THE RELATIONSHIP OF WEBSITE QUALITY AND CUSTOMER
E-SATISFACTION IN LOW COST CARRIER

WONG CHIET BING

UNIVERSITI TEKNOLOGI MALAYSIA

THE RELATIONSHIP OF WEBSITE QUALITY AND CUSTOMER
E-SATISFACTION IN LOW COST CARRIER

WONG CHIET BING

A thesis submitted in fulfilment of the
requirements for the award of the degree of
Master of Science (Human Resource Development)

Faculty of Management
Universiti Teknologi Malaysia

MARCH 2014

ACKNOWLEDGEMENT

Here, I sincerely appreciate and thanks to all parties who have spared their precious time to guided, assisted and supported during my study on master research. It would not possible to complete the study successfully without the support and assistance from these parties.

First and foremost, I would like to express my greatest gratitude and appreciation to Professor Dr. Zainab Khalifah, as main supervisor and Dr. Noor Hazarina Hashim, as co-supervisor, who have spared their precious time, patience, and dedication to provide help, guidance, feedback, and encouragement during my entire research process. Without their support and guidance, it is difficult for me to complete this thesis. Next, I would like thanks to Professor Dr. Amran Bin Md Rasli, Professor Dr. Rohaizat Bin Baharun, Associate Professor Dr. Yuhanis Ab Aziz, as VIVA defense committee members, and Professor Mohd Shoki bin Mohd Ariff, Dr. Ahmad Jusoh, and Dr. Lim Guan Choo, as proposal defense committee members, for their valuable input and feedback regarding my thesis.

Also, a special thanks to Mr. Raghbir Singh Bhallas Low Cost Carrier Terminal (LCCT) airport senior manager, who provide useful information and feedback about the study, and also support me to conduct survey at Low Cost Carrier Terminal, Sepang. Besides, I greatly appreciate Madam Siti Mariam as public relation officer of Malaysia Airport, for her assistance to process the survey request application in such a short time.

Acknowledgement goes to my friends who helped me in questionnaire distribution, grammatical checking, and SPSS software teaching during the progress of this research and also I am grateful to all the respondents who spent their valuable time to participate and sincerely complete the survey forms at Low Cost Carrier Terminal, Sepang.

Last but not least, I would like to thanks my dearest parents, sisters, and brother who were the foundation of my strength and inspiration in doing my study. They give me endless encouragement, pray, motivation, and support for completing the study.

ABSTRACT

The current trend in travel have witnessed travelers prefer to book their flight ticket online. As such, a good website design for an airline company is essential. This study was conducted to achieve the main objectives which are to identify the dimensions of website quality for low cost airline and to investigate the relationship between the website quality and customer e-satisfaction at low cost airline. Two pilot tests have been conducted and the results of cronbach alpha showed that all proposed variables are reliable. A total of 381 responses were conveniently collected among local passengers at Low Cost Carrier Terminal, Kuala Lumpur via questionnaire distribution. Descriptive analysis, factor analysis, validity test, reliability test, and multiple-regression analysis were applied to analyse the collected data. This study found that the five determinant factors of website quality for AirAsia were information content, navigation, responsiveness, personalization, and security and privacy. In descriptive analysis, information content was perceived as the most important by airline online users. In addition, the results of study revealed that there is a positive relationship between the five dimensions of website quality and customer e-satisfaction, and also information content was the most significant contributor to customer e-satisfaction. This study concludes with the implications of the findings to theory and practice, finally the suggestions for the future research with the respect to the limitation of present study are also discussed.

ABSTRAK

Dalam trend pelancongan kini pelancong lebih gemar membuat penempahan tiket penerbangan secara dalam talian. Oleh itu rekabentuk laman sesawang yang baik bagi sesebuah syarikat penerbangan adalah amat penting. Kajian ini telah dijalankan untuk mengenalpasti penentu dimensi kualiti sebuah laman sesawang penerbangan tambang murah dan mengkaji hubungan antara kualiti laman sesawang dengan kepuasan pelanggan penerbangan tambang murah. Dua praujian telah dijalankan dan keputusannya menunjukkan semua pemboleh ubah yang dicadangkan adalah boleh dipercayai. Sebanyak 381 orang respon yang terdiri daripada penumpang tempatan di Terminal Penerbangan Tambang Murah, Kuala Lumpur telah terpilih secara pensampelan mudah untuk menjawab soal selidik yang diedarkan. Analisis deskriptif, analisis faktor, ujian kesahan dan kebolehpercayaan, dan analisis regresi berbilang telah digunakan untuk menganalisis data yang telah dikutip. Kajian ini mendapati terdapat lima penentu kualiti laman sesawang AirAsia, iaitu informasi kandungan, pelayaran, maklum balas, personalisasi, dan keselamatan dan kerahsiaan. Analisis deskriptif mendapati informasi kandungan sangat dipandang penting oleh pengguna penerbangan tambang murah dalam talian. Kajian ini juga mendapati wujud hubungan positif antara kelima-lima dimensi kualiti laman sesawang dengan kepuasan pelanggan dengan dimensi informasi kandungan merupakan penyumbang yang paling signifikan kepada kepuasan pelanggan. Kajian ini diakhiri dengan implikasi hasil kajian terhadap teori dan praktik, limitasi kajian dan cadangan untuk kajian akan datang.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

LCC	-	Low Cost Carrier
LCCT	-	Low Cost Carrier Terminal
ICT	-	Information, Communication and Technology
IT	-	Information Technology
FSC	-	Full Service Carrier
MAL	-	Malaysia Airline Limited (MAL)
MAS	-	Malaysia Airline
CEO	-	Chief Executive Officer
e-	-	Online/Electronic
UNWTO	-	The World Tourism Organization
HTML	-	Hyper Text Mark-up Language
B2C	-	Business-to-Consumer
B2B	-	Business-to-Business
C2C	-	Consumer-to-Consumer
P2P	-	Peer-to-Peer
M-commerce	-	Mobile commerce
US	-	United State
e.g.	-	For Example
bps	-	Bit per second
ID	-	Identity Document
etc	-	et cetera (and other things or and so on)

KMO	-	Kaiser-Meyer-Olkin
SPSS	-	Statistical Package for Social Science
Max	-	Maximum
Min	-	Minimum
FA	-	Factor Analysis

xix

LIST OF SYMBOLS

R	-	Multiple Regression
β	-	Standardized coefficient
Y'	-	A predicted Value of Y (Dependent Variable)
a	-	The "Y Intercept"
b_1	-	The change in Y for each 1 increment change in X_1
b_2	-	The change in Y for each 1 increment change in X_2
X	-	X score (X is Independent Variable) for which trying to predict a value of Y

LIST OF APPENDICES

Chapter 1

INTRODUCTION

1.0 Introduction

This chapter discusses the background of the study the online airline service in Malaysia. Following this is a discussion on problem statements, research gap, research questions, research objectives, scope of research, and significance of the study respectively.

1.1 Background

In recent years, information, communication, and technology (ICT) has been responsible for great changes throughout the world. The emergence of information technology (IT) has influenced the way in which businesses operate globally (Tagliavini and Ghiringhelli, 2008).

This expansion has opened out new trends of commercialization across the country and created a web-based business, called the "e-commerce marketplace". Thus, an implementation of advanced internet technology onto modern business practices has replaced the previous traditional business model (Yau and Radha, 2008).

As a result of the emergence of e-development in all industries, the travel and tourism industry has also seen a need to develop its travelling tours' operations, national tourism organizations, traditional travel agencies, airlines and hotels (Haghtalab, Tarzeh, and Nabizadeh, 2012). This trend has resulted in a new phenomenon called e-tourism.

1.1.1 E-commerce Market Size in Malaysia

Based on Figure 1.1 below, a recent study concerning online and mobile shopping insights conducted by PayPal estimated that Malaysia's online market size increased significantly from RM 1.8 billion in 2010 to RM 5 billion in 2014 (Marketing-interactive.com, 2011). Hence, it is safe to predict that the e-commerce market size was around RM 4-5 billion for 2013.
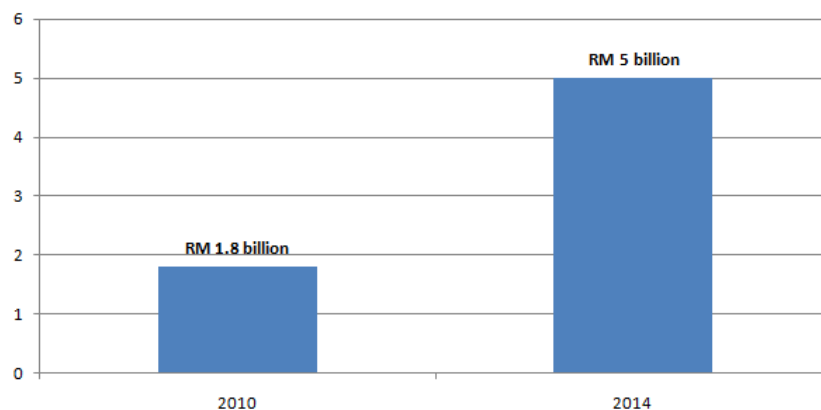
Figure 1.1: Statistic for E-Commerce Market Size in Malaysia

Source: www.marketing-interactive.com

According to Figure 1.2 below, the survey results found that the majority of Malaysian customers have a spending pattern in online retail purchases as follows: on local websites contributing RM 825 million (45%), followed by RM 627 million on overseas websites (35%), and the remaining RM 371 million on websites of unknown countries. This finding is supported by Elias Ghanem, who is PayPal's managing director and the general manager for Southeast Asia and India. Mr Ghanem stated that Malaysian customers are more likely to shop on local websites and search for a variety of higher-quality products and services, as well as the lowest price. With the growth of the Malaysian online shopping market, local companies can be the biggest winners by offering a wide range of high quality products and services via their websites.
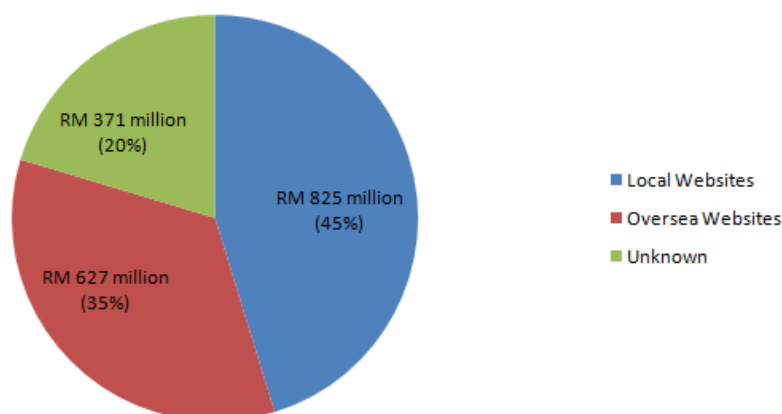
Figure 1.2: Spending of Online Shopping on Local and Foreign Websites

