International Business Management 2 (1): 11-21, 2008
ISSN: 1993-5250

Service Quality Analysis on the Consumer Perceptions Toward Online Ticketing: Evidence in Malaysia

Suhaiza Zailani, Lee Chee Kheng and Yudi Fernando
School of Management, University of Sains Malaysia, 11800 Penang, Malaysia

Abstract: The importance of service quality in improving customer satisfaction and loyalty in traditional business settings has been established through the use of such instruments as Servqual. However, these established service quality dimensions, or similar measures, have not been applied to electronic commerce settings. This study investigates consumer perceptions toward online ticketing service quality. Specially, issues relating to the privacy, security, trust, convenience and experience within the consumer perception. The respondent in this study was an individual who had purchased air ticket through the Internet among Malaysian university staffs. A total of 100 questionnaires were distributed and 95 questionnaires were collected from the respondents. However, out of the 95 questionnaires that were received, 75 respondents had been purchased air ticket through the Internet. The results showed that privacy, security, convenience and experience were significantly influenced consumer perceptions on online ticketing, while trust factor was not significantly influenced consumer perceptions on online ticketing.

Key words: Perception, online ticketing, service quality

INTRODUCTION

Online shopping has been a growing phenomenon all over the world, especially among countries with well-developed infrastructure for marketing activities over the Internet. Online sales are expected to rise 20% this year to $211 billion, with pet supplies and cosmetics experiencing leading growth. Last year, online sales rose 25% to $176.4 billion, with 28% growth in online purchasing excluding travel. Total Internet sales in 2004 and 2003 reached $141.4 billion and $114.1 billion. Internet has more than doubled in the 3 years through 2006 as more retailers offer consistent prices on their Wed sites and in their brick-and mortar outlets and use gift cards and loyalty programs to increase sales. Excluding travel, 2006 sales are expected to increase 23% to $138 billion.

The top reason online consumers prefer to shop on the web is to avoid crowds. The next 4 reasons consumers prefer e-shopping are lower prices, ease of comparing products and prices, avoiding the inconvenience of traveling to stores and a wider selection of products. Examples of a few top retail websites are Amazon.com, eBay, Eddie Bauer and Lands' End. A site must be efficiently designed for ease of access, shopping and buying, with sufficient server power and network capacity to support website traffic. Online shoppers want their credit card, personal information and details of transactions are secure from unauthorized use.

A lot of Internet usage around the world, but not everyone is willing to shop online. There is still Internet users that afraid to purchase online because of some factors like privacy, security, trusts and etc. Thirty-five percent of consumers surveyed said added costs, such as shipping and handling, or lengthy delivery times resulted in their abandoning an online purchase. Sites requesting too much information is another annoyance that drives away 35% of buyers surveyed. Nearly half (45%) of Internet users indicated that they were searching production information, rather than making an immediate purchase. About half of the online shopper said they had abandoned their online shopping cart in the process of making a purchase because they thought it took too many pages to complete the transaction. Another survey by Questus indicated about one in three shoppers left sites without making a purchase if they were required to complete registration forms.

Currently, consumer does not feel secured with the electronic commerce and sending sensitive and confidential information through the Internet. On the other hand, they might feel secured to purchase through the Internet if their past experience was positive. If they had bad experience in their past purchases, mostly they

Corresponding Author: Suhaiza Zailani, School of Management, University of Sains Malaysia, 11800 Penang, Malaysia

will not be purchased through the Internet again in the future. It is important for online retailers to provide excellent e-service quality if they want to attract more online customers. All the problems are about the online service quality provided by online retailer. Online customers expect equal or higher levels of service quality than traditional channels customers. Currently, many airlines company are utilizing their own web sites to market and sell their products to customers. Some airlines also offer discounts to customers who purchase their ticket online.

The purpose of this study is to evaluate consumer perceptions toward online ticketing. This research studies the various factors related to online ticketing include privacy, security, trust, convenience and experience. The factors developed in this study are the variables affect the service quality.

Online ticketing in Malaysia: Latest data from the world-gazetteer estimated that Malaysia had 27,392,442 populations in 2006. According to C-I-A, 10,040,000 are Internet user as of March 2005, 36.7% of the population in Malaysia. Malaysia is among those developing countries that put on deep concern on Internet usage in order that it will offer benefit to country and the citizens. Malaysia views the existence of Internet as an opportunity which must explore and over come it. Malaysia also place development principle of Information Technology (IT) in Malaysia under the agenda of IT national which more from 'nipple to tidal waves' namely from small wave to huge wave (Roslan *et al*., 2005). The Internet and IT are growing and Internet has created a new market referred to as the 'new economy' by economists.

Airline ticket is among activities that most Malaysians purchased online. AirAsia was one of the airline companies that most of their customers purchased ticket through the Internet in Malaysia. Approximately 60% of AirAsia overall bookings are made online through their website. The remaining 40% of bookings are done through Nationwide Call Centre, Preferred Travel Agents, AirAsia's Airport Stations and sales offices. Another airline that Malaysian purchased ticket through the Internet is MAS.

