

**A PROPOSED FRAMEWORK MODEL FOR THE ONLINE SERVICE
QUALITY OF AIRLINE TICKETING**

**A PROJECT PAPER SUBMITTED TO THE UNIVERSITI TEKNOLOGI MARA
IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
BACHELOR OF SCIENCE (HONS) BUSINESS COMPUTING**

BY

AIDA WATIBINTIHASHIM

2002611010

BSC (HONS) BUSINESS COMPUTING

**FACULTY OF INFORMATION TECHNOLOGY AND QUANTITATIVE
SCIENCES**

NOVEMBER 2005

DECLARATION

I certify that this thesis and the research to which it refers are the product of my own work and that any ideas or quotations from the work of other people, published or otherwise are fully acknowledge in accordance with the standard referencing practices of the discipline.

I authorize Unlversiti Teknologi MARA to lend this thesis to other institutions or individuals for the purpose of scholarly research.

November 2005

AIDA WATIBINTIHASHIM

2002611010

ABSTRACT

This research is proposing a framework on online service quality airline transportation. There are eleven dimensions of online service quality and electronic customer relationship management (E-CRM) used in a proposed framework. The objective of this research is to identify the favorable features of online service quality website by airline companies. Then, the second purpose is to propose a framework of service quality by airlines e-commerce website. The research began by designing a web evaluation form derived from literature reading and colleagues' discussion. 50 airline websites worldwide observe and evaluate at the end of October and finish by mid of November 2005. The airline website divided into categories; individual website and alliance website. The airline companies selected were those service ranked by Skytrax Airline Star Ranking Programme. The data that had been collected were analyzed using SPSS 11.0 and Microsoft Office Excel 2003. There are 28 favorable E-CRM features in airline website; account information, on-sale area, order, store locator, affinity program, account conditions, links, online purchasing, preview product, member benefits, posted privacy policy, membership, product information, company history/profile, postal address, e-mail, facsimile, site map, FAQs, product highlights, customization possibility, ability to track order status, mailing list, toll-free numbers, complaining ability, speed of download pages, and site customization. It is concludes that more than half out of 50 airline websites have 28 favorable E-CRM features.

TABLE OF CONTENTS

	Page
DECLARATION	i
APPROVAL*	ii
ACKNOWLEDGEMENTS	iii
ABSTRACT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	ix

CHAPTER 1 INTRODUCTION

1.0	Introduction	1
1.1	Background of the Research	2
1.2	Problem Statement	5
1.3	Research Questions	5
1.4	Objectives of the Research	6
1.5	Scope of the Research	6
1.6	Significance of the Research	6
1.7	Research Approach and Methodology	7
1.8	Limitations of the Research	9
1.9	Overview	10

CHAPTER 2 LITERATURE REVIE

2.0	Introduction	11
2.1	Electronic Commerce	12
2.2	Online Ticketing	13
2.3	Service Quality	15

2.4	Service Quality in E-commerce Website	15
	2.4.1 Reliability	20
	2.4.2 Security	20
	2.4.3 Efficiency	21
	2.4.4 Ease of Use	21
	2.4.5 Information	21
	2.4.6 Appearance	22
	2.4.7 Linkage	22
	2.4.8 Structure and Layout	23
	2.4.9 Support	23
	2.4.10 Communication	24
	2.4.11 Incentive	24
2.5	Customer Relationship Management	25
2.6	Customer Relationship Management in E-Commerce Website	25
2.7	The Relationship between 11 Dimensions of Online Service Quality and 42 E-CRM Features	35

CHAPTER 3 RESEARCH APPROACH AND METHODOLOGY

3.0	Introduction	38
3.1	Research Model	38
3.2	Sampling Design	40
3.3	Method of Data Collection	41
	3.3.1 Primary Data	41
	3.3.1[a] Web Observation	41
	3.3.1 [b] Web Evaluation	41
	3.3.1[c] Direct Involvement	42
	3.3.1 [d] Adoption from Previous Research	42
	3.3.2 Secondary Data	43
3.4	Sample Technique and Size	43
3.5	Data Analysis	43