Source: www.marketing-interactive.com

Figure 1.3 shows that the majority of products or services purchased online are for purposes of travel (airline and hotel bookings), contributing approximately RM 435 million (24%). Bill payments come in second with RM 329 million (18%) of online shopping. This is followed by items such as: entertainment and lifestyle with RM 255 million (25%), IT and electronics with RM 218 million (12%), general

insurance with RM 205 million (11%), and fashion and beauty with RM 181 million (10%). Finally, gifts and collectibles have the least purchase amounts via online shopping at only RM 68 million (4%) among all goods listed. Therefore, a variety of products and services categories shows that the current trend of online shopping is becoming a significant part of the daily lives of Malaysians. According to the Marketing-interactive.com (2011), around 2.5 times as many airline tickets were purchased by Malaysian customers from local websites (RM 173 million), compared with overseas websites (RM 72 million).
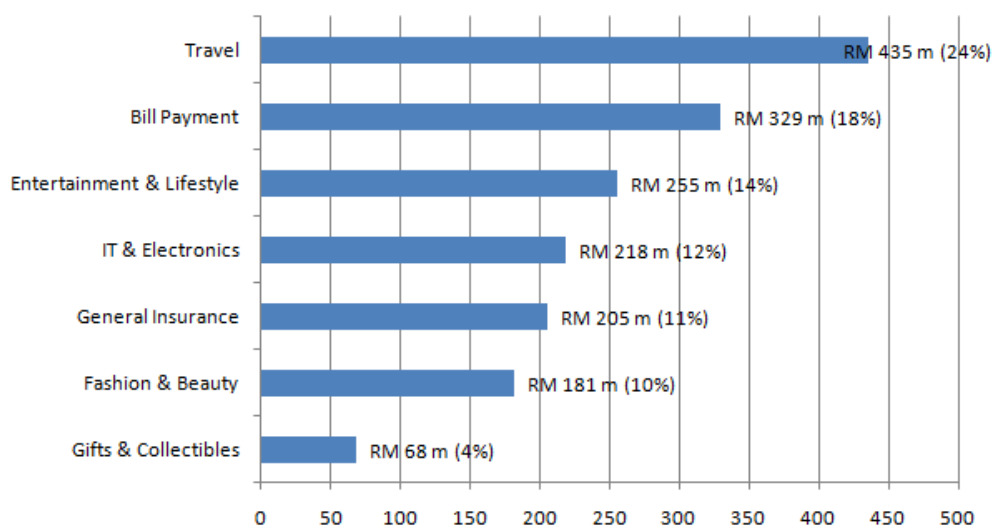
Figure 1.3: Product and Services Purchases Online in Malaysia

Source: www.marketing-interactive.com

1.1.2 Travel and Tourism Sector

Tourism is regarded as one of the largest and fastest-growing, dynamic, and multidisciplinary industry groupings (Walker and Walker, 2011). "Currently, many

countries are seeing the potential of global travel and tourism as an important contributor to economic development, measured in terms of investment, enjoyment and balance of payment" (Middleton and Clarke, 2001). The tourism market is now serviced by the world's largest industry. According to a recent study by the World Tourism Organization UNWTO (2012), international tourist arrivals grew by nearly 4 per cent in the year 2011 to 983 million, which also generated US$ 1,032 billion in export earnings. In addition, UNWTO forecast a growth in international tourist arrivals of between 3 and 4 per cent in the year 2012. It is clearly shown that the tourism industry is continuing to be among the fastest-growing economic sectors in the world. Further, it is expected that the dramatic growth in the tourism industry will continue in the future resulting from, specifically: the opening up of national borders, an increase in disposable income, lower transportation costs, longer life expectancy, and increased leisure time (Walker and Walker, 2011).

The travel and tourism sector is an information-intensive industry in which electronic commerce plays a significant role (Werthner and Ricci, 2004). In the tourism industry, online transactions have grown continuously even during the economic downturn in the late 1990s. The use of e-commerce has also been regarded as a powerful source of competitive advantage in global markets. In Malaysia, travelers increasingly purchase tickets via online processes. The growing importance of the internet as a source of information demands a greater understanding of users' acceptance of electronic travel and tourism. The knowledge is needed not only for strategic marketing formulation, but also to enable the quality of the website features and design to be superior to those of competitors.

1.1.3   Airline Industry in Malaysia

There are two types of operations in the airline industry, namely: the Full Service Carriers (FSC) as traditional airlines and the emerging Low Cost Carriers (LCC). In Malaysia, Malayan Airline Limited (MAL) was the first airline corporation started in October 1937. It is now named Malaysia Airline (MAS) as a Full Service Carrier. A full service airline is perceived as being a more expensive service, including complimentary refreshments, as well as more luxury and comfort services (Diggines, 2010).

Low Cost Carriers are also known as discount airlines, "prizefighters", and no-frills airlines which offer cheaper tickets compared to other carriers (Jensen, 2009). There are several Low Cost Carriers (LCC) in Malaysia, specifically: AirAsia, AirAsia X, Firefly, Maswings, Berjaya Air, and Sabah Air Aviation (Hogan, 2011) while Malindo Air is a new airline, launched in 2013. AirAsia is one of the low cost carriers in Malaysia and was established in 2001. AirAsia is also the first airline to have implemented fully ticketless travel and unassigned seats in the region. Currently, AirAsia was voted the world's best low cost airline at the 2012 World Airline Awards (Skytrax, 2012). The founder and Chief Executive Officer (CEO) for the AirAsia group is Tan Sri Dr. Tony Fernandes and Aireen Omar is the current CEO of AirAsia in the Malaysian operation (The Star Online, 2012). AirAsia X was established in 2007 to focus on the low cost long-haul segment.

The second Low Cost Carrier in Malaysia is Firefly, which is a full subsidiary of Malaysia Airlines (MAS) and was founded in the year 2007. The development strategy for Low Cost Carriers (LCC) can be concluded as "low costs, low fares, and no frills". However, AirAsia and AirAsia X have adopted the "no frills" service while Firefly includes light refreshments on board (Yeoh and Kim, 2011). Prime Minister Datuk Seri Najib Tun Razak announced the setting up of a new low cost carrier known as Malindo Air with collaboration between the National Aerospace and Defence Industries of Malaysia and Lion Air of Indonesia. It was inaugurated on May 1, 2013 and is based at KLIA 2 (The Star Online, 2012). The existence of new low cost carriers may drive the competitive airline market in the future. Table 1.1

summarizes the characteristic comparisons between the low cost carrier and the full service carrier.

Table 1.1: Characteristics of Low Cost Carrier versus Full Service Carrier

Characteristics	Low Cost Carriers	Full Service Carriers
Brand	One brand: low price	Extended brand: price/service
Price	Simple pricing structure	Complex pricing structure
Distribution	Online, direct booking	Online, direct, and agent
Checking in	Web check in, no ticket (usually)	Web check in, Ticket, no ticket
Airport	Secondary (mostly)	Primary
Network	Point-to-point	Hub-and-spoke
Classes	One class (high density)	Multiple classes
During Flight	No frills	Frills (food and beverages provided)
Aircraft Usage (Load Factor)	Very intensive	Average – intensive
Aircraft type	One type / Multiple type	Multiple type
Turnaround times	25 minutes (or so)	Slow: congestion / complexity
Customer service	Generally underperforms	Full service, offers reliability
Operation activities	Focus on core (flying)	Extensions: e.g. maintenance, cargo

Source: Adapted from Holloway (2008); O'Connell and Williams (2005); and Jensen (2009)

1.1.4   Online Booking with Low Cost Carrier

Online airline bookings are gaining popularity as compared to other online shopping transactions such as entertainment, sport and etc. (Sulaiman, Ng and Mohezar, 2008). The majority of a low cost carrier's passengers are more likely to book their flights via a website (45.6%) compared to full service carrier passengers

(37.69%) (Diggines, 2010). Low cost carriers make extensive use of the Internet for functions such as: improving interactivity and relationships with customers and partners, online booking, electronic ticketing and maximizing the productivity of the new electronic distribution media (Buhalis, 2004; Cooper, et al, 2008). In Malaysia, AirAsia's passengers predominantly use the Internet to book their flight tickets and generally avoid travel agents. Connell and William (2005) also found that the majority of AirAsia's passengers (over 64%) made direct online bookings. This shows that the low cost carriers are forcing change through the competitive advantage of online distribution.

In a low cost carrier, the lower airfare charged is implemented with the "no frills" service concept with online ticket reservation, no in-flight food or beverage, shorter flight turnaround time, the utilization of secondary airports, as well as multi-tasking among the service personnel (Yeoh and Kim, 2011).

The first e-ticketing concept in Malaysia was initiated by AirAsia in 2001 and subsequently followed by Malaysia Airline in 2005. AirAsia was also the first airline in Asia to introduce online booking with online payments and ticketless travel, since it launched an online sales facility via www.airasia.com in its fifth month of operation in Malaysia (Connell and William, 2005). This was followed by Firefly which launched its online booking facility via www.fireflyz.com.my. The new low cost carrier, Malindo Air, launched its own online booking website via *http://www.malindoair.com* which commenced in May 2013. Online flight booking is a process of, specifically: selecting time and destination; filling out personal information; selecting other optional flight services (add-on); payment via various methods; and issue of an itinerary ticket via email or printout. Once the online booking has been successfully made, customers will receive copies of an itinerary statement which contains the booking number through email or printout.

There are many benefits associated with purchasing and booking tickets over the Internet. Online booking or purchasing tickets online enables customers to procure a lower fare rate compared to purchasing tickets through travel agents. Moreover, it may provide an effective distribution channel and reduce the cost of issuing air tickets (Lubbe, 2007; Lau, Kwek and Tan, 2011). According to the study by Carlson Wagonlit Travel (2011), online booking reduces the average air ticket price by 7 percent. Online booking is a more practical and faster option than traditional manual airline booking. E-tickets have replaced the paper-based flight coupons by means of an electronic ticket image that is stored in the airline's database. In addition, passengers are allowed to perform an online check-in and select an appropriate seat via the website. Low cost carriers in Malaysia introduced a web check-in service in 2002. This service offers cost-efficiency, a problem-free travelling experience, avoids airport congestion, long queues and reduces waiting time at no extra cost. Overall, the practice of online bookings has changed the airline industry and customers' behavior by reducing costs and providing a new channel for communication and support.

The airline's website is the first place where the customer is connected with the airline company when making their flight reservation before departure. Basically, the initial impression regarding the quality of website will be made once they have searched for and completed the flight reservation. Since the website is a connecting tool between customers and company, the quality of the website is vitally important (Haghtalab, Tarzeh, and Nabizadeh, 2012). Normally, satisfied customers will intend to repeat purchases, share favourable experiences with their family and friends, retain loyalty, and not need to make complaints. The quality of the website is considered as the most significant aspect in the airline industry, although many arguments have been made over price being the most important element of concern among customers. It is crucial for low cost carriers to plan and execute continuous improvements to the website quality in order to maximize their business performance. Table 1.2 shows the flight booking websites for several low cost carriers in Malaysia.

Table 1.2: Website of Low Cost Carriers in Malaysia

Low Cost Carrier	Website
AirAsia	 www.airasia.com/my/en/home.page
Firefly	 www.fireflyz.com.my/
MASwings	 www.maswings.com.my/

Low Cost Carrier	Website
Malindo Airway	 www.malindoair.com/
Berjaya Air	 www.berjaya-air.com/
Sabah Air Aviation	 www.sabahair.com.my/

Table 1.2: Website of Low Cost Carriers in Malaysia (Con't)

1.1.5 AirAsia as the Largest and Leading Low Cost Carrier

In 2012, Airasia was nominated as being the largest low cost carrier and fourth largest airline in Asia, having carried 37 million passengers, thus surpassing other legacy carriers (AirAsia, 2013). According to AirAsia's online press releases (2013), AirAsia has dominated the airline industry, being rewarded as the "World's Leading Low Cost Airline" at the prestigious World Travel Awards 2013. It was also voted as the "World's Best Low Cost Airline" by Skytrax for five consecutive years from 2009 to 2013 (AirAsia, 2013, December 1). Thus, AirAsia's success has shown that the phenomenon of low cost carriers has emerged all over the Asia Pacific Region. In this Region, Malaysia has contributed significantly to the low cost carrier segment. The report for the financial year ending 2013 showed that, in the traffic and capacity statistics, AirAsia in Malaysia maintained a strong load factor of 80%, and carried a total of 21.9 million passengers (AirAsia, 2014). On the other hand, the Malaysia Airline Group carried a total of 17.2 million passengers (Malaysia Airline, 2014). This reflects the fact that AirAsia continues to dominate the airline market in Malaysia which carries the highest number of passengers.

