Analyzing The Performance Of Airline Reservation Web Service In Tourism Segment Market

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ABSTRACT

Web reservation service in the airline industry is a must-have tool that has become a necessity. It helps airline companies to be more effective and efficient in their operations and also provides convenience to customers. However, the companies need to understand and study how people are using online reservation. The results of the study will be the basis of the management and marketing for developing a comprehensive web reservation service using the customer-based approach. This research found that the elaborated and developed indicators, namely, perceived ease of use, perceived usefulness, e-trust, e-satisfaction, and airline reputation, have a significant impact on purchase intention and are the main factors for analyzing and evaluating web reservation performance based on consumer experience in online airline reservation. In this research, we also found that price and information do not have a significant impact. The respondents in this research consisted of 112 tourists using web reservation service of AirAsia airlines. The data analysis method used in this research is factor analysis and Structural Equation Modeling (SEM)

Keywords

Online consumer behavior, web quality, TAM, online tourism industry.

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Introduction

The digital era has evolved as web-based 3.0 and become the main leverage in changing social life and behavior. This is also experienced in Indonesia as a country with the largest Muslim population in the world. Technological system and process in organization operation are increasingly popular in some industries (Greco, 2016), both large industries and SMEs (Chishakwe & Smith, 2012). Go-Jek, Uber, and Grab are some examples in the transportation industry while Airy and Airbnb are the significant players in the lodging services industry. The number of e-commerce transaction in Indonesia keeps increasing, reaching the value of 108.4 trillion rupiahs in 2017. The value in 2018 is expected to reach 144.1 trillion rupiahs, and it will increase in the next three to five years (Databoks.katadata.co.id, 2017). The aviation industry was at the first place as the most online industry in the reservation process 2014. This fact is a potential for airline companies to target the tourism destination market by utilizing the development of technology and information to improve the quality of online reservation services (Januszewska, Jaremen, & Nawrocka, 2015).

The aspect of quality has been more critical in developing an online system (Elkhani, Soltani, & Bakri, 2013). The challenges are to analyze and evaluate the quality characteristics of the information system to be used as a basis in assessing the performance of corporate strategy (Mihajlović, 2012); (C.-M. Chen & Liu, 2017). The ability of companies to develop the quality of their online system can strengthen customer satisfaction and loyalty (Elias, Mohamed, & Arridha, 2015). However, airline companies are still looking for ways and methods for analyzing and evaluating their performance and customer satisfaction in making online reservations. It is clear that strengthening the supply of products and services in the tourism and leisure market is vital (Van Rensburg, 2014) because a good system can affect the tourist intention to make online reservations (Octavia & Tamerlane, 2017). Some critical performance indicators of the system are ease of use (Abd, Zaidi, Razak, Abu, & Salihin, 2016), online access speed (Renny, Guritno, & Siringoringo, 2013), system reliability (Szopiński, 2017), flexibility (Aramendia-Muneta & Ollo-López, 2013), usefulness of the features of the system (Paco & Perez, 2015) and security (Vojtovič, Navickas, & Gruzauskas, 2016). Also, the quality of information can be measured by evaluating the output quality of the information system with the following indicators; accuracy, completeness, form, timeliness, and relevance (Jadhav & Mundhe, 2011). Therefore, airline companies are now trying to shift the customers using a traditional approach to the modern one, i.e., e-ticketing system. The process of using e-ticket service must be continuously tested, especially regarding access security and convenience in understanding transaction process via website and mobile phone with Android and iOS operating system. So, the process can build consumer preferences in choosing a website (Abdullah & Kadhim, 2016). Online reservation service provides many benefits such as cost reduction associated with conventional ticket printing, workforce reduction related to ticket printing, and security and comfort because online tickets cannot be falsified or duplicated (Ratnasingam, 2012). Customers can print their online tickets according to the booking codes (Elci, Abubakar, Ilkan, Kolawole, & Lasisi, 2017); (Crnojevac, Gugić, & Karlovčan, 2010). Evaluating web performance in the online reservation process is essential to the company (Kazemei & Haeri, 2016). Also, it is critical to assess the system quality of the website and web information for establishing e-satisfaction which will finally affect purchase intention, especially in the tourism industry. Regarding the issues described above, this research is trying to study the factors influencing the performance of online reservation which can increase satisfaction and intention of

customers in choosing, making reservations and purchasing tickets by online.