Online ticketing defined an online ticket holds the information previously held on a paper ticket in an electronic record. It requires a new database, integrated with the airline's passenger service system that interfaces with all partners for real time processing of passengers by ground handlers and interlines partners. Online ticketing will benefits to both the customers and also the airlines. Customers no need to physically receive tickets from travel agents or airlines. They can print their own ticket and no need to worry lost tickets. Consumers can purchase ticket anytime they want. Online ticketing will save costs for airlines and they can provide service 24 h.

Nowadays many Malaysians like to purchase airline ticket online because of convenience and cost saving. Although consumers enjoy the benefits by purchase airline ticket through the Internet; they also not always trust the online service quality. There are also online consumers that didn't trust with the security provided by the Internet retailers. They afraid their personal information will be stole or misused by others. The unauthorized use of such information has seriously damaged the privacy of individuals. Consumers may not be buying due to the risks associated with e-shopping, such as the possibility of credit card fraud and the condition of the product.

Service quality means that the service should match with the customers' expectations and satisfies their needs and requirements (Edvardsson, 1998). Research into service quality has been popular for more than 2 decades, but it is only recently that it has been applied to the e-commerce environment. Research into Internet marketing and electronic commerce has increasing; service quality in online environments has become known as an important factor in determining the success or failure of electronic commerce.

A lot of research study about e-service quality and the concept of service quality in e-commerce (e-service quality) can be defined as the consumers' overall evaluation and judgment of the excellence and quality of e-service offerings in the virtual marketplace (Santos, 2003). Online consumers' defined e-service quality of a high standard is the means by which the potential benefits of the Internet are realized. Flexibility, convenience, efficiency and enjoyment are examples of major positive themes in the online environment. Negative themes included security concerns, risk of obsolescence, impersonalisation and lack of control.

All the positive and negative themes are strongly related to service quality. Increased e-service quality can make airlines and online retailers more effective and attractive and can help them to achieve higher levels of customer satisfaction and retention. The most often used approach for measuring service quality has been to compare a customer's expectations before a service encounter and their perceptions of the actual service delivered (Santos, 2003).

Online service quality was important to attract more consumers to shop online. Study by Minjoon Jun *et al.* (2003), found that there is a strong and positive relationship between online retailers' service quality and their customer satisfaction. According to The Edge, many companies had realized the important of e-service quality, but they still lack of skills to achieve it.

Model of e-service quality: Service quality is one of the key factors in determining the success or failure of electronic commerce. E-service can be defined as the role of service in cyberspace. It is proposed that e-service quality have incubative (proper design of a web site, how technology is used to provide consumers with easy access, understanding and attractions of a web site) and active dimensions (good support, fast speed and attentive maintenance that a web site can provide to its customers) for increasing hit rates, stickiness and customer retention (Santos, 2003).

Model Servqual: Prior to the beginning of the Servqual instrument, Parasuraman presented their Gaps model in an article printed in the Journal of Marketing, to stimulate research into service quality. This model suggested 5 gaps that can be used to examine the difference between service expected by customer and management's perception of customer expectation. These gaps, as shown in Fig. 2 are identified as:

Gap 1: Not Knowing What the Customers Expect?
The gap between management perception of consumer's expectations and expected service.

Gap 2: The Wrong Service-Quality Standards
The gap between management perceptions of consumer's expectations and the translation of perceptions into service quality specifications.

Gap 3: The Service Performance Gap
The gap between translations of perceptions of service quality specification of service delivery.

Gap 4: When Promise do not Match Delivery?
The gap between service delivery and external communications to consumers.

Gap 5: The Overall Gap created by Above Gaps
The gap between the customers's expected level of service and the actual service performance.

Parasuraman continued their study in service quality through the introduction of the Servqual instrument in 1998 as a questionnaire to measure consumer perception of service quality. This instrument and the gap model were combined and further explained in their book Delivering Service Quality published in 1990. The authors originally identified 10 dimension of service quality: Tangibles. Responsiveness. Courtesy. Security. Communication. Reliability. Competence. Credibility. Access. Understanding the customer.

Currently, one of the most widely known service quality measures is Servqual, which consists of 22 items measuring 5 key dimensions of service quality: Tangible- refers to the appearance of the physical facilities, equipment, personnel and communication material. Reliability- refers to the ability to perform the promised service dependently and accurately. Responsibility- reflects the willingness to help a customer and provide prompt service. Assurance- refers to knowledge and courtesy of employees and their ability to inspire trust and confidence. Empathy- refers to caring, individualized attention the firm provides to its customers.