This phenomenon has also demonstrated that Malaysia now has a considerable market share; this has resulted in the competition between online retailers being very tense. Competition is now becoming even tougher since there are some new airline companies that have entered the market. Every airline company competes with each other in order to satisfy their customers. The evolution of customer behavior in purchasing products or services through the Internet leads to airline companies engaging in the e-ticketing process in order to maintain their business. In the Malaysia aviation industry, AirAsia is seen as a premier low budget provider which has been in operation for over 10 years, has built a strong brand and gained high popularity among customers seeking to book flights with the lowest fare through a website. Airasia.com was presented as a strong online presence having a total of 131.5 million average views per month and 8.6 million unique visitors per month (AirAsia, 2013). Based on the Table 1.3, AirAsia can be seen as the highest-

visited low cost carrier website with 3.4 million visitors; followed by Tiger Airways (1.8 million), Jetstar (1.2 million), Cebu Pacific Air (669 thousand), Goindigo (508 thousand), Skymark (453 thousand), Spicejet (430 thousand), and Fireflyz (269 thousand).

Table 1.3: Total of Low Cost Airline Website's visitor in Asia Pacific

Low Cost Airline Website *Total unique visitors (000) to select low cost airline sites in Asia pacific	Total Unique Visitors (000)
	February 2011
AirAsia.com	3,380
Tiger Airways	1805
Jetstar.com	1169
Cebupacificair.com	669
Goindigo.in	508
Skymark.co.jp	453
Spicejet.com	430
Fireflyz.com.my	269

*Excludes visitations from public computers (internet cafe, mobile phone or PDA)

Source: http://www.marketing-interactive.com/news/25726

According to the statistics of AirAsia's red alert member base, Malaysia has the largest number of users who sign in as Red Alert members, subsequently contributing a total of 2.96 million members. This is followed by Indonesia (1.10 million), Thailand (1.06 million), China (797 thousand), Australia (626 thousand), and others (AirAsia, 2013). Further, given the easy link between online social platforms and airline websites, the social activity increases the number of visitors to AirAsia's website. In 2012, a total of 2 million fans helped it to make the transition from social network to official website, where there is a greater possibility of them having converted into flying passengers (AirAsia, 2012). As the number of users of the Airasia.com website increases, a difficulty then arises for the airline company to handle such a large number of online visitors. These visitors all have markedly different experiences in the online environment. Hence, providing a quality website which will satisfy the customer is a considerable task. Thus, one of the greatest challenges for AirAsia remains to continually evaluate their website. As the number

of online flight bookings is expanding and its popularity is growing, more users have become familiar with it and adopted it as a medium by which to search and book flights. In addition, the enormous volume of passenger needs and aspirations regarding the quality of the airline keeps growing in variety. This study has focused upon an evaluation of AirAsia's website quality.

1.2   Problem Statement

Website quality is vitally important in the airline industry by which to provide effective communication, support, and competitive advantage. In addition to the fare price factor, website quality has become one of the important aspects influencing travelers to fly with certain airlines, since online booking is more efficient compared to the offline method. As the airline industry continually undergoes a liberalization process, Malaysia is opening up new opportunities to other low cost carriers such as Malindo Airlines. Thus, the competition will increase not only in terms of price, but also customer experience and relationships. Previous studies found that a low fare alone is not the only key factor that helps to retain customers coming back to AirAsia. An efficient web service also contributes in influencing the customer's decision to fly with AirAsia (O'Connell and William, 2005; Munusamy, Chelliah, and Pandian, 2011; Munusamy and Chelliah, 2011). Website is considered as a trust-making tool between customer and company. As there is no interaction between humans in an online transaction, specifically designed dimensions are necessary to accurately measure the website quality (Madu and Madu, 2002).

In Malaysia, the challenge in the airline markets is becoming globally tough as passengers' needs are growing in variety (Ariffin et al., 2010). Recently, there have been numerous personal experiences, feedbacks, and complaints about the quality of website provided by AirAsia that have been highlighted by the media (social network, blog, article, newspaper, and others). For example, an article written

by Powell (2010) highlighted several failures of the airline's website. Unfortunately, most of the airline companies have limited knowledge of and understanding in designing a customer-based website that can help them create better relationships and interactivity with customers. Thus, it is essential for an airline to deliver a high quality website to satisfy and retain their customers, in order to survive in the future. To do so, the airline needs to clearly understand how the quality of its' website is perceived by online customers.

The incidence of repeat purchasers who raise concerns about price particularly are common among low cost carriers' customers and they are not committed customers. Customer satisfaction, however, is a precondition to encouraging customers who are mere repeat purchasers to become committed purchasers. Customer satisfaction is crucial for products and services of a business as a satisfied customer will engage in favorable behavioral intentions such as word-of-mouth communication, purchase intentions (Kim and Lee, 2011), and customer loyalty (Munisamy, Chelliah, and Padian, 2011; Apostolou and Ecomomides, 2008). For low cost carriers, it is more cost-effective to retain customers than to win new customers. A study conducted by Reichheld and Sasser (1990) found that the influence of retaining customers on company profits is stronger than attracting new customers.

Customers who frequently experience dissatisfaction will impact their perception towards the airline company and cause a negative impact on customers' behavior intentions (Archana and Subha, 2012). For example, if a low cost carrier's website is difficult to use and interact with, this will reflect a poor image on the internet and weaken the company's reputation (Alwahaishi and Snasel, 2010). To set up a strong brand, the airline company should provide excellent customer satisfaction as a way of differentiation among the airlines while still retaining the low price. Basically, interactions such as friendship, commitment, and flexibility between customer and company have been left unknown, even though companies try to rebuild the interactions via the internet. Therefore, the concern for most airline companies is the quality of website offered, in order to fulfill the customers'

satisfaction of their online experience. It is important to understand which dimensions contribute to customer satisfaction in an online environment, so that the airline company can focus on improving areas that are valued by customers.

Past studies related to website quality are broad in the e-business sector. Studies in electronic commerce have investigated the application of websites in retail, auction, bookstores, banking, travel and tourism, government transactions and others. However, different service quality variables are applied in different online business settings. Bozorgi (2006) found that different shopping environments utilize different dimensions to measure service quality. Ho and Lee (2007) highlighted that the nationality-specific service requirements and website attributes may lead to differences in certain service quality variables.

Most researchers proposed their models to measure online service quality, particularly in various products and services found in the retailing environment. In this study, E-QUAL model was found to measure online service quality in the travel and tourism sector. While it is similar to the environment of this study, it is still, however, brief and ambiguous (Ho and Lee, 2007). Some researchers adopted and modified the E-QUAL model, in order to measure e-service quality in the wide-ranging field of the travel and tourism industry (Kim and Lee, 2004; Ho and Lee, 2007), instead of specifically concentrating on the airline industry. Therefore, it is essential to modify the existing model with other related disciplines, in order to propose appropriate dimensions of website quality for low cost carriers.

In the travel and tourism context, most travel-related researches develop or reformulate the dimensions of e-service quality to measure a wide range of travel websites (Kaynama and Black, 2000; Ho and Lee, 2007; Mills and Morrison, 2003; Kim and Lee, 2004; Murphy and Leung, 2010; Maharrer et al., 2006; Nusair and Kandampully, 2008), including hotels, travel-agencies and suppliers, airlines, resorts, etc. Most research studies evaluate an airline's overall service quality, consisting of

in-flight service, pre-flight service, post-flight service, airport services, flight schedule, counter services, staff performance, price, and back-office operations. Such related studies had been conducted in common airlines (Oyewole, Sankaran, and Choudhury, 2007; Clemes et al., 2009; Saha and Theingi, 2009; Kurniawan, 2010; Archana and Subha, 2012; Yeoh and Kim, 2011) and specifically in low cost airlines (Ariffin et al., 2010; Kim and Lee, 2011; Munusamy, Chelliah, and Pandian, 2011; Munusamy and Chelliah, 2011; Malighetti, Paleari, and Redondi, 2009; Jensen, 2009; Bozorgi, 2006; Eng et al, 2012). These studies covered the overall service quality of airline service, including offline and online services. Some researchers study the airline industry in terms of e-service quality, and these include: Shchiglik and Barnes (2004), Hadi (2010), Lau, Kwek and Tan (2011), Lee and Wu (2011), Merwe (2011), Bukhari, Ghoneim and Dennis (2012). While these studies have investigated the respective website quality, they did not provide a link with online motivation (utilitarian and hedonic motivation).

The issues of website design and strategy should be based on motivations for online customers (Wolfinbarger et al., 2000). As online shopping is fast becoming one of the most popular activities over the internet, the reasons why customers purchase online, however, are still unclear (Keisidou, Sarigiannidis, and Maditinos, 2011). Shopping motivation occurs as there are a variety of reasons or needs for customers to go shopping (Jansen, 2006). Thus, the specific motivation while customer shopping in a different sector website will largely vary due to inherent customer needs. For example, utilitarian motives were identified as the key reasons for customers to book travel online (Francis and White, 2004; Francis, 2009; Keisidou, Sarigiannidis, Maditinos, 2011). Nusair and Kandampully (2008) suggested examining e-shopping motivation (utilitarian/hedonic) of customers of different travel industries so as to develop and verify the dimensions of website quality. Based on these motivations, the relevant dimensions required for low cost carrier websites in order to support the E-QUAL model can be identified.

However, research studies on the airline industry conducted by researchers in foreign countries might not be applicable for Malaysia because of different cultures and norms. Studies of website quality in airline industries, especially low cost carriers, are limited. Lau, Kwek, and Tan (2011) stated that studies providing a clear view on the impact of e-service quality on satisfaction towards e-ticketing offered by airline companies in Malaysia are lacking. Other than that, Yeoh and Kim (2011) also mentioned that the empirical evidence on low cost airlines is also limited within Malaysia. To date, only some related studies have been found, such as those done by Ahmad (2011); Lau, Kwek and Tan (2011); Tan (2007); and Kueh (2011). These studies only utilized e-service quality and consumer behavior literature to measure the customer perception toward website quality in low cost airlines, however there is still a need to combine dimensions from different disciplines in order to create new and supportive measurement tools (Cheung, Chan and Limayem, 2005; Dennis et al. 2009). Appendix A lists the reviewed publications, dissertations, and theses on airline website evaluation studies. Thus, this study has reviewed and adapted four disciplines including: e-service quality model, airline website quality evaluation instrument, online motivation orientation, and past study on travel and tourism industry, in order to investigate the influence of five proposed dimensions of a low cost carrier's website quality on customer e-satisfaction.

1.3   Research Questions

Based on the problem statement and research objectives, this study has been conducted to answer the following questions:

1.) What are the dimensions of website quality for low cost airlines?

2.) What is the relationship between the website quality and customer e-satisfaction within low cost airlines?

1.4   Research Objectives

The study was conducted on low cost carriers which had applied online based bookings. The following are general and specific objectives of this research:

1.4.1   General Objectives

The purpose of this study is to identify the dimensions of quality in the online context for low cost carriers and investigate how website quality dimensions can influence customer e-satisfaction. The objectives are as set out below:

- To identify the dimensions of website quality for low cost airlines.
- To investigate the relationship between the website quality and customer e-satisfaction in low cost airlines.

1.4.2   Specific Objectives

The following specific objectives will be pursued, in order to achieve the general objectives:

- To identify which website quality dimension(s) are significant in achieving website quality
- To identify which website quality dimension(s) are perceived by the customer as being important
- To investigate which website quality dimension(s) most contribute to influencing customer e-satisfaction
- To investigate whether the website quality positively or negatively influences customer e-satisfaction

1.5   Scope of Research

The purpose of this study is to determine which dimensions of website quality are applicable to the airline industry and to understand how these dimensions affect customer e-satisfaction among low cost airline passengers. The proposed dimensions of website quality include information content, navigation, responsiveness, personalization, as well as security and privacy respectively. The study was conducted on AirAsia passengers at the Low Cost Carrier Terminal (LCCT) located at Sepang, Kuala Lumpur. A response questionnaire method was used to examine the website quality issues such as information content, navigation, responsiveness, personalization, and security and privacy that impact on e-satisfaction among respondents. The survey questionnaires were distributed to a respondent sample consisting of local travelers who had experience with flight bookings via the airline's official website.

1.6   Significance of the study

This study was conducted to examine several dimensions that are likely to influence customer e-satisfaction among local travelers. These comprise, namely: information quality, navigation, responsiveness, personalization, as well as security and privacy. The outcome of the study is crucial for academic purposes as well as for the practices of AirAsia.