Literature Review

Consumer Behavior

Online consumer behavior has adopted several theories. Expectation Confirmation Theory (ECT) is one of them. This theory states that consumer initial expectations and confirmation during online affect their satisfaction (Yy Chen, Huang, & Hsu, 2010). Theory of Reasoned Action (TRA) (Ajzen, 1975), Theory of Planned Behavior (TPB) (Ajzen, 1991), and Technology Acceptance Model (TAM) (Davis, 1989) are the theories and concepts which have been tested empirically, and many of them have developed. TRA and TPB focus on intention and behavior (Jennings & Seaman, 1990), while TAM focuses on the influence of behavior and intention (Lai, 2017) in using information systems which can be explained by the ease of use and usefulness variables. The model has been widely adopted in various contexts (Chuttur, 2009); (Yue-yang Chen & Lee, 2010). However, although it has been successfully used in studying internet-related technologies, these two factors have not been found to sufficiently explain the motives of web users (Ahn, Ryu, & Han, 2007).

Web Quality

The website should be easy to understand and use (Davis, Bagozzi, & Warshaw, 1989). It should also help and encourage customers to navigate around the site. Website quality has become an essential topic for research in the last decade (Zavareh et al., 2012). Many dimensions which need further investigation. Some dimensions often used in research and practice areas are content of the website, security and privacy, design of the website, accessibility of the information, navigation for users, responsiveness of the website, personalization of the website, and comfort or fun (Anusha, 2014), (Sam & Tahir, 2009), (McCoy, Loiacono, Moody, & Fernández Robin, 2013), (Chang, 2014), (Ha & Im, 2012).

Online in the Tourism Industry

The E-QUAL instrument is a measurement adopted in this research (Kaynama & Black, 2000) to measure websites that can be used in the tourism industry. In addition, some research found that the quality of the web consisting of the variables of ease of use, ease of navigation and ease of understanding is a powerful dimension affecting satisfaction, website design, trust / privacy, usability, responsiveness, information quality (Jiménez-Barreto & Campo-Martínez, 2018) (Park, Gretzel, & Sirakaya-Turk, 2007), (Yiga & Cha, 2014), (Elkhani et al., 2013). This web conceptual model will also be formed by (1) website interface: accessibility, loading time, web appearance, comprehensiveness of the navigation tools, interactivity with user, accuracy of search tools, and security and privacy (Jiménez-Barreto & Campo-Martínez, 2018); (2) perceived quality: incentives, feedback, information and reliability (Kazemei & Haeri, 2016), (Zhang, Zhong, Luo, & Zhu, 2015); and (3) perceived value: involvement, convenience of shopping, utility transactions and prices (Lien, Wen, Huang, & Wu, 2015), (Kim, Kim, & Park, 2017).
The research was conducted on the tourists traveling to tourist destination and making an online reservation for AirAsia airlines Indonesia.

Research Methodology

This method in this research uses quantitative and descriptive-associative (Walliman, 2011). Data collection technique used is the distribution of online questionnaires, distributed to consumers making an online reservation. A total of 112 respondents was taken as valid research sample. The unit of analysis in this study is registered customers making online airline reservation who traveled to a tourist destination. The sampling technique used is probability sampling, namely simple random sampling. The method of analysis used in this research is Structural Equation Modeling (SEM) (Schumacker, Lomax, & Group, 2010).

Results And Discussion

Outer Loadings (Measurement Model)

Data processing technique using SEM based on Partial Least Square (PLS) requires two stages to assess fit model from a research model, namely outer model (convergent validity, discriminant validity, and composite reliability) and inner model (total effect/hypothesis test). Individual reflexive sizes are high if the correlation value is 0.5 to 0.6 (loading values are considered sufficient). In this research, the loading factor limit is 0.50.