The model provides a measure of the gap between customers expected quality and perceived service using a 22-item questionnaire split between each of the 5 dimensions. The measures were recorded on a 7-point Likert scale between 'strongly disagree' and 'strongly agree' with the questionnaire being used twice, one to measure expected quality and the second to measure perceived service (Xi Zhang and Tang, 2006). The advantage of the Servqual model is that it was easy to use by managers and was the 1st qualitative method of measuring service quality. In their study, Servqual measures service quality as a gap between expectation and perception in an appliance repair and maintenance form, several retail bangs, a long-distance telephone provider, a securities broker and credit card companies.

Therefore, various researchers have studied to identify key service quality attributes that best fit the online business environment. Zeithaml (2000) has found 11 dimensions of online service quality in a series of focus group interviews: Access, ease of navigation, efficiency, flexibility, reliability, personalization, security/privacy, responsiveness, assurance/trust site aesthetics and price knowledge (Nitin Seth *et al.*, 2004) (Fig. 1).

Privacy: Candolin (2000) defined privacy as a service for preventing unauthorized users to access information of trading parties. This privacy includes data privacy, source and destination privacy, location privacy and time privacy. Privacy is ensuring that customers' personal data collected from their electronic transactions are protected

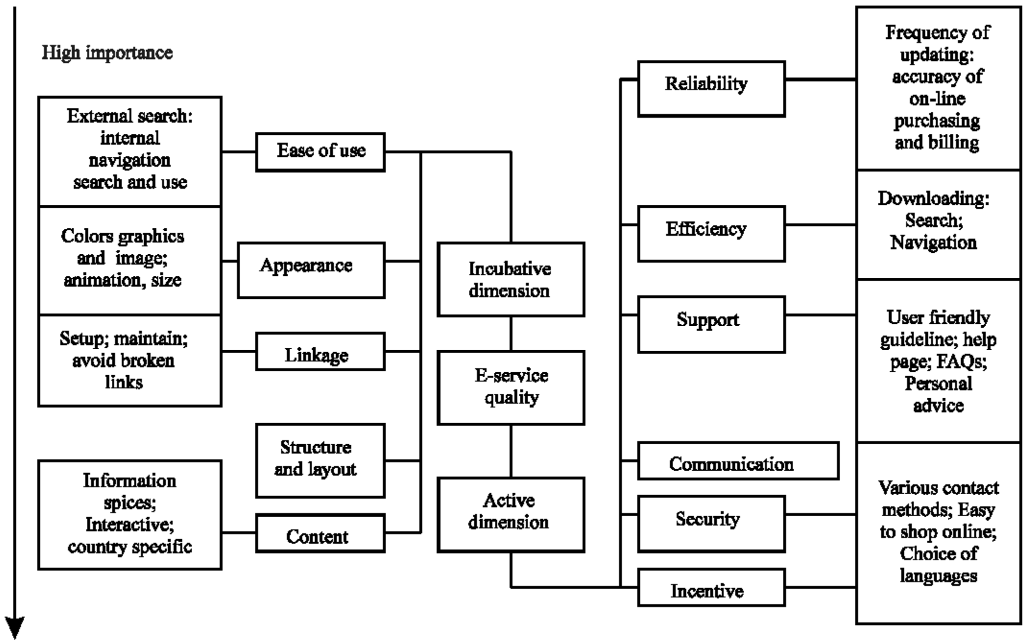

Fig. 1: E-service quality model (Santos, 2003)

from unauthorized users and any misuse (Ratnasingham, 1998). Chellappa (2000) argued that different classes of people have different expectations of privacy and its definition may depend on the nature and type of situation. Privacy is customers' right and it can influence customers' perceptions of security when the customers know this right and it will be introduced to them during online transactions. Customers must understand their privacy offered by the web.

For years, online shoppers worry about their personal data will be use by the government and businesses. Customers prefer to deal with the organizations through traditional commerce instead of electronic commerce, because they do not perceive privacy threat of their information during e-commerce transactions, which make them feel insecure to share information with other parties; this insecurity is a big threat for the future of e-commerce economy. Four out of 10 people claim that the Internet privacy and security concerns prevent them from buying things online and only one out of ten Internet users trusted companies to safeguard their information (Desai *et al.*, 2003) (Fig. 2).

Several surveys conclude that people are concerned about privacy and consider it to be an important factor in their online decision-making. Technology has improved the capacity of online companies to collect, store, transfer and analyze huge amounts of data from and about the consumers who visit their web sites. This increase in the collection and use of data has raised public awareness and consumer concerns about online privacy (FTC, 2000). To ensure consumer confidence in this new marketplace and its continued growth, consumer concerns about privacy must be addressed.

The FTC has favored self-regulation as the most effective way to protect consumer information privacy on the Internet. The FTC's guidelines for industry consist of 5 core principles: The consumers' right to be notified of the information holder's intentions with respect to use of collected information. Choice: Consumer had right to decide whether collected information could be used for the purpose stated by the holder. Access: Consumer right to view and/or obtain information that has been collected and stored by an outside entity. Security: The responsibility of data holders to ensure information is protected. Redress: The availability of self-regulatory or government mechanisms to enforce compliance.