1.6.1 Academic Contribution

Website quality has become a more significant issue than ever, as websites can have a profound influence upon customer satisfaction as a result of online service and behavior intention. This study helps to increase the generalizability of online airline booking studies on website quality. The procedure and findings of the research can be added to by future research in order to enhance the accuracy and credibility of the outcomes for similar research subjects. The study results may contribute to the literature on website quality and customer e-satisfaction in terms of the travel-specific sector. Further, the knowledge of website quality and customer satisfaction may be extended by enriching the preferences of individual Malaysians in the airline context.

1.6.2 Practitioner Contribution

It is important for AirAsia to understand how customers judge their website quality, since the majority of AirAsia customers make reservations online. It is hoped that the study will also help airline companies to discover which of the dimensions have the greatest impact on customer satisfaction. In addition, this study helps to review and reform the key determinants of website quality, particularly for low cost airlines. It can provide suggestions for local airline companies to undertake appropriate actions or strategies to improve website quality in order to retain and attract more customers. An organization can make a decision whether or not to enhance or upgrade the quality of the website instead of opting for a low cost strategy. In fact, it is anticipated that this study can help an airline company achieve the goal towards progress.

1.7   Key Concepts Definition

1.7.1   Customer E-Satisfaction

In this study, customer e-satisfaction refers to the degree of a customer's satisfaction toward the quality of reservation website offered by the airline, based on prior and present experience. Customer satisfaction is defined as relating to the evaluation of customers towards a product or service provided and whether this has met their needs and expectations (Zeithaml and Bitner, 2000). According to Peter and Olson (2010), consumer satisfaction is the degree to which a product or service's performance exceeds the consumer's expectations. In theory, if consumers are satisfied with a particular product, brand or service offered by the organization, they will be more likely to purchase it on a regular basis and tell others about their favorable experience.

1.7.2   Website Quality

In this study, website quality refers to the quality of booking website provided by the airline company when customers access the webpage. According to the comprehensive literature mentioned in chapter 2, this study concludes that information content, navigation, responsiveness, personalization, security and privacy are dimensions by which to determine the quality of a low cost carrier's website.

1.7.3   Information Content

Information content refers to the presentation of information or contents of products and services offered by a company on its webpage. In this study, information content refers to a low cost airline's website which presents accurate, current, useful, concise, clear and reliable information content about the flight reservation service offered on the webpage.

1.7.4   Navigation

Navigation denotes the provision of a navigability function and availability of the website to enable customers to control and move effortlessly around the website. In this study, the low cost airline provides a sequence of pages having, specifically: a well organized layout, consistency of navigation protocols, speediness, ease of use (ease in searching, operating, accessing, and carrying out transactions), and a generally user-friendly website.

1.7.5   Responsiveness

Responsiveness indicates the readiness of the company to provide online responses to customers who have encountered problems and enquiries in the online environment. It involves interaction between the company and customers so as to build a pleasant customer relationship on the website. In this study, the ability of the airline company to provide prompt, relevant and accurate responses via online service (email, online help system, etc) to customers is analyzed.

1.7.6   Personalization

Personalization refers to the capacity of the company website to provide individualized attention and service customization based on personal preferences to best fit an online user's specific needs and create an individual user experience. This study examines the ability of low cost airlines to provide differentiated services, such as: the provision of individualized attention and care for its customers, understanding of the specific needs of customers, and offering of services related to convenience, in order to meet different individual needs via the website.

1.7.7   Security and Privacy

Security and privacy refer to the ability of a company's website to provide adequate online security protection to create confidence, trust, confidentiality, and a feeling of safety for its customers when purchasing services on the website. This study analyzes the capacity of a low cost airline's reservation website to provide trustworthy services for its customers. This is achieved by protection of customers' information, site reputation and confirmation of payment, in order to ensure the customer's trust and safety while on the website. It must also ensure that customers are protected from intrusion and that they have confidence when purchasing services.

1.8   Thesis Outline

This thesis covers five chapters. The first chapter outlines the background, problem statement, research objectives, research scope, and significance of the study. It is followed by chapter 2 which reviews literature on four major disciplines including e-service quality model, airline website evaluation instrument, online motivation orientation, as well as previous studies of e-service quality within the travel and tourism industry. In addition, proposed hypotheses and conceptual frameworks are also discussed. Chapter three describes the research methodology utilized in this study. Chapter four presents the results and data analysis. Finally, chapter five discusses the research findings, implications, and recommendations for future research with respect to the limitations of this study.

1.9   Conclusion

This research has examined the study of the relationship of website quality and customer e-satisfaction in a low cost carrier in Malaysia. The purpose was to explain that with products and services now being delivered via an online platform, a website's quality and potential to provide customer e-satisfaction are extremely important for the site to be successful and survive in the future. The problem statement, research objectives, and research questions have been developed based on previous literature studies. Chapter 2 discusses in depth literature on four major disciplines including: e-service quality model, airline website evaluation instrument, online motivation orientation, and previous studies of e-service quality within the travel and tourism industry, also in addition to the proposed research framework.

REFERENCES

Ahituv, Niv., and Amoray, Gil. (2006). *Website Evaluation in the Tourism Industry: Evaluating Quality of Customer Service in Airline B2C Systems.* Master thesis, Tel Aviv University.

Ahmad, M. A. C. (2011). *Relationship between Online Service Quality Dimensions and Customers' Satisfaction: A Study of Electronic Ticketing (e-Ticketing) System in Airasia Berhad.* Master thesis, Universiti Utara Malaysia.

Ahtola, O. T. (1985). Hedonic and Utilitarian Aspects of Consumer Behaviour; An Attitudinal Perspective. *Advances in Consumer Research*, 12, 7-10.

AirAsia. (2013, December 1). AirAsia named Worlds Leading Low Cost Airline. Retrieved on 20 January 2014 from http://www.airasia.com/my/en/press-releases/airasia-named-worlds-leading-low-cost-airline.page

AirAsia. (2013, February 10). AirAsia: Preliminary Operating Statistics for the Fourth Quarter and Full Financial Year Ended 2013. Retrieved on 12 Febuary 2014 from http://www.atn.aero/article.pl?id=48189&keys=kinabalu

Akama, J.S., and Kieti, D. M. (2003). Measuring Tourist Satisfaction with Kenya's Wildlife Safari: A Case Study of Tsavo West National Park. *Tourism management*, 24 (1), 73-81.

Aladwani, A. M., and Palvia, P. C. (2002). Developing and Validating an Instrument for Measuring User-perceived Web Quality. *Information and Management*, 39(6), 467-76.

Alwahaishi, S. and V. Snasel. (2010). Assessing the LCC websites quality. *Proceedings - 9th RoEduNet IEEE International Conference*, RoEduNet 2010.

Alwahaishi, S., Nehari, A, and Snasel, V. (2009). Electronic commercegrowth in developing countries: Barriers and challenges. NDT '09: Proceedings of the IEEE International Conference on Networked Digital Technologies, 2009, 225-232.

American Customer Satisfaction Index's (ACSI) annual E-Commerce Report. (2012). ACSI: Customer Satisfaction Weakens; Biggest Slump Since 2008 Means Economic Recovery Remains Fragile. Retrieved on January 25, 2013 from http://www.theacsi.org/images/stories/images/news/11feb_press.pdf.

Anderson, D. R., Sweeney, D. J., and Williams, T. A. (1990). *Statistics for Business and Economics*. (4[th]Ed.). Saint Paul, Minn.: West Publishing Co.

Anderson, E. W., and Mary, W. S. (1993). The Antecedents and Consequences of Customer Satisfaction for Firm. *Marketing Science, 1*2(2), 125-143.

Anderson, R. E., and Srinivasan, S. S. (2003). E-Satisfaction and E-Loyalty: A Contingency Framework. *Psychology and Marketing*. 20(2), 123-138.

Angelova, Biljana and Zekiri, Jusuf. (2011). Measuring Customer Satisfaction with Service Quality Using American Customer Satisfaction Model (ACSI Model). *International Journal of Academic Research in Business and Social Sciences*, Vol. 1, No. 3.

Apostolou, G. and Economides, A. A. (2008). Airlines Websites Evaluation around the World. *The Open Knowledge Society, A Computer Science and Information Systems Manifesto, First World Summit, WSKS 2008, Athens, Greece, September 24-26, 2008*. Proceedings. *SPRINGER Communications in Computer and Information Science* (CCIS) 19, 611-617.

Archana, R., and Subha, M. V. (2012). A Study on Service Quality and Passenger Satisfaction on Indian Airlines. *International Journal of Multidisciplinary Research.* .Vol.2 Issue 2, 50-63 from www.zenithresearch.org.in.

Ariffin, A. A. M., Salleh, A. H. M., Aziz, N. A., and Asbudin, A. A. (2010). Service Quality and Satisfaction for Low Cot Carriers. *International Review of Business Research Papers*, 6 (1), 47-56.

Azam, A., Fu, Q., and Abdullah, M. I., (2012). E-satisfaction in Business-to-Consumer Electronic Commerce. Proceedings of International Trade and Academic Research Conference (ITARC), 18-26, 7 – 8th November, 2012.

Babin, B. J., Darden, W.R., and Griffen, M. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *Journal of Consumer Research*, 20 (4), 644–656.

Bai, B., Law, R., and Wen, I. (2008). The Impact of Website Quality on Customer Satisfaction and Purchase Intentions: Evidence From Chinese Online Visitors, *Journal International of Hospitality Management*, Volume 27, Issue 3, September 2008, 391-402.

Balcombe, K., Fraser, I., and Harris, L. (2009). Consumer Willingness to Pay for In-flight Service and Comfort Levels: A Choice Experiment. *Journal of Air Transport Management*, 15(5), 221–226.

Barnes, S. J. and Vidgen, R. T. (2000). WebQual: An Exploration of Web-site Quality. Proceedings of the Eighth European Conference on Information Systems (ECIS), Vienna, Austria, July 3-5, 2000.

Barnes, S. J., and Vidgen, R. T. (2001). An Evaluation of Cyberbookshops: The WebQual Method. *International Journal of Electronic Commerce*, 6(1), 6-25.

Barnes, S. J., and Vidgen, R. T. (2002). Assessing E-commerce Quality with WebQual: An Evaluation of the Usability, Information Quality, and Interaction Quality of Internet Bookstores. *Journal of Electronic Commerce Research*, 3 (3), 114-27.

Beldona, S, Morrison, A.M, O'Leary, J. (2005). Online Shopping Motivations and Pleasure Travel Products: A Correspondence Analysis. *Tourism Management* 26(4): 561–570.

Bernama. (2010, November 10). AirAsia conducting system upgrade, maintenance. Freemalaysiatoday. Retrieved on November 22, 2012, from http://www.freemalaysiatoday.com/category/business/2011/11/10/airasia-conducting-system-upgrade-maintenance/.

Bhatnagar, A., and Ghosh, S. (2004). A Latent Class Segmentation Analysis of E-Shoppers. *Journal of Business Research*, 57(7), 758-767.

Boulding, W., Kalra, A., Staelin, R., and Zeithaml, V.A. (1993). ADynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. *Journal of Marketing*, 30(February): 7-27.

Bozorgi,M. M. (2006). *Measuring Service Quality of the Airline using SERVQUAL model*. Master thesis in Business Management. Lulea University of Technology.

Bressolles, G. (2006). Electronic Service Quality: NetQual − Proposition of a Measurement Scale to Commercial Websites and Moderating Effects. *Research and Applications in Marketing,* 21(3): 19-45.

Buhalis, D. (2004). eAirlines: Strategic and Tactical use of ICTS in the Airline Industry. *Information and Management*, Vol.41 (7), 805-825.

Bukhari, S., Ghoneim, A., Dennis, C. (2012). Understanding The Factors That Attract Travellers To Buy Airline Tickets Online In Saudi Arabia", Proceedings of *European, Mediterranean and Middle Eastern Conference on Information Systems 2012* (EMCIS2012) June 7-8, Munich, Germany.