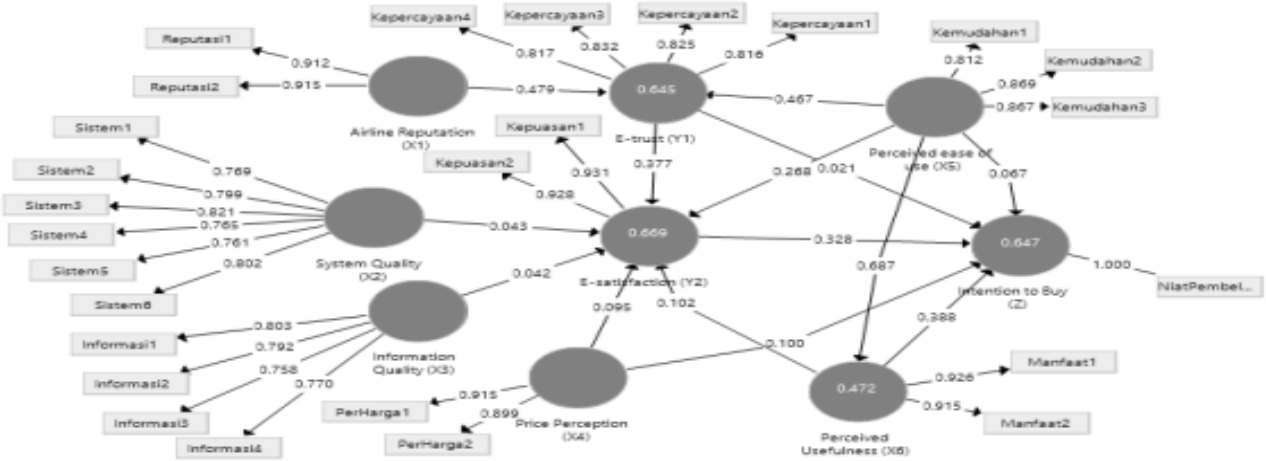
Table 1. Outer Loadings (Measurement Model)

	AirRep	SysQ	InfQ	PrcPer	Ease	Use	eTrust	eSat	PurcInt
Rep1	0.912	-	-	-	-	-	-	-	-
Rep2	0.915	-	-	-	-	-	-	-	-
Sys1	-	0.769	-	-	-	-	-	-	-
Sys2	-	0.799	-	-	-	-	-	-	-
Sys3	-	0.821	-	-	-	-	-	-	-
Sys4	-	0.765	-	-	-	-	-	-	-
Sys5	-	0.761	-	-	-	-	-	-	-
Sys6	-	0.802	-	-	-	-	-	-	-
Inf1	-	-	0.803	-	-	-	-	-	-
Inf2	-	-	0.792	-	-	-	-	-	-

Inf3	-	-	0.758	-	-	-	-	-	-
Inf4	-	-	0.770	-	-	-	-	-	-
Prc1	-	-	-	0.915	-	-	-	-	-
Prc2	-	-	-	0.899	-	-	-	-	-
Ease1	-	-	-	-	0.812	-	-	-	-
Ease2	-	-	-	-	0.869	-	-	-	-
Ease3	-	-	-	-	0.867	-	-	-	-
Use1	-	-	-	-	-	0.926	-	-	-
Use2	-	-	-	-	-	0.915	-	-	-
Trust1	-	-	-	-	-	-	0.816	-	-
Trust2	-	-	-	-	-	-	0.825	-	-
Trust3	-	-	-	-	-	-	0.832	-	-
Trust4	-	-	-	-	-	-	0.817	-	-
Sat1	-	-	-	-	-	-	-	0.931	-
Sat2	-	-	-	-	-	-	-	0.928	-
PurcInt	-	-	-	-	-	-	-	-	1.000

Validity test for reflective indicator uses the correlation between item score and construct score. Measurements with reflective indicators indicate a change in an indicator of a construct if other indicators in the same construct change (or are excluded from the model). The reflective indicator is suitable to measure perception, so this research uses it. Table 1 shows that the loading factors are above the suggested value of 0.5. The smallest value is 0.758 for the Inf3 indicator. The indicators used in this research are valid and fulfill the convergent validity test. The following is the diagram of the loading factor of each indicator in the research model:

Figure 1. Loading Factor



Discriminant Validity

Discriminant validity test was performed to ensure that each concept of each latent variable is different from other variables. The research model shows that the model has a good discriminant validity. The loading value of indicators in each latent variable has a larger value compared to the indicators of other latent variables. Discriminant validity test results are shown as follows:

Table 2. Discriminant Validity (Cross Loadi ng)