Security: Security is defined as the protection of data against accidental or intentional disclosure to unauthorized persons, or unauthorized modifications or destruction. There may be a perception of risk involved in online transaction such as credit card numbers and personal information misuse by others. It is about the security system that provided by the online retailer so security is important in measures the online service quality. Security is the life of e-commerce and it has become the most important issue for the growth of e-commerce (Ratnasingham, 1998). Security mechanisms

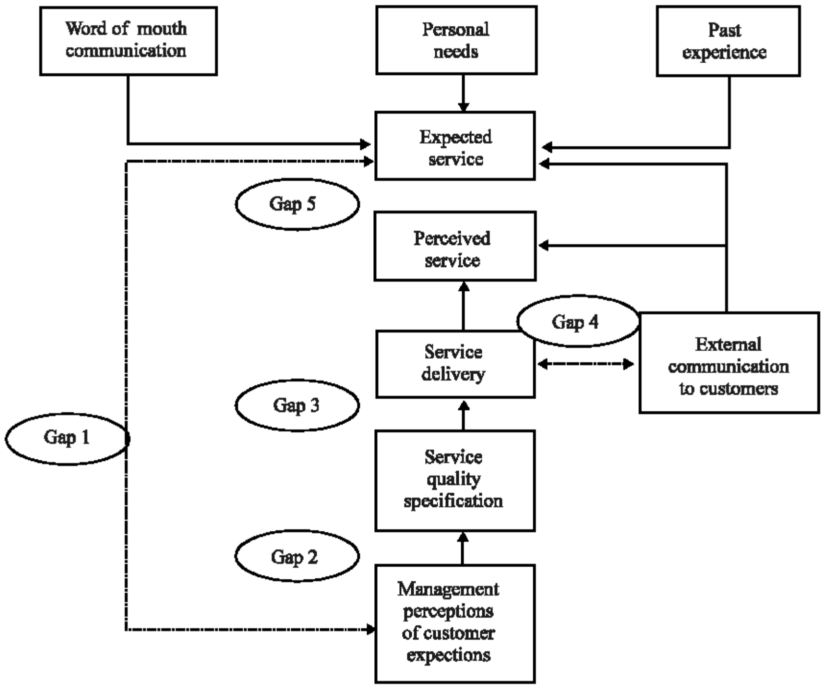

Fig. 2: Conceptual model of service quality

protect system and data from being adversely affected by malicious and non-authorized parties.

Basically Internet transactions are risky because the Internet was originally given to the public for sharing information among each other and not for business purpose, for that reason there was no security mechanisms to support business transactions. Therefore, without appropriate security mechanisms to control e-commerce transactions, customers' sensitive information will be susceptible to web threats such as hackers and Internet intruders (Chellappa and Parlou, 2002). According to Shi-dong *et al*. (2003), the security requirements of e-commerce can be categorized in a number of ways: the authentication of the partner. The confidentiality of the transactions data and the integrity of the transactions data. The reliability of the e-commerce system.

The Internet security focuses more on security features such as access control, authenticity, confidentiality and data integrity. These features also help to maintain the security during the transactions process; as a result these features can help to minimize companies' transactions security and contribute toward enhancing perceived web security of trading partners as well as the general consumers. Moreover, there are some basic security requirements for e-commerce security, which includes authentication, integrity, confidentiality, availability and privacy (Ratnasingham, 1998). According to Furnell and Karweni (1999), e-commerce security issues can be classified into 3 areas of considerations: Security at the user side-Physical access control to the machine and user authentication and authorization. Security during transport of data-Data confidentiality and data integrity. Security at the merchant side-Secure storage of user information, user's privacy protection and authentication of parties involve.

A study in Malaysia found that the security issue is the most important factor that prevents the growth of e-commerce. Malaysians are risk averse, so the security issue is a very important factor for them in e-commerce transactions (Ramayah and Jantan, 2003).

Trust: Trust plays an important role in many social and economic interactions involving uncertainty and dependency. Trust is a critical factor influencing the successful of e-commerce because uncertainties find in transactions over the Internet. Research done by Xi Zhang and Tang (2006) defined that trust is a crucial dimension of the perceived e-service quality in online shopping. The consumers' trusting beliefs affect their attitudes to the retailer and their risk perception. Consumers' attitudes to the retailer and their perceived risk, in turn, affect their willingness to purchase online. According to Chellappa (2001), consumer trust in e-commerce was influence by a consumer's perception of risk to the privacy and the security. Trust is an important issue for online purchase (Claire, 2005).