Buys, M., and Brown, I. (2004). Customer Satisfaction with Internet Banking Websites: An Empirical Test and Validation of a Measuring Instrument. *Proceedings of the 2004 Annual Research Conference of the South African Institute of Computer Scientists and Information Technologist, in developing Countries, Western Cape, South Africa.*

Byrne, B. (1998). *Structural Equation Modeling with LISREE, PREUS, and SIMPT1S.* Hillsdale, N J: Lawrence Erlbaum.

Cadotte, E. R., Woodruff, R. B., and Jenkins, R. L. (1987). Expectations and Norms in Models of Consumer Satisfaction. *Journal of Marketing Research (JMR)*, *24*(3), 305-314.

Cai, S., and Xu, Y. (2006). Effects of Outcome, Process and Shopping Enjoyment on Online Consumer Behaviour.*Electronic Commerce Research and Applications*, Vol.5, 272-281.

Cappel, J. J., Huang, Z. (2007). A Usability Analysis of Company Websites. *J. Comput. Inf. Syst*. 48(1), 117−126.

Casielles, V. R. (2010, March 10). Virtual Travel Agencies: Developing a Roadmap for Competitiveness. Retrieved on 31 October 2012 from http://www.wharton.universia.net/index.cfm?fa=viewArticle&id=1856&language=english.

Chan, S. C., and Lu, M. T. (2004). Understanding Internet Banking Adoption and Use Behavior: A Hong Kong Perspective. *Journal of Global Information Managemen*t, 12(3), July-Sep: 21-43.

Chen, Q., Rodgers, S., and He, Y. (2008). A Critical Review of the E-Satisfaction Literature. *American Behavioral Scientist*, 52(1), 38-59.

Chen, W. C. (2006). A Study of the Effect of website Design on Purchase Intention. Master Thesis, Tamking University, Taiwan.

Chen, Y. H., Tsao, C. Y., Lin, C. C., and Hsu, I. C. (2008). A Conjoint Study of the Relationship between Website Attributes and Consumer Purchase Intentions. *PACIS 2008 Proceedings.* 224.

Cheung, C.M.K., and Lee, M.K.O. (2005). Research Framework for Consumer Satisfaction with Internet Shopping. City University of Hong Kong, China. *Sprouts: Working Papers on Information Systems*, 5(26). http://sprouts.aisnet.org/5-26.

Cheung, C.M.K., Chan, G.W.W., and Limayem, M. (2005). A Critical Review Of Online Consumer Behavior: Empirical research. *Journal of Electronic Commerce in Organizations*, 3(4), 1–19.

Cheung, CMK., Lee, MKO. (2004/2005). The Asymmetric Effect of Web Site Attribute Performance on Web Satisfaction: An Empirical Study. *e-Serv J* 3(3): 65–86.

Childers, T. L., C. L. Carr, et al. (2001). Hedonic and Utilitarian Motivations for Online Retail Shopping Behavior. *Journal of Retailing.* 77 (4): 511-535.

Chiou, J. and Shen, C. (2006). The Effects of Satisfaction, Opportunism, and Asset Specificity on Consumers' Loyalty Intention toward Internet Portal Sites. *International Journal of Service Industry Management*, 17 (1): 7-23.

Chu, R. (2001). What Online Hong Kong Travelers Look for on Airline/Travel Websites?. *International Journal of Hospitality Management*, 20, 95-100.

Clemes, M. D., Gan, C., Kao, T. H., and Choong, M. (2008). An Empirical Analysis of Customer Satisfaction in International Air Travel. *Innovative Marketing*, *4* (2), 50-62.

Collis, J. and Hussey, R. (2003). Business *Research: A Practical Guide for Undergraduate and Postgraduate Students*. (2nd Ed) New York, NY: Palgrave Mac Millan.

Conyette,M, (2011). Demographics for Segmentation in Online Travel. *International Journal of Trade, Economics and Fiance* vol. 2, no. 1, 93-98, 2011.

Cooper, Chris., Fyall, Alan., Gilbert, David., and Wanhill, Stephen.(2008). *Tourism Principles and Practice*. (4th Ed).England: Prentice Hall.

Cooper, R.B. and Bhattacherjee, A. (2001). Preliminary Evidence for the Effect of Automatic Responses to Authority on Information Technology Diffusion. *The DATA BASE for Advances in Information Systems*, Vol. 32 No. 3, 36-50.

Cox, J., and Dale, B. G. (2001). Service Quality and E-Commerce: An Exploratory Analysis. *Managing Service Quality*, 11(2), 121–131.

Cronin, J. J., and Steven, A. T. (1992). Measuring Service Quality: A Reexamination and Extension. *Journal of Marketing, 56*(3), 55-68.

Crowley, Ayn. E., Spangenberg, E., and Hughes, Kevin, R. (1992). Measuring the Hedonic and Utilitarian Dimensions of Attitudes Toward Product Categories. *Marketing Letters*, 3 (3), 239–49.

Dehbashi, S., and Nahavandi, N. (2007). Factors Affecting on Iranian Passengers' Acceptance towards Electronic Ticketing Provided by Airlines. *IADIS International Conference e-Society*.

Delafrooz, N., Paim, L. H., Haron, S. A.,Sidin S. M., and Khatibi, A. (2009). *Factors Affecting Students' Online Shopping Attitude and Purchase Intention. African Journal of Business Management* Vol. 3 (5), 200-209.

DeLone, W. H., and McLean, E. R. (1992). Information System Success: The Quest for the Dependent Variable. *Information Systems Research*, Vol. 3 No. 1, pp. 60-95.

Dennis, C., Merrilees, B., Jayawardhena, C., Wright, L. T. (2009). E-Consumer Behaviour. *European Journal of Marketing*, 43(9/10), 1121-1139.

De Vaus, D., (2001). *Research Design in Social Research*. Sage Publications Ltd. 36-58.

De Vos, A., Strydom, H., Fouche, C. and Delport, C. (2005). *Research at grass roots: For the Social and Human Service Professions*. 3rd ed. Pretoria: Van Schaik.

Diggines, C. (2010). Passenger Perceptions and Understanding of the Low-Cost and Full-Service Airline Models in South Africa and the Implications for Service Strategy: A Case Study Involving South African Airways, British Airways (Comair), Kulula.Com, Mango and 1time. *International Research Symposium in Service Management*.

Doll, W.J., Xia, W., and Torkzadeh, G. (1994). A Confirmatory Factor Analysis of the End-User Computing Satisfaction Instrument.*MIS Quarterly*, Vol. 18 No. December, 431-461.

Donthu, N. (2001). Does Your Website Measure Up? *Marketing Management*, *10*(4), 29-32.

Eckrich, D. W., McCall, M., and Wilcox, T. A Theoretical Approach to Customer relationship Management in the electronic age. *Journal of Business and Behavioral Sciences*, 2005, 13, 5-14.

eKimkee. (2010. September 27). How Safe is AirAsia Online Payment Gateway? Retrieved on 28 December 2012 from http://ekimkee.blogspot.com/2010/09/how-safe-is-airasia-online-payment.html

eMarketer. (2012, August). Asia-Pacific is to lead the World in Online Sales by 2013. Retrieved on 27 December 2012 from http://www.newmediatrendwatch.com/news/1089-asia-pacific-is-to-lead-the-world-in-online-sales-by-2013.

Eng, A. J., Lee S. C., Tan P. P., and Yeoh C. Y. (2012). *A Study of Customer Satisfaction towards Service Quality in AirAsia Malaysia*. UTAR.

Evans, J. R., and King, V. E. (1999).B usiness-To-Business Marketing and the World Wide Web: Planning, Managing and Assessing Web Sites. *Industrial Marketing management*, Vol. 28, 41-50.

Evanschitzky, H., Iyer, G. R., Hesse, J, ad Ahlert D. (2004).   E-Satisfaction: A Re-Examination. *Journal of retailing*, 80, 239-247.

Evanschitzky, H., Iyer, G. R., Hesse, J., and Ahlert, D. (2004). E-Satisfaction: A Re-Examination. *Journal of retailing*, 80, 239-247.

Francis, J. E. (2009). Category-specific RECIPEs for internet retailing quality, *Journal of Services Marketing*, Vol. 23 Iss: 7, 450 – 461.

Francis, J. E. and White, L. (2002b). PIRQUAL: A Scale for Measuring Customer Expectations and Perceptions of Quality in Internet Retailing. In Evans, K. R. and Scheer, L. K. (Ed.). Proceedings of the 2002 American Marketing Association Winter Educators' Conference: Marketing Theory and Applications. Chicago, Illinois: American Marketing Association, 13, 263-270.

Francis, J. E. and White, L. (2003). Utilitarian and Hedonic Value across Fulfillment-Product Categories of Internet Shopping. *AMA ServSIG Services Research Conference 2003* Chicago: American Marketing Association.

Francis, J. E., and White, L., (2004).Value across Fulfillment-Product Categories of Internet Shopping. *Managing Service Quality*, Vol. 14 Iss: 2/3, 226 – 234.

Gann, R. (1999). Every Second Counts. *Competing*. 28, 38–40.

Ghane, S., Fathian, M., and Gholamian, M. R. (2011). Full Relationship among e-Satisfaction, e-Trust, e-Service Quality and e-Loyalty: The Case Study of Iran e-Banking. *Journal of Theoretical and Applied Information Technology*, Vol. 33 (1), 1-6, November 2011. SCOPUS.

Gounaris, S., Dimitriadis, S., and Stathakopoulos, V. (2005). Antecedents of Perceived Quality in the Context of Internet Retail Stores. *Journal of Marketing Management*, 21(7): 669-700.

Griffith, D., and Krampf, R. (1998). An Examination of the Web-Based Strategies of the Top 100 U.S. Retailers.*Journal of Marketing Theory and Practice*, vol. 6(3), 12-23.

Guertin, J. F., and Nantel, J. (2007). NETQUAL: The Impetus of a Model of Web Users' Perceived Value. Online Available from: <http://www.chairerbc.com/axisdocument.aspx?id=144&langue=fr> [Accessed 8 September 2010].

Gupta, S., Lehmann, D., and Stuart, J. (2004). Valuing Customer. *Journal of Marketing Research*, 41(1), 7–18.

Gwo-Guang, L., and Hsiu-Fen, L. (2005). Customer Perceptions of E-Service Quality in Online Shopping. *International Journal of Retail Distribution Management*, 33: 161-176.

Ha, H. Y., and Janda, S. (2008). An Empirical Test of a Proposed Customer Satisfaction Model in E-Services. *Journal of Services Marketing*. 22(5), 399-408.

Hadi, C. (2010). Buying Environment Characteristics in the Context of E-service within Airlines Companies in Jabodetabek. Project Paper, Binus University Jakarta.

Haghtalab, H., Tarzeh, Z. G., and Nabizadeh, T. (2012). Investigating the Effects of Electronic Satisfaction Factors on Forming Electronic Satisfaction of Website Services in Tourism Industry. *Research Journal of Recent Sciences*. Vol. 1(11), 1-8, November (2012), 1-8.

Hair, F. J. (1998). *Multivariate Data Analysis*. (5th Ed.). USA: Prentice-Hall International, Inc. *Multivariate Data Analysis*. (6th ed. Pearson International Edition). Upper Saddle River, NJ: Prentice-Hall.

Hair, J. F. Jr., Anderson, R. E., Tatham, R. L. and Black W. C. (1995). *Multivariate Data Analysis*. (3rd Ed.). Macmillan Publishing Company, New York, USA.

Hair, J. F. Jr., Anderson, R. E., Tatham, R. L., and Black W. C. (1998). *Multivariate Data Analysis*. Prentice Hall International Inc, Upper Sadle River, New Jersey, United States of America,730.

Hair, J. F. Jr., Black, W. C., Babin, B. J., and Anderson, R. E. (2010). *Multivariate data analysis*. (7th Ed.). Upper Saddle River, NJ: Prentice Hall.

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., and Latham, R. L. (2006). *Multivariate Data Analysis*. (6th Ed.). New Jersey: Prentice Hall.

