

The Influence of e-Service Quality and e-Marketing Mix on Customer Satisfaction and Loyalty in the Airline Sector

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ABSTRACT

The revolution of the web-based business has changed the shape of the world economy in recent years. One of the industries that has been revolutionised due to the emergence of web-based business is the transportation industry, particularly the airline sector. The web-based business has affected the traditional travel agencies and ticket flight broker business models. In fact, due to the raising competitive pressure in the airline industry, many budget airlines have started to sell tickets directly to the customers in order to cut intermediaries and their related costs. However, to facilitate the smooth booking process it is necessary to offer a website service with high quality standard. This research therefore focuses on investigation on the quality aspects of the websites in the airline industry that leads to customer satisfaction and loyalty. The framework includes E-SERVQUAL elements; *Efficacy, Fulfilment, Privacy and System Availability*; the e-marketing mix: *Place, Price, Product, and Promotion* and Information System Success model elements; *Information quality, System Quality and Service Quality*. The researcher investigated the relationship between these factors and the customer satisfaction and customer loyalty by proposing a set of hypotheses. The study uses a quantitative method and presents finding from the data collected from 139 respondents. The data was analysed using SPSS. A correlation analysis and a regression analysis were performed to understand the relationship between the variables and the significance of the model. The results of the analysis proved that there is a positive and significant relationship between the website quality factors analysed and the e- customer satisfaction. Furthermore, the result of the correlation analysis between the customer satisfaction and the customer loyalty is also positive and significant.

Keywords: E-SERVQUAL, Airline Sector, Empirical, Customer Satisfaction, Customer Loyalty