Study done by Thompson and Jing Liu (2004) showed that positive relationships exist between consumer trust and their attitude toward a retailer and between consumers' attitude and their willingness to purchase from the retailer. When a potential customers shop online, he or she may do not want their information will be at risk during transactions on the Internet. This is because he or she believes that hackers or Internet intruders will steal their information and they have no control over this. Therefore, shopping online is associated with risk behavior. These perceptions of risk are often because of improper storage of information or weak control over the hackers, which will in return influence the perceived web security and the consumers' intention to purchase online (Salisbury *et al*., 2001).

Convenience: As Internet shopping is another form of in-home shopping, one would expect the Internet shoppers to perceive the same set of benefits. This is confirmed by Tonita *et al.* (2004) finding that the top reasons given for shopping online were convenience, unique merchandise and competitive prices. Convenience web site will make online shoppers feel better and easy to purchase through the Internet so that they can become loyal online customers.

Srinivasan *et al.* (2002) considered 8 factors that affect customer loyalty to e-shopping and call them the 8Cs (customization, contact interactivity, care, community, convenience, cultivation, choice and character). The research found that convenient had a significant impact on e-commerce. Convenience refers to the extent to which a customer feels that the web site is simple, intuitive and user friendly. Accessibility of information and simplicity of the transaction processes are important antecedents to the successful completion of transactions. The quality of the website is particularly important because, for e-retailers, it represents the central or even the only interface with the marketplace. A convenience e-service operation must have access to the web site 24 h a day; 7 days a week and the online service always work (Heston *et al*., 2003).

A convenience website provides a short response time, facilitates fast completion of a transaction and minimizes customer effort. A website that is logical and convenience to use will also minimize the likelihood that customers make mistakes and will make their shopping experience more satisfying. These outcomes will likely enhance customer e-loyalty (Srinivasan *et al*., 2002).

Experience: Research by Shaohan and Minjoon (2003) showed that intention to shop online was also influenced by consumers' Internet shopping experience. It was verified by past research findings that online shopping experience have a direct impact on Internet shopping intentions (Tonita *et al*., 2004). If online consumers have bad experience when they purchased online, they will stopped to purchase online (Sohel Ahmad, 2002). In the online shopping context, consumers evaluate their Internet shopping experience in terms of perceptions regarding product information, form of payment, delivery terms, service offered, risk involved, privacy, security, personalization, visual appeal, navigation, entertainment and enjoyment.

Online shopping experience that is satisfied will positively related to the intention to shop on the Internet in the future. Such past experience decrease consumers' perceived risk levels associated with online shopping. However, if they had negative past experience, consumers are reluctant to engage in online shopping in future occasions. Retailers must provide satisfying online shopping experiences for their customers so that they will be loyal customers (Tonita *et al*., 2004).

MATERIALS AND METHODS

The unit of analysis in this research was an individual who had purchased air ticket through the Internet among University Sains Malaysia (USM) staffs in Penang, Malaysia.

There are also some of the respondents that didn't use online ticketing before so their data will not be included in testing the independent and dependent variables. In this study, most of the respondents were USM staffs that possessed higher education level like lecturers and professors.

The convenient sampling technique was used and questionnaires were distributed to individuals that had purchased airline ticket through the Internet. Respondents were asked to rate their opinion using a 5-point Likert scale ranging from 1 (Strongly disagree) to 5 (Strongly agree) for all the independent variables and dependent variable. Likert scale is the most frequently used variation of the summated rating scale.

Before the respondents answered the questionnaire, we'll try to explain to them the motive of this research and their participation is unspecified, voluntary and all their information will be kept confidential. The questionnaires will be collected after they have completed it.

Hypothesis: Hypothesis that established in this research are shown:

Privacy: A lot of research found that privacy is one of the factors that online consumers concerned for. They are not buying on the Internet because they are afraid their personal information will be misused (Desai *et al*., 2003).

H_1: The factor of privacy is significantly influence the online ticketing service quality.

Security: Many consumers are concerned with the risk associated with online transactions. The perceived lack of security on public networks is definitely a stumbling block (Minjoon Jun *et al*., 2003).

H_2: The factor of security is significantly influence the online ticketing service quality.

Trust: Trust is one of the substantial dimensions of the e-service quality and the trustworthiness has significant and positive impacts on the online buyers' perceived service quality (Parasuraman, 2002).

H_3: The factor of trust is significantly influence the online ticketing service quality.

Convenience: Most of the online consumers purchase through Internet because it is convenience. So, convenience factor is important for online service quality (Heston *et al*., 2003).

H_4: The factor of convenience is significantly influence the online ticketing service quality.

Experience: If consumers had bad experiences when they purchased air tickets online, mostly they will not purchase from the same retailer in the future. A good experience is crucial to increase the number of online consumers (Sohel Ahmad, 2002).

H_5: The factor of experience is significantly influence the online ticketing service quality.