Hair, J.F. Jr.,Tatham, R.L., Anderson, R.E., and Black, W. (1998). *Multivariate Data Analysis*. (5th Ed.). Prentice Hall International, Englewood Clifts, New Jersey, London, 169-215.

Hanna J. R. P. and Millar, R. J. (1997). Promoting Tourism on the Internet. *Tourism Management*, 18(7), 469-470.

Hawkins, D. I., Best, R. J., and Coney, K.A. (1998). *Consumer Behavior. Building Marketing Strategy*. (7thed) Irwin McGraw-Hill.

Helms, M. M., and Mayo, D. T. (2008). Assessing Poor Quality Service: Perceptions of Customer Service Representatives. *Managing Service Quality*, 18(6), 610-622.

Hendrickson, A. R. and Collins, M. R. (1996). An Assessment of Structure and Causation of IS Usage. *The Database for Advances in Information System*, Vol. 27 No. 2, Spring, 61-67.

Heskett, J. L., Jones, T. O., Loveman, G. W., Sasser, W. E., and Schlesinger, L. A. (1994). Putting the Service-Profit Chain to Work. *Harvard Business Review*, Vol. 72 No. 2, 164-175.

Higgins, J. (2006). *The radical Statistician: A Beginners guide to Unleashing the Power of Applied Statistics in the Real World*. (5ᵗʰ Ed) Jim Higgins Publishing.

Hirschman, E. C., and Holbrook, M. B. (1982). Hedonic Consumption: Emerging Concepts, Methods and Propositions. *Journal of Marketing*, 46 (3), 92-101.

Ho, C., and Lee, Y. (2007). The Development of an E-Travel Service Quality Scale. *Tourism Management*, 28(6), 1434-1449.

Hogan, D. J. R. (2011, August 8). Budget Airlines. Retrieved November 5, 2012 from http://blog.malaysia-asia.my/2011/08/budget-airlines.html.

Hoffman, D., and Bateson, J. (2002). *Essentials of Service Marketing*. Fort Worth, TX: Harcourt College Publishers.

Holloway, S. (2008). *Straight and level: Practical Airline Economics*, (3ʳᵈ e.d) Ashgate publishing limited.

IDC. (2010). E-commerce Statistics in Malaysia. Retrieved on 27 November 2012 from http://www.asean.idc.asia/about/.

Internet World Stats. (2012, June 30). Internet Users in the World Distribution by World Regions by June 30, 2012. Retrieved on 30 December 2012 from http://www.internetworldstats.com/stats.htm (Internet usage information comes from data published by Nielsen Online, by the International Telecommunications Union, by GfK, local Regulators and other reliable sources).

J.D. Power and Associates Press. (2012). 2012 Independent Travel Website Satisfaction Report: Pricing Is the Strongest Driver of Satisfaction with Independent Travel Websites. Retrieved on January 25, 2013 from http://www.jdpower.com/content/press-release/ZeAK7e0/2012-independent travel-website-satisfaction-report.htm.

J.D. Power and Associates Press. (2012). 2012 North America Airline Satisfaction Study: As Low-Cost Airlines Continue to Improve Passenger Satisfaction, Traditional Carriers Lose Altitude. Retrieved on January 25, 2013 from http://www.jdpower.com/content/press-release/aOGunkG/2012-north-america-airline-satisfaction-study.htm.

Janda, S., Trocchia, P. J., and Gwinner, K. P. (2002). Consumer Perceptions of Internet Retail Service Quality. *International Journal of Service Industry Management*, 13(5), 412–431.

Jansen, F. P. J. (2006). German Sunday Shoppers in Roermond: Shopping Motivations and Choice Criteria. Thesis, Marketing Department, Tilburg University.

Jayawardhena, C. and Foley, P. (2000). Changes in Banking Sector – The Case of Internet Banking in UK. *Journal of Internet Research*: Networking and Policy, Vol. 10 No. 1, 19-30.

Jensen, R. L. (2009). Delivering excellent service quality in low cost aviation: A process perspective on the passenger market in copenhagen airport. Master Thesis-International Marketing and Management.Copenhagen Business School. From http://hdl.handle.net/10417/1848.

Jeong, M., and Lambert, C. U. (2001). Adaptation of an Information Quality Framework to Measure Customers' Behavioral Intentions to Use Lodging Websites. *International Journal of Hospitality Management* 20(2), 129-146.

Jumaan, I. A. M. (2010). Perceived Website Quality and Its Impact on Customer Loyalty: Banking Pespectives. Thesis, UTM.

Kaynama, S. A., and Black, C. I. (2000). A Proposal to Assess the Service Quality of Online Travel Agencies: An Exploratory Study. *Journal of Professional Services Marketing*, 21(1), 63–89.

Kim, M., and Stoel, L. (2004). Apparel Retailers: Web Site Quality Dimensions and Satisfaction. *Journal of Retailing and Consumer Services*, 11: 109-117.

Kim, S. E., Shaw, T., and Schneider, H. (2003). Website Design Benchmarking Within Industry Groups. *Internet Res*. 23(1), 17–26.

Kim, W. G., and Lee, H. Y. (2004). Comparison of Web Service Quality between Online Travel Agencies and Online Travel Suppliers. *Journal of Travel and Tourism Marketing* 17 (2-3): 105-116.

Kim, Y. K., and Lee, H. R. (2009). Customer Satisfaction using Low Cost Carriers. *Tourism Management* 32(2): 235-243.

Kim, Y. K., and Lee, H. R. (2011). Customer Satisfaction using Low Cost Carriers.*Tourism Management*, Volume 32, Issue 2, April 2011, 235-243, http://www.sciencedirect.com/science/article/pii/S0261517709002386.

Kim, Y.J.M., Eom, T.-I., and Ahn J., H. (2005). Measuring IS Service Quality in The Context of the Service Quality-User Satisfaction Relationship. *J. Inf. Technol*. Theo. Appl. 7(2), 53–70.

Kline, R. B. (2005). *Principles and Practice of Structural Equation Modeling.* New York: The Guilford Press.

Korhaonkar, L. and Wolin, L. (1999). A Multivariate Analysis of Web Usage. *Journal of Advertising Research*, Vol. 2, 53-68.

Kotler, P. (1997). *Marketing Management: Analysis, Planning, Implementation, and Control*. Prentice Hall, Englewood Cliffs, NJ.

Koufaris, M. (2002). Applying the Technology Acceptance Model and Flow Theory to Online Consumer Behavior. *Information Systems Research*, 13 (2), 205-223.

Krejcie, R. V., and Morgan, D. W. (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement*, 30, 607-610.

Kueh, Yii Shuan. (2011). Determinant Dimensions of E-Service Quality and Its Effect on E-Satisfaction in Airline Service: A Case Study of Malaysia Airline. Project Paper, Universiti Teknologi Malaysia.

Kumar, S., Johnson, K. L., and Lai, S. T. (2009). Performance Improvement Possibilities within the US Airline Industry. *Int. J. Product. Perform. Manage*., 58(7): 694-717.

Kurniawan, B. (2010). *Factors Affecting Customer Satisfaction In Purchase Decision On Ticket Online: A Case Study In Air Asia*. Pg 85 from http://repository.uinjkt.ac.id/dspace/handle/123456789/3312.

La Tour, S. A., and Peat, N. A. (1979). Conceptual and Methodological Issues in Consumer Satisfaction Research. *Advances in Consumer Research*, 6, 431-437.

Lau, Teck-Chai., Kwek, Choon-Ling.,and Tan, Hoi-Piew. (2011). Airline e-Ticketing Service: How e-Service Quality and Customer Satisfaction Impacted Purchase Intention. *International Business Management* 5(4), 200-208.

Laudon, K. C., and Traver, C. G. (2008). *E-commerce: Business Technology Society*. Pearson prentice Hall.

Laudon, K. C., and Traver, C. G. (2010). *E-Commerce 2010*. (6[th]ed.) Pearson Education Limited.

Laudon, K. C., and Traver, C. G. (2011). *E-Commerce 2011*. (7[th]ed.) Pearson Education Limited.

Law, R., and Bai, B. (2008). How do The Preferences of Online Buyers and Browsers differ on the Design and Content of Travel Websites? *International Journal of Contemporary Hospitality Management*, Vol. 20, No. 4, 388-400.

Law, R., and Leung, R. (2000). A Study of Airlines' Online Reservation Services on the Internet. *Journal of Travel Research*, 39(2), 202-211.

Law, R., and Leung, R. (2002). Online Airfare Reservation Services: A Study of Asian-Based and North American-Based Travel Websites. *Information Technology and Tourism,* Vol. 4 No. 1, 25-33.

Law, R., Qi, S., and Buhalis, D. (2010). Progress in Tourism Management: A Review of Website Evaluation in Tourism Research. *Tourism Management*, 31(3), 297-313.

Lee, F., and Wu, W. (2011). Moderating Effects of Technology Acceptance Perspectives on E-Service Quality Formation: Evidence from Airline Websites in Taiwan. Expert Systems with Applications, 38, 7766–7773.

Lee, Gwo-Guang., and Lin, Hsiu-Fen. (2005). Customer Perceptions of E-Service Quality in Online Shopping. *Int. J. Retail Distribution management*, 33: 161-176.

Lee, H., Lee, Y., and Yoo, D. (2000). The Determinants of Perceived Service Quality and Its Relationship with Satisfaction. *Journal of Service Marketing*, 14(3), 217–231.

Lenka, U., Suar, D., and Mohapatra, P. K. (2009). Service Quality, Customer Satisfaction, and Customer Loyalty in Indian Commercial Banks. *The Journal of Entrepreneurship*, 18, 1, 47–64. http://dx.doi.org/10.1177/097135570801800103.

Li, Hongxiu., and Suomi, R. (2009). A proposed Scale for Measuring E-service Quality.*International Journal of u- and e-Service, Science and Technology* Vol. 2, No. 1.

Li, N. and Zhang, P. (2002). Consumer Online Shopping Attitudes and Behavior. An Assessment of Research. *Eight Americas Conference on Information Systems*, 508-517.

Li, Y. N., Tan, K. C., and Xie, M. (2002). Measuring Web-Based Service Quality. *Total Quality Management*, 13(5), 685–700.

Lim, E. T. K., Cyr, D., and Tan, C. W. (2012). Untangling Utilitarian and Hedonic Consumption Behaviors in Online Shopping. In *Proceedings of the 16th Pacific Asia Conference on Information Systems* (PACIS'12), Ho Chi Minh City, Vietnam, July 11-15.

Lim, H., and Dubinsky, A.J. (2005). The Theory of Planned Behavior in E-Commerce: Making a Case for Interdependencies between Salient Beliefs. *Psychol. Market*. 22(10), 833–855.

Liu, S. C. B., Furrer, O., and Sudharshan, D. (2001). The Relationships between Culture and Behavioral Intentions toward Services. *Journal of Service Research*, 4(2): 118-129.

Loiacono, Eleanor T., Watson, Richard T., and Goodhue, Dale L. (2002). WEBQUAL: A Measure of Website Quality. In K. Evans and L. Scheer (Eds.), *2002 Marketing educators' conference: Marketing theory and applications*, 13, 432–437.

Long, M., and McMellon, C. (2004). Exploring Determinants of Retail Service Quality on the Internet. *Journal of Service Marketing,* 18(1), 78-90.

Looy, B. V., Gemmel, P.,and Dierdonck, R. V. (2003). *Services management: An integrated approach*. (2nd Ed.) London: Prentice-Hall.

Lubbe, B. (2007). The Effect of Internet Apprehension and Website Satisfaction on Air TravellersAdoption of an Airline's Website. *Journal of Air Transport Management.* 13 (2): 75-80.

Lynch, P., and S. Horton. (2008). *Web Style Guide: Basic Design Principles for Creating Web Sites*. (3rd Ed) New Haven: Yale University Press.

Madu, C. N., and Madu, A. A. (2002). Dimensions of E-quality. *International Journal of Quality and Reliability Management*, 19 (3), 246-258.