	Air-Rep	**SystemQ**	**Inform Q**	**Prc-Per**	**Easiness**	**Useful**	**E-Trust**	**E-Satis**	**PurcInt**
Rp1	**0.913**	0.542	0.514	0.437	0.387	0.533	0.622	0.461	0.428
Rp2	**0.914**	0.623	0.594	0.484	0.417	0.515	0.632	0.495	0.417
Sstem 1	0.413	**0.768**	0.587	0.494	0.647	0.607	0.518	0.552	0.487
Sstem 2	0.512	**0.798**	0.498	0.572	0.603	0.603	0.576	0.537	0.483
Sstem 3	0.651	**0.822**	0.612	0.502	0.545	0.598	0.723	0.557	0.477
Sstem	0.527	**0.765**	0.662	0.557	0.627	0.657	0.685	0.515	0.618

4									
Sstem 5	0.418	**0.762**	0.496	0.394	0.495	0.572	0.484	0.575	0.457
Sstem 6	0.418	**0.801**	0.696	0.478	0.566	0.553	0.593	0.546	0.542
In1	0.501	0.623	**0.804**	0.476	0.563	0.598	0.561	0.601	0.588
In2	0.434	0.497	**0.793**	0.433	0.458	0.489	0.516	0.477	0.464
In3	0.482	0.621	**0.757**	0.466	0.601	0.578	0.595	0.492	0.506
In4	0.478	0.602	**0.771**	0.538	0.597	0.534	0.582	0.503	0.594
Perc1	0.382	0.558	0.536	**0.916**	0.577	0.598	0.593	0.634	0.573
Perc2	0.544	0.594	0.576	**0.898**	0.553	0.662	0.642	0.527	0.583
Eas1	0.285	0.587	0.615	0.485	**0.813**	0.456	0.515	0.625	0.468
Eas2	0.383	0.632	0.591	0.505	**0.868**	0.643	0.602	0.575	0.608
Eas3	0.444	0.657	0.611	0.593	**0.866**	0.648	0.607	0.631	0.554
useful 1	0.448	0.693	0.634	0.632	0.673	**0.927**	0.658	0.625	0.717
Usefu l2	0.613	0.708	0.667	0.648	0.592	**0.916**	0.701	0.653	0.653
Tru1	0.544	0.614	0.555	0.605	0.543	0.507	**0.817**	0.626	0.493
Tru2	0.508	0.596	0.573	0.531	0.613	0.572	**0.826**	0.568	0.566
Tru3	0.622	0.684	0.684	0.536	0.558	0.667	**0.833**	0.688	0.574
Tru4	0.573	0.598	0.546	0.566	0.534	0.672	**0.818**	0.617	0.571
Satis1	0.471	0.628	0.651	0.582	0.644	0.644	0.705	**0.932**	0.697
Satis2	0.503	0.666	0.591	0.612	0.684	0.645	0.713	**0.927**	0.647
PurcI ntent	0.462	0.645	0.693	0.634	0.645	0.745	0.671	0.723	**1.000**

The validity is good if it has a high loading factor with a value close to 1.000. The indicators that do not have discriminant validity are excluded from the analytical framework.

Reliability and Average Variance Extracted (AVE)

The criteria for validity and reliability is the value of Average Variance Extracted (AVE) of each construct. The construct has high reliability if its composite reliability is above 0.7 and AVE is above 0.5. Table 3 presents composite reliability and AVE values for all variables.

Table 3. Reliability and AVE

	Composite Reliability	**Average Variance Extracted (AVE)**
Reputation	0.908	0.835
System Quality	0.906	0.617
Information Quality	0.863	0.611
Perception on Price	0.904	0.824
Easiness	0.887	0.723
Usefulness	0.916	0.848
E-trust	0.894	0.675
E-satisfaction	0.928	0.863
Purchase Intention	-	-

Table 3 shows that the composite reliability values for all constructs are above 0.7, indicating that all constructs in the estimated model meet the discriminant validity criteria. The lowest composite reliability score is 0.862 for the information quality construct. Also, all AVE constructs are above 0.5. The lowest AVE value is 0.610 for the information quality construct.

Structural Model Analysis (Inner Model)

The values of R-square for each latent dependent variable are shown in Table 4.

Table 4. R-square

Variable	***R-square***
E-satisfaction (Y2)	0.669
E-trust (Y1)	0.645
Purchase Intention (Z)	0.647
Perceived Usefulness (X6)	0.472

In principle, this research uses four variables influenced by other variables, namely the variables of e-satisfaction (Y2) influenced by system quality and information quality, e-trust (Y1) influenced by airlines reputation (X1) and perceived ease of use (X5), purchase intention (Z) influenced by price perception (X4), perceived ease of use (X5), perceived usefulness (X6), e-trust (Y1), and e-satisfaction (Y2), and perceived usefulness (X6) influenced by perceived ease of use (X5).