RESULTS AND DISCUSSION

A total of 100 questionnaires were distributed and 95 questionnaires were collected from the respondents in this survey. However, out of the 95 questionnaires that were received, 75 respondents had been purchased air ticket through the Internet, which indicated a response rate of approximately 79%. Based on the survey, most of the respondents were female (62.1%) and 37.9% of the respondents were male. From this study, 31 respondents were from the range aged 31-40 years old (32.6%), followed by 28 respondents aged between 41-50 (29.5%) and 23 respondents aged above 50 (24.2%) while only 13 respondents were below 30 years old (13.7%). Majority of the respondents had higher education level, 36 of them were Master holder, 27 were Bachelor Degree holder and followed by 23 respondents were PhD holder.

Table 1: Reasons for not using the online ticketing

Reasons for not using the online ticketing		Frequency	(%)
Lack of awareness on concept	Yes	2	10
	No	18	90
	Total	20	100
Time consuming	Yes	3	15
	No	17	85
	Total	20	100
Do not have credit card	Yes	6	30
	No	14	70
	Total	20	100
Too many procedures need to follow	Yes	5	25
	No	15	75
	Total	20	100
More convenient with conventional method	Yes	4	20
	No	16	80
	Total	20	100
Lack of knowledge in computer	Yes	2	10
	No	18	90
	Total	20	100
Not meet the needs	Yes	13	65
	No	7	35
	Total	20	100
Do not have access to computer	Yes	2	10
	No	18	90
	Total	20	100
Do not feel secure	Yes	7	35
	No	13	65
	Total	20	100
Others	Yes	4	20
	No	16	80
	Total	20	100

Among the respondents, they were 35 respondents (36.8%) had income above RM 4000, followed by 27 respondents (28.4%) had income between RM 2001 to RM 3000 and 23 respondents' (24.2%) income were between RM 3001 to RM 4000 and only 10 respondents (10.5%) that had income below RM 2000. Seventy five respondents (78.9%) had been using online ticketing before and only 20 respondents (21.1%) had not been using online ticketing before.

Table 1 showed that there were 10 relevant reasons why the respondents were not using the online ticketing. There were 20 respondents that not used the online ticketing answered for this question. Thirteen respondents were answered that they were not meeting the needs, followed by 7 respondents who were answered that they did not feel secured with the online ticketing. Only 2 respondents were answered the reasons like lack of awareness on concept, lack of knowledge in computer and do not have access to computer for their main reason why they did not choose to purchase ticket through the Internet.

Table 2 showed the results for respondents who had been using the online ticketing before. AirAsia was the

Table 2: Respondent's Profile for those have used online ticketing before

Variable		Frequency	(%)
Which airline that you often purchase ticket through the Internet?	AirAsia	60	80.0
	MAS	13	17.3
	Australian airline	2	2.7
	Total	75	100.0
How many times have you purchased air ticket through the Internet?	Less than 5	26	34.7
	5-10	29	38.7
	11-15	16	21.3
	More than 15	4	5.3
	Total	75	100.0
What do you think of the role of online ticketing for your personal activities?	None	0	0
	Not much	4	5.3
	Some	24	32.0
	Significant	37	49.3
	Very Significant	10	13.3
	Total	75	100.0

airline company that most of the respondents (80.0%) had been purchased air ticket through the Internet, followed by MAS Airline (17.3%) and only 2.7% for Australian Airline. Twenty nine respondents (38.7%) had been using online ticketing for 5-10 times. Only 4 respondents (5.3%) have purchased air ticket through the Internet for more than 15 times. Almost half of the respondents (49.3%) think that the role of online ticketing was significant to their personal activities.

A Cronbach Alpha coefficient that is higher than 0.5 is acceptable, while lower than 0.5 is considered as unacceptable. Reliability coefficient that closer to 1.0 showed that the items were more reliable and those above 0.8 were considered good (Nunnally, 1978). If the value was lower than 0.5, either one of the items must be deleted to get the value more than 0. The result in the Table 3 showed that all the variables had Cronbach Alpha value more than 0.8, so it can be considered that all the variables were reliability and acceptable. The values obtained for all the six variables were above 0.8 which is considered very good is because all the variables are adopted from previous studies done by other researchers. Trust was the highest reliability 0.877 while experience was the lowest reliability 0.847.

From the Table 3, the values of mean for the variables were ranged from 3.07-3.63 and the values of standard deviation were from 0.57-0.68. Consumer perceptions on online ticketing was the highest mean 3.63 while security was the lowest mean 3.07. For the standard deviation, security was the highest value 0.68 while consumer perceptions on online ticketing was the lowest value 0.57.