Malaysiaairport.com. (2012, October 23). Analyst Briefing Financial Results for the Nine Months Ended 30th September 2012. Retrieved on January 23, 2013 from http://ir.chartnexus.com/malaysiaairports/doc/presentation /3Q12_Analyst_Slide.pdf.

Malaysia Airline (2014, Jan 28). Traffic and Capacity Statistics. Retrieved on January 12, 2014 from http://ir.chartnexus.com/mas/-doc/os/MAS%20Operating%20Stats%20%20Dec%202013.pdf

Malighetti P., Paleari S., and Redondi R. (2009). Pricing Strategies of Low-Costs Airlines: The Ryanair Case. Journal of Air Transport Management, 15 (4). 195-203.

Mangold, G.W., and Babakus, E. (1991). Service Quality: The Front-Stage Perspective Vs the Back-Stage Perspective.*Journal of Services Marketing*, Vol. 5 No. 4, 59-70.

Manly, B.F.J. (1994). *Factor Analysis*. In: Manly BFJ (ed.) Multivariate Statistical Methods. London, United Kingdom: Chapman and Hall.

Mansfield, Edward R. and Helms, Billy P. (1982). Detecting Multicollinearity. *American Statisticians*, 36(3), 158-160.

Marketing-Interactive.com. (2011, April 21). PayPal: Online Shopping hits 1.8 Billion. Retrieved on 28 January 2013, from http://marketing-interactive.com/news/25946.

Martin Fassnacht and Ibrahim Koese. (2006). Quality of Electronic Services: Conceptualizing and Testing a Hierarchical Model. *Journal of Service Research*. 9(1). 19-37.

Marshall. G. (2005). The Purpose Design and Administration of a Questionnaire for Data Collection. *Radiography*, 11, 131-136.

Mason, K. J., and Alamdari, F. (2007). EU Network Carriers, Low Cost Carriers and Consumer Behavior: A Delphi Study of Future Trends. *Journal of Air Transport Management*, 13, 299–310.

McKinney, V., Yoon, K., and Zahedi, F. (2002). The Measurement of Web-Customer Satisfaction: An Expectation and Disconfirmation Approach. *Information Systems Research*, Vol. 13 No. 3, 296-315.

McNulty, L. (1999). Image Display Size. Online Available: http://www.envisiondev.com/idug/oct96_w/WG_FAST.htm (April 17).

Merwe, V. D. (2011). *The Impact of Electronic Service Quality Dimensions on Customer Satisfaction*. Master Theses in Business Management. University of Nelson Mandela Metropolitan. From http://hdl.handle.net/10948/1367

Meyers, L. S., Gamst, G., and Guarino, A. J. (2006). *Applied Multivariate Research: Design And Interpretation*. California, USA: Sage Publications.

Middleton, V. T. C., and Clarke, J. (2001). *Marketing in Travel and Tourism.* (3rded.) Elsevier Butterworth-Heinemann.

Mills, J. E., and Morrison, A. M. (2003). Measuring Customer Satisfaction with Online Travel, In Frew, A., Hitz M. and O'Connor, P. (Ed.), *Information and Communication Technology 2003: Proceedings of the International Conference in Helsinki, Finland*, 10-19, Austria: Springer-Verlag Wien.

Moharrer, M., Tahayori, H, Albadavi, A., Zegori, S.H., and Perzon, H. (2006). Satisfaction in e-tourism: A case of European online customers.*IADIS International Conference e-Commerce, Sandeep Krishnamurthy and Pedro IsaÃas:* 303 - 307.

Molla, A., and Licker, P. S. (2001). E-Commerce Systems Success: An Attempt to Extend and Respecify the MeLone and MacLean Model of IS Success. *Journal of Electronic Commerce Research*, Vol. 2:4, 131-141.

Moore, G. C., and Benbasat, I. (1991). Development of an Instrument to Measure the Perceptions ofAdopting an Information Technology Innovation. *Information Systems Research*, 2 (3), 192-222.

Munusamy, J., and Chelliah, S. (2011). An Investigation of Impact of Service Strategy on Customer Satisfaction in the Budget Airline Industry in Malaysia: A Case Study of Air Asia. *Contemporary Marketing Review* 1(1): 1-13.

Munusamy, J., Chelliah, S.,and Pandian, S. (2011). Customer Satisfaction Delivery in Airline Industry in Malaysia: A Case of Low Cost Carrier. *Australian Journal of Basic and Applied Sciences*, 5(11): 718-723.

Murphy, H., and Leung, A. (2010). E-service Quality, Perceived Value, Satisfaction and Loyalty: An Investigation of a Third Party Website. *Proceedings of the EUROCHRIE conference.*

Naumann, E., and Giel, K. (1995). *Customer Satisfaction Measurement and Management.*Thomson Executive Press, Ohio, USA.

Nikhashemi, S. R.,Haque, A.,Yasmin, F., and Khatibi, A. (2012).*Service Quality and Consumer Purchasing Intention toward Online Ticketing: An Empirical Study in Iran.International Proceedings of Economic Development and Research*, 38. 150-154.

Nielson., J. (2013). Seniors as Web Users. Retrieved on 19 August 2013 from http://www.nngroup.com/articles/usability-for-senior-citizens/

Nielson., J. (2013). Teenage Usability: Designing Teen-Targeted Websites. Retrieved on 19 August 2013 from http://www.nngroup.com/articles/usability-of-websites-for-teenagers/

Nusair, K. (Khal) and Kandampully, J. (2008). The Antecedents of Customer Satisfaction with Online Travel Services: A Conceptual Model. *European Business Review*, 20(1), 4-19.

O'connell, J.F., and Williams, G. (2005). Passengers' Perceptions of Low Cost Airlines and Full Service Carriers: A case study involving Ryanair, Aer Lingus, Air Asia and Malaysia Airlines. *Journal of Air Transport Management*, vol.11, 259-272.

Ody, P. (2000). The Challenging Task of Building Strong E-Loyalty: Customer Relationship Marketing. *The Financial Times*.

Oliver and Swan, J. E. (1989). Consumer Perceptions of Interpersonal Equity and Satisfaction in Transactions: A Field Survey Approach. *Journal of Marketing*, Vol. 53, 21-35.

Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, Vol. 17, No. 4, 460-469.

Oyewole, P., Sankaran, M., and Choudhury, P. (2007). Marketing Airline Services in Malaysia: A Consumer Satisfaction Orientation Approach. *Innovative Marketing*, Volume 3, Issue 1, 56-70.

Parasuraman, A., Zeithaml V. A., and Berry L. A. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, Vol. 64, No. 1, 12-40.

Parasuraman, A., Zeithaml, V. A. and Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, Vol. 49, autumn, 41-50.

Parasuraman, A., Zeithaml, V. A., and Berry, L. L. (1991). Refinement and Reassessment of the SERVQUAL Scale. *Journal of Retailing*, Vol. 67 No. 4, 420-450.

Parasuraman, A., Zeithaml, V., and Malhotra, A. (2005). E-S-QUAL: A Multiple-Item Scale for Assessing Electronic Service Quality. *International Journal of Electronic Commerce*. 7(3), 213-233.

Pallant, J. (2011). Spss Survival Manual: A Step by Step Guide to Data Analysis using SPSS. (4th Ed.). Crows Nest, Australia: Allen and Unwin.

Perdue, R. R. (2001). Internet Site Evaluations: The Influence of Behavioural Experience, Existing Images, and Selected Website Characteristics. *Journal of Travel and Tourism Marketing*, 11(2/3), 21–38.

Peter, J. P., and Olson,J. C. (2010). *Consumer Behavior*, McGraw-Hill Higher Education.

Peterson, R. A., Balasubramanian, S., and Bronnenberg, B.J. (1997). Exploring the Implications of the Internet for Consumer Marketing. *Journal of the Academy of Marketing Science*, 25(4), 329-346.

Phocuswright. (2012). Low-Cost Carrier Lead Airline Market Growth in Asia Pacific.Online available: Retrieved on Febuary 2013 from http://www.phocuswright.com/research_updates/low-cost-carriers-lead-airline-market-growth-in-asia-pacific.

Powell, B. (2010). The Six Fails of Air Asia and What We can Learn from Them. Retrieved on 14 November 2012, from http://benjaminspowell.wordpress.com/2010/10/26/the-six-fails-of-air-asia-and-what-we-can-learn-from-them/

Powell, C. M. (2010). Consumer Perceptions of Airline Web Sites: A Three Wave Longitudinal Analysis. *The Journal of Aviation Management and Education.*

Ranaweera C. and Prabhu J. (2003). On the Relative Importance of Customer Satisfaction and Trust as Determinants of Customer Retention and Positive Word of Mouth. *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 12 (1), 82.

Ranaweera, C. and Prabhu, J. (2003). The Influence of Satisfaction, Trust, and Switching Barriers on Customer Retention in a Continuous Purchasing Setting. *International Journal of Service Industry Management,* 14 (3/4), 374-395.

Ranganathan, C., and Ganapathy, S. (2002). Key Dimensions of Business-To-Consumer Web Sites. *Information and Management*, Vol. 30, 457-65.

Reichheld, F. F., and Sasser, W. E. (1990). Zero defections: quality comes to services.*Harvard Business Review*, 68(5), 105–112. International Marketing and Management Thesis, Copenhagen Business School.

Reid, Donald G. (2003). *Tourism, Globalization and Development: Responsible Tourism Planning*. London: Pluto Press.

Reimann, M., Lünemann, U. F., and Chase, R.B. (2008). Uncertainty Avoidance as a Moderator of the Relationship between Perceived Service Quality and Customer Satisfaction. *Journal of Service Research*, Volume 11, Number 1, August, 63-73. http://dx.doi.org/10.1177/1094670508319093.

Ribbink, D., Van Riel, A. C. R., Liljander, V., and Streukens, S. (2004). Comfort your online customer: quality, trust and loyalty on the internet. *Managing Service Quality,* 14(6), 446-456.

Robbins, S., and Stylianou, A. (2003). Global Corporate Web Sites: An Empirical Investigation of Content and Design. *Information & Management*, 40(3): 205-12.

Rodgers, W., Negash, S., and Suk, K. (2005). The Moderating Effect of On-Line Experience on the Antecedents and Consequences of On-Line Satisfaction. *Psychology & Marketing*, Vol.22, No. 4, 313-331.

Rose, G. M., Evaristo, J. R., and Straub, D. (2003). Culture and Consumer Responses to Web Download Time: A Four-Continent Study of Mono and Polychronism". *IEEE Trans. Eng. Manag.* 50(1), 31–44.

Rose, G. M., Lees, J., and Meuter, M. L. (2001). A Refined View of Download Time Impacts on E-Consumer Attitudes and Patronage Intentions toward E-Retailers. *Int. J. Media Manag.* (3), 105–111.

Rose, G. M., Matthew, L., and Curran, J. (2005). On-Line Waiting: The Role of Download Time and Other Important Predictors on Attitude toward E-Retailers. *Psychol. Market.* 22(2), 127–151.

Rust, R. T. and Oliver, R. L. (1994). Service Quality, Insights, and Managerial Implications from the Frontier. *Service Quality: New Directions in Theory and Practice, Sage Publications*, Thousand Oaks, CA, 72-94.

Sabiote, C. M, Frías D. M, Castañeda, J. A. (2012). E-Service Quality as Antecedent to E-Satisfaction: The Moderating Effect of Culture. *Online Information Review*, Vol. 36 Iss: 2, 157 – 174.

Saha, G.C., Theingi. (2009). Service Quality, Satisfaction, and Behavioural Intentions: A Study of Low-Cost Airline Carriers in Thailand, *Managing Service Quality*, Vol. 19 Iss: 3, 350 – 372.

Sam, M. F. M., and Tahir, M. N. H. (2009). Website Quality and Consumer Online Purchase Intention of Air Ticket. *International Journal of Basic and Applied Sciences.* IJBAS, Vol. 9, No. 10, 20-25.

Santos, J. (2003). E-Service Quality: A Model of Virtual Service Quality Dimensions. *Management Service Quality* 13 (3), 233-246.

