airline (Air Asia) website in Malaysia and the role of moderating effect of technology acceptance perspective, including perceived ease of use and usefulness, in terms of the relationship e-services quality and customers perception of perceived services satisfaction.

Then, this chapter further describes the research objectives as well as the scope by explaining the importance and the limitation of the research. Further chapter will be continued with the literature review that is related to the issue of e-services quality and relationship on services satisfaction.

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