Table 4 showed the model summary for the hierarchical regression results of privacy, security, trust, convenience and experience as independent variables and consumer perceptions on online ticketing as dependent

Table 3: Reliability, Mean and Standard Deviation for the major variables

Variable	Cronbach alpha	Mean	SD
Privacy	0.873	3.45	0.66
Security	0.853	3.07	0.68
Trust	0.877	3.24	0.64
Convenience	0.863	3.57	0.64
Experience	0.847	3.59	0.63
Consumer perceptions on online ticketing	0.851	3.63	0.57

Note: All items used a 5-point Likert scale with (1 = Strongly disagree and 5 = Strongly agree)

Table 4: Results of multiple regression analysis

	Standardized beta
IV	
Privacy	0.151*
Security	0.265**
Trust	-0.157
Convenience	0.306***
Experience	0.373***
F value	30.721
R^2	0.690
Adjusted R^2	0.668
Durbin Watson	1.795

*p<0.1, **p<0.05, *** p<0.01, Dependent variable: Consumer perceptions on online ticketing

variable. From the summary table, Durbin-Watson value of 1.8 (rounded from 1.795) indicates that there were no significant positive auto-correlations among these variables. Independent effects of privacy, security, trust, convenience and experience can explain 69% ($R^2 = 0.69$) of variance in consumer perceptions on online ticketing.

Privacy is found to be positively and significantly correlated at $\alpha = 0.1$ with beta value of 0.151 for consumer perceptions on online ticketing. The beta value of 0.151 indicates that privacy is the least influential variable in explaining the variance with consumer perceptions on online ticketing. As a result, hypothesis H_1 is supported. Trust is found not statistically significant for consumer perceptions on online ticketing. As a result hypotheses H_3 is not supported for dependent variable dimension consumer perceptions on online ticketing.

Security is found to be positively and significantly correlated at 5% level for consumer perceptions on online ticketing ($\beta = 0.265$). As a result, hypothesis H_2 is partially supported. Independent variable convenience is found to be positively and significantly correlated at $\alpha = 0.01$ with beta value of 0.306 for consumer perceptions on online ticketing. The beta value of 0.306 indicates that convenience is the second most influential variable in explaining the variance with consumer perceptions on online ticketing. As a result, hypothesis H_4 is fully supported.

Independent variable experience is found to be positively and significantly correlated at $\alpha = 0.01$ with beta value of 0.373 for consumer perceptions on online ticketing. The beta value of 0.373 indicates that experience is the most influential variable among all independent variable in explaining the variance with consumer perceptions on online ticketing. As a result, hypothesis H_5 is fully supported.

Privacy towards consumer perceptions on online ticketing: The results showed that privacy is significantly related to consumer perceptions on online ticketing, thus supporting H_1. Even if the online ticketing was valuable, a consumer may still not choose to use online ticketing if they concern that their privacy was unsecured (Chellappa and Sin, 2005). Privacy has a direct impact on consumer perceptions on online ticketing service quality. If the online service quality for privacy was not secured, consumer will have negative perceptions on online ticketing. The results were consistent with the previous studies in the literature, such as Desai *et al.* (2003); FTC (2000) who found that privacy is one of the most important issues during online transactions. This study showed that privacy is important during online transactions as it's perceived by the consumers.

Security towards consumer perceptions on online ticketing: The results showed that security is significantly related to the consumer perceptions on online ticketing service quality, thus supporting H_2. The finding was matched with the research done by Ratnasingham (1998) showed that security in online transactions is important issue for the growth of e-commerce. Consumers will be hindered from using online purchasing if they found that security was unsafe. Study by Ramayah *et al.* (2003) also found that the security is a very important determinant for the consumers in e-commerce transactions. This is because consumers are risk averse. Minjoon Jun *et al.* (2003) also found that security is an important dimension in service quality. Therefore security does influence consumer perceptions on online ticketing.

Trust towards consumer perceptions on online ticketing: According to the data analysis and findings in chapter four, the influence of trust on consumer perceptions on online ticketing service quality was non-significant, thus not supporting H_3. The results indicated that the trust factor would not influence the consumer's perceptions on online ticketing service quality. The results were inconsistent with the previous studies done by Claire (2005), Xi Zhang and Tang (2006) and Teo and Jing Liu who found that trust is one of the factors that is influential during online transactions. The results showed that consumer would not consider the trust factor when they purchase through the Internet. Therefore, in this study, trust does not influence the consumer perceptions on online ticketing service quality analysis.

Convenience towards consumer perceptions on online ticketing: From the results, it was found that the independent variable, convenience factor towards consumer perceptions on online ticketing is significant, thus supporting H_4. The results showed that consumers would consider the convenience factor when they purchase through the Internet. This research finding was consistent with the research done by Srinivasan *et al.* (2002) showed that convenience had a significant impact on e-commerce. Kolsaker (2004) also found that convenience was strongly related to online ticketing. Therefore convenience was an important factor influencing the consumer perceptions on online ticketing service quality.