Sarkar, Abhigyan. (2011). Impact of Utilitarian and Hedonic Shopping Values on Individual's Perceived Benefits and Risks in Online Shopping. *International Management Review*. American Scholars Press Inc. 2011. Retrieved November 12, 2012 from HighBeam Research: http://www.highbeam.com/doc/1P3-2343973391.html

Saunders, M., Lewis, P., and Thornhill, A. (2009). *Research Methods for Business Students (5thed).* Pearson Education.

Schaupp, L. Christian and Belanger, F. (2005). A Conjoint Analysis of Online Consumer Satisfaction. *Journal of Electronic Commerce*, 6(2), 95-111.

Schubert, P. (2003). Extended Web Assessment Method (EWAM): Evaluation of Electronic Commerce Applications from the Customer's Viewpoint. *International Journal of Electronic Commerce*, 7 (2), 51-80.

Shankar, V, Smith, A., K., and Rangaswamy, A. (2003). Customer Satisfaction and Loyalty in Online and Offline Environments. *International Journal of Research in Marketing*, 20 (June), 153 – 75.

Shchiglik, C., and Barnes. S. J. (2004). Evaluating Website Quality in the Airline Industry. Journal of Computer Information Systems, 44(3), 17-25.

Skytrax. (2012). AirAsia 3-Star Airline Ranking of AirAsia Product and Service Quality. Retrieved on 14 November 2012, from http://www.airlinequality.com/Airlines/AK.htm

Skytrax. (2012). AIRASIA is named as the World's Best Low-Cost Airline at the 2012 World Airline Awards held at Farnborough Air Show. Retrieved on 14 November 2012 from, http://www.worldairlineawards.com/Awards_2012/lowcost2012.htm

So, W. C. M., Wong, T. N. D., and Sculli, D. (2005). Factors affecting intentions to purchase via the internet. *Industrial Management and Data Systems*, 105(9), 1225-1244.

Söderlund, M. (1998). Customer Satisfaction and Its Consequences on Customer Behavior Revisited: The Impact of Different Levels of Satisfaction on Word-Of-Mouth, Feedback to the Supplier and Loyalty. *International Journal of Service Industry Management*, 9(2): 169-183.

Spiliopoulou, M. (2000). Web Usage Mining for Web Evaluation. *Association for Computing Machinery*, 43(8), 127-134.

Srinivasan, S. S., Anderson, R., and Ponnavolu, K. (2002). Customer Loyalty in E-Commerce: An Exploration of Its Antecedents and Consequences. *Journal of Retailing*, 78, 41–50.

Standing, C. (2000). *Internet Commerce Development*. Norwood, MA: Artech House Inc.

Straub, Detmar, and Richard, T. Watson. (2001). Transformational Issues in Researching IS and Net-Enabled Organizations. *Information Systems Research*, 12 (4), 337 – 45.

Suh, B., and Han, I. (2002). Effect of Trust on Customer Acceptance of Internet Banking. *Electronic Commerce Research and Applications*, 1(3-4), 247-263.

Sulaiman, A. and Ng, J., et al. (2008). E-Ticketing as a New Way of Buying Tickets: Malaysian Perceptions. *Journal of Social Science*, Vol. 17, No. 2, 149-15.

Szymanski, D. M., and Hise, Richard T. (2000). E-satisfaction: An initial examination. *Journal of Retailing*, 76(3), 309–322.

Tabachnick, B.,and Fidell, L. (2001). *Using Multivariate Statistics*. Boston: Allyn and Bacon.

Tagliavini, M., and Ghiringhelli, E. (2008). The Client-Supplier E-Relationship Management: A Case Study in the European B2B Office Furniture Industry. In Becker, A. (Ed.), *Electronic Commerce: Concepts, Methodologies, Tools, and Applications*. 1082-1102.

Tan, Ai Shuang. (2007). *Determining Online Service Quality in Airline Industry: A Case Study of Airasia Berhad at Sultan Ismail International Airpot, Johor Darul Takzim*. Project Paper, Universiti Teknologi Malaysia.

Tan, C. N. L., Gwee, K. J., Ng, T. H., and Lim, Y. S. (2011). Predictors of Business-To-Consumer Electronic Commerce Usage among Online Consumers in Malaysia. 2nd International Conference on Business and

Economic Research (2nd ICBER 2011) Proceeding 2011-154, Langkawi, Kedah. Conference Master Resources.

Tan, K. C., Xie, M., and Li, Y. N. (2003). A Service Quality Framework for Web-Based Information Systems. *The TQM Magazine*, 15(3), 164–172.

The Star Online. (2012, June 18). Aireen Omar is new AirAsia CEO for Malaysia. *The Star*. Retrieved November 5, 2012, from http://biz.thestar.com.my/news/story.asp?file=/2012/6/18/business/2012061 8131632&sec=business

The Star Online. (2012, September 11). PM launches new low-cost airline Malindo Airways. *The Star*. Retrieved November 7, 2012, from http://thestar.com.my/news/story.asp?file=/2012/9/11/nation/201209111934 14&sec=nation

To, P. L., Liao, C. C., and Lin, T. H. (2007). Shopping Motivations on Internet: A Study Based on Utilitarian and Hedonic Value. *Technovation.* 27(12): 774-787.

Torres, A. I., and Martins, F. V. (2004). An E-Satisfaction Model – Application to Internet Information Search and Purchase. *IADIS International Conference e-Commerce.*

Tsao, W. C., and Chang, H. R. (2010).Exploring the Impact of Personality Traits on Online Shopping Behavior. *African Journal of Business Management* Vol. 4(9), 1800-1812.

Tse D. K., and Wilton P. C. (1988). Models of Consumer Satisfaction Formation: An Extension. *Journal of Marketing Research*, Vol. 25, No. 2, 204–12.

Van Riel, A. C. R., Liljander, V., and Jurriens, P. (2001). Exploring Consumer Evaluations of E-Services: A Portal Site. *International Journal of Service Industry Management*, 12(4), 359–377.

Van Schaik, P., and Ling, J (2006). The Effects of Graphical Display and Screen Ratio on Information Retrieval in Web Pages. *Comput. Hum. Behav*. 22, 870–884.

Vassilopoulou, K., and Keeling, K. (2000). Usability Measurement Tool Survey: Differences between Australia and UK. Manchester School of Management, UMIST, Manchester.

Venkatesh, V., and Morris, M. G. Why Don't Men Ever Stop to Ask for Directions? Gender, Social Influence, and Their Role in Technology Acceptance and Usage Behavior. *MIS Quart* 2000; 24(1): 115 – 40.

Walker, J. R., and Walker, J. T. (2011). *Tourism: Concepts and practices*. Prentice Hall.

Wan, C. S. (2002). The Web Sites of International Tourist Hotels and Tour Wholesalers in Taiwan. Tourism *Management*, 23, 155–160.

Wang, H., Lee, M., and Wang, C. (1998). Consumer Privacy Concern about Internet Marketing. *Communications of the ACM*, Vol. 41, 63-70.

Weaver, D. (2000). *Tourism management*. Brisbane: John Wiley and Sons Australia Ltd.

Wolfinbarger, M. and Gilly, M. (2002). comQ: Dimensionalizing, Measuring and Predicting Quality of the E-Tail Experience. *Working paper* No. 02-100, MIS. Cambridge, MA: MIS.

Wolfinbarger, M. and Gilly, M. (2003). Etailq: Dimensionalizing, Measuring and Predicting Etail Quality. *Journal of Retailing*, Volume 79, Issue 3, 2003, 183-198. http://www.sciencedirect.com/science/article/pii/S0022435903000344.

Wolfinbarger, M., and Gilly, M. (2001). Shopping Online for Freedom, Control, and Fun. *California Management Review*, 43(2): 34-55.

Wolfinbarger, Mary and Gilly, Mary. (2000). Consumer Motivations for Online Shopping. *AMCIS 2000 Proceedings.* Paper 112.

Wong, J., and Law, R. (2005). Analyzing the Intention to Purchase on Hotel Websites: A Study of Travelers to Hong Kong. *Hospitality Management*, Vol. 24, 311-29.

Woodside, A. G., Lisa, L. F., and Robert, T. D. (1989). Linking Service Quality, Customer Satisfaction, and Behavioral Intention. *Journal of Health Care Marketing,9* (December), 5-17.

Woodside, A., Frey, L.,and Daly, R. (1989). Linking Service Quality, Customer Satisfaction and Behavioural Intention. *Journal of Health Care Marketing*, 9(4): 5-17.

Xue, M., and Harker, P. T. (2002). Customer Efficiency: Concept and Its Impact on E-Business Management. *J. Service Res.*, 4: 253-267.

Yang, Z. (2001). Consumer Perception of Service Quality in Internet-based Electronic Commerce. Proceedings of the EMAC conference. pp. 110-120.

Yang, Z., and Jun, M. (2002). Consumer Perception of E-Service Quality: From Internet Purchaser and Non-Purchaser Perspectives. *Journal of Business Strategies*, Vol. 19 No. 1, 19-41.

Yau, W. C., and Radha Krishna Rao, G.S.V. (2008). Web Services Security in E-business: Attacks and Countermeasures. In Becker, A. (Ed.), *Electronic Commerce: Concepts, Methodologies, Tools, and Applications.* 952-968.

Yeoh Siew Hoon. (2010, July 7). *Airasia Moves to New Booking System in a Year of Innovation*. Webintravel. Retrieved on November 22, 2012 from http://www.webintravel.com/news/airasia-moves-to-new-booking-system-in-a-year-of-innovation_130

Yeoh, E., and Kim, J. L. C. (2011). Malaysian Low Cost Airlines: Key Influencing Factors on Customers' Repeat Purchase Intention. *World Applied Sciences Journal 12 (Special Issue of Tourism and Hospitality)*: 35-43.

Yoo, B., and Donthu, N. (2001). Developing a Scale to Measure Perceived Quality of an Internet Shopping Site (SITEQUAL), *Quarterly Journal of Electronic Commerce*, Vol. 2 No. 1, 31-46.

Yoon, S. H. (2007). Determinants of Online Service Satisfaction and Their Impacts on Behavioral Intentions. *Journal of Korea Trade*, *11*(3), 23-52.

Yoon, S. J. (2002). The Antecedents and Consequences of Trust in Online Purchase Decisions. *Journal of Interactive Marketing*, 16(2), 47–63.

Ystats Online (2012, March). Global Online Travel Report 2012. Retrieved on 27 December 2012 from www.**ystats**.com/uploads/report_abstracts/927.pdf

Zeithaml and Bitner. (2000). *Services Marketing: Integrating Customer Focus Across the Firm.* McGraw-Hill, Boston.

Zeithaml, V.A., Parasuraman, A., and Malhotra, A. (2000). A Conceptual Framework for Understanding E-Service Quality: Implications for Future Research and Managerial Practice.MSI Working Paper Series, Report No. 00-115, Cambridge.

Zeithaml, V.A., Parasuraman, A., and Malhotra, A. (2002). Service Quality Delivery through Web Sites: A Critical Review of Extant Knowledge. *Journal of the Academy of Marketing Science*, Vol 30, No (4), 362-375.

Zeithaml, V.A., Parasuraman, A., and Berry, L.L. (1990). Delivering Quality Service: Balancing Customer Perceptions and Expectations. *New York, NY: The Free Press.*

Zhang, P., Von Dran, G.M., Small, R.V., and Barcellos, S. (2000). A Two Factor Theory for Website Design. *In: Proceedings of the 33rd Hawaii International Conference on System Sciences, Hawaii, United States*.

Zhou, L., Dai, L., and Zhang, D. (2007). Online Shopping Acceptance Model: A critical survey of consumer factors in online shopping. *Journal of Electronic Commerce Research*, Vol. 8, No. 1, 41-62.

Zhu, F., Wymer, W. and Chen, I. (2002). IT-based Services and Service Quality in Consumer Banking. *International Journal of Service Industry Management*, Vol. 13 No. 1, 69-90.

Zikmund, W.G. (2003). *Business Research Methods.* (7[th]Ed.). Ohio: Thomson Learning.