Table 4 shows that 66.9% of e-satisfaction can be influenced by system quality and information quality, 64,5% of e-trust can be influenced by Airline's reputation and perceived ease of use, 64,7% of purchase intention can be influenced by price perception, perceived ease of use, perceived usefulness, e-trust, and e-satisfaction. Moreover, 47.2% of perceived usefulness can be influenced by perceived ease of use.

Analyses of Hypotheses

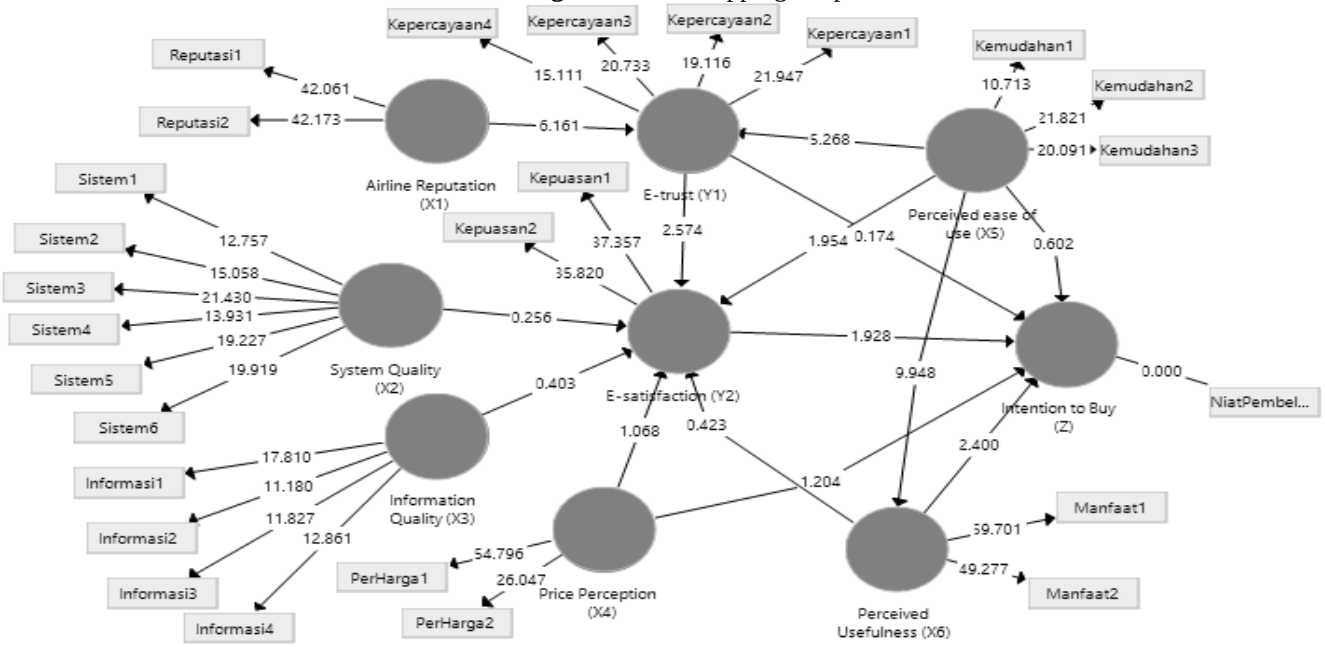
The significance of estimated parameters provides beneficial information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the total effect output. Table 5 provides estimation output for structural model testing.

Table 5. Total Effect of the model

	Original Sample (O)	**Sample Mean (M)**	**Standard Deviation (STDEV)**	**T Statistics (|O/STER R|)**
E-satisfaction> Purchase Intention	**0.327**	0.345	0.171	**1.927**
Usefulness>E-satisfaction	**0.103**	0.114	0.241	**0.424**
Easiness>E-satisfaction	**0.515**	0.497	0.206	**2.478**
Usefulness>Purchase Intention	**0.423**	0.425	0.131	**3.242**
Easiness>Purchase Intention	**0.513**	0.514	0.116	**4.435**
Easiness>Usefulness	**0.688**	0.684	0.068	**9.949**
Easiness>E-trust	**0.467**	0.461	0.089	**5.268**
Information Quality> E-satisfaction	**0.042**	0.050	0.105	**0.403**
System Quality>*E-satisfaction*	**0.043**	0.057	0.169	**0.256**
E-trust>E-satisfaction	**0.377**	0.376	0.147	**2.574**
E-trust>Purchase Intention	**0.144**	0.151	0.123	**1.174**
Price Perception -> E-satisfaction	**0.095**	0.086	0.089	**1.068**
Price Perception -> Purchase Intention	**0.132**	0.128	0.095	**1.391**
Airline Reputation -> E-trust	**0.479**	0.483	0.078	**6.161**

In the PLS statistical test, each hypothesized relationship test was performed using a simulation. In this case, the bootstrap method was applied to the sample. Bootstrap testing is the way to minimize the problem dealing with research data abnormalities. The results of hypothesis testing seen from the original sample are used to know the positive or negative relationship. The t-statistic is determined based on t table (> 1.96). Based on original sample value, it is found that the highest value affecting perceived usefulness is perceived ease of use with the value of 0.687. The result showed that the variable of perceived ease of use has a significant effect on perceived usefulness. Moreover, the value is higher than the effect of information quality on e-satisfaction. Furthermore, the five variables influencing purchase intention directly are Airline reputation, perceived usefulness, perceived ease of use, e-trust, and price perception variable. The most considerable effect is perceived ease of use because it has the highest original sample value of 0.687, higher than the other four variables. Thus, perceived ease of use is the most dominant variable in influencing purchase intention. The most non-dominant variable is the information quality with the smallest original sample value of 0.042. The following is t-statistical diagram based on bootstrapping output:

Figure 2. Bootstrapping Output



From the hypothesis testing, it was found that there are seven hypotheses which do not affect one variable to another. However, e-satisfaction has a direct and unidirectional (positive), but insignificant effect on purchase intention and perceived usefulness also has a direct and unidirectional but insignificant effect on e-satisfaction. The

effect of information quality and system quality on e-satisfaction is direct and unidirectional but insignificant. According to Zeglat, et al. (2016), e-travel service quality predicts customer satisfaction more than consumer behavior and customer satisfaction can be a perfect mediation for customers intention to make repurchase (Zeglat, Shrafat, & Al-smadi, 2016). In this study, the effect of e-trust on purchase intention is direct and unidirectional but insignificant.

Meanwhile, Salimon, et al. (2015) in their study found that e-trust is strongly influential on satisfaction in the online context (Salimon, Yusoff, & Sanuri, 2015). The effect of price perception on e-satisfaction and purchase intention is direct and unidirectional but insignificant (Liat & Shi Wuan, 2014), (Lien et al., 2015). Perception of online ticket prices can also influence consumer attitudes.

Perceived ease of use has a significant and positive effect on e-satisfaction, purchase intention, perceived usefulness, and e-trust. This fact indicates that consumers have already a good understanding in using online technology which affects their satisfaction with the online ticketing system. Eventually, e-trust appears as a result of their satisfaction. The benefits of consumers affect the consumers' intention to repurchase online tickets. Consumer confidence also affects consumer satisfaction (e-satisfaction) in using online web reservation. The reputation as the best airline in the low-cost class affects consumer trust (e-trust) regarding online reservation technology and even the airline reputation.

Conclusions

1. Perceived ease of use had a significant and positive effect on e-satisfaction, purchase intention, perceived usefulness, and e-trust. This fact shows that consumers have an understanding of the ease of using online web reservation, creating satisfaction in using online technology for reservation and also the intention to conduct online ticketing. Consumers also feel the usefulness of web reservation, generating consumer trust (e-trust) for using the technology. Benefits affect the intention of consumers to repurchase online tickets using web reservation. Consumer confidence also arises and affects the satisfaction (e-satisfaction) of using online web reservation. The reputation as the best airline in the low-cost class influences consumer's trust (e-trust) regarding online airline reservation.
2. The variables which did not affect e-satisfaction and intention to use web reservation are information quality, system quality, e-trust, and price. The future research may attempt to identify other latent factors strengthening the significant variables and make a more rigid implication for online airline reservation particularly in the tourism industry.

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