Experience towards consumer perceptions on online ticketing: The results above, showed that experience was the most significant factor in influencing the consumer perceptions on online ticketing, thus supporting H_5. The results were consistent with the finding by Shim *et al.* (2001) showed that consumers' Internet shopping experience also influenced intention to shop online. The results also consistent with the previous studies done by Sohel Ahmad (2002) and Tonita *et al.* (2004) who found that experience is one of the factors that is influential during online transactions. Therefore experience is a crucial in influencing the consumer perceptions on online ticketing.

CONCLUSION

In general, the finding of this study indicated that privacy; security, convenience and experience were the factors that influenced the consumer perceptions on online ticketing based on the service quality analysis. Many airlines have started using online ticketing to improve their business performance and thus increasing the profit. Online ticketing offers cost savings and benefits to both the airline and the passengers.

Within the 5 factors, experience was the most significant to influence consumer perceptions on online ticketing service quality. It is important to provide a good online service quality in order to ensure the consumer will have a good experience during online purchasing. Good online service quality was important so as to increase sales and also to reduce costs. Beside that, online retailers can also create loyalty inside the customers' mind through the good service quality provided by them.

SUGGESTIONS FOR FUTURE RESEARCH

In order to make better understanding of consumer perceptions on online ticketing service quality analysis, the survey should be extended to all the consumers that have purchased ticket through the Internet in Malaysia. A large sample size of respondents from different background and different environment will be more accurate. Future research can use other potential factors that is predicted may influence the consumer perceptions on online ticketing service quality analysis. Research should consider more independent variables. Future research can also focuses not only on air ticket but also on other items that can be purchased through the Internet. There are a lot of items that can be purchased through the Internet like concert ticket, computer etc.

REFERENCES

Chellapa, R.K., 2000. Consumers' trust in electronic commerce transactions: The role of perceived privacy and perceived security. Ebizlab working paper, Marshall School of Business, University of South California, Los Angeles, CA.

Chellappa, R.K. and P.A. Parlou, 2002. Perceived information security, financial liability and consumer trust in e-commerce transactions. Logistics Inform. Manag., 15: 358-368.

Chellappa R.K. and Raymond, G. Sin, 2005. Personalization versus Privacy: An Empirical Examination of the Online Consumer's Dilemma. Inform. Tech., Manag., 6: 181-202.

Claire Gauzente, 2005. Web merchants' privacy and security statements: How reassuring are they for consumers? A two-sided approach. J. Electron. Commerce Res., 5: 181-198.

Desai, M.S., T.C. Richards and R.J. Desai, 2003. Electronic-commerce policies and customer privacy. Inform. Manag. Computer Security, 11: 19-27.

Edvardsson, 1998. Service quality improvement. Managing Service Quality, 8: 142-149.

Furnell, S.M. and T. Karweni, 1999. Security implications of electronic-commerce: A survey of consumers and business. Internet Research: Electronic-network Application and Policy, 9: 372-382.

Heston Surjadjaja, Sid Ghosh and Fifu Antony, 2003. Determining and assessing the determinants of e-service operations. Managing Service Quality, 13: 39-53.

Minjeong Kim, Jung Hwan Kim and Sharron J. Lennon, 2006. Online service attributes available on apparel retail web sites: An E-S-QUAL approach. Managing Service Quality, 16: 51-77.

Minjoon Jun, Zhilin Yang and DaeSoo Kim, 2003. Customers' perceptions of online retailing service quality and their satisfaction. Int. J. Quality Reliability Manag., 21: 817-840.

Nitin Seth, S.G. Deshmukh and Prem Vrat, 2004, Service quality models: A Review. Int. J. Quality Reliability Manag., 22: 913-949.

Parasuraman, A., 2002. Service quality and productivity: A synergistic perspective. Managing Service Quality, 12: 6-9.

Ratnasingham, P., 1998. Internet-based EDI trust and security. Inform. Manage. Comput. Secur., 6: 33-39.

Ratnasingham, P., 1998. The importance of trust in electronic commerce. Internet Res., 8: 313-321.

Ratnasingham, P., 1998. Trust in Web-based electronic commerce security. Inform. Manag. Comput. Secur., 6: 162-166.

Roslan Ismail, Audun Josang and Colin Boyd, 2005. A survey of trust and reputation systems for online service provision, Science Direct (In Press).

Salisbury, W.D., Rodney A. Pearson, Allison W. Pearson and David W. Miller, 2001. Perceived security and World Wide Web purchase intention. Industrial Manag. Data Sys., 101: 165-176.

Santos, J., 2003. Electronic-service quality: A model of virtual service quality dimensions. Managing Service Quality, 13: 223-246.

Shaohan Cai and Minjoon Jun, 2003. Internet users' perceptions of online service quality: A comparison of online buyers and information searchers. Managing Service Quality, 13: 504-519.

Shi-dong, L. Lin Y. and W. Jian-Xin, 2003. Research on transaction security in Electronic-commerce engineering. The 3rd Int. Conf. Elec. Commerce Eng., pp: 620-622.

Sohel Ahmad, 2002. Service failures and customer defection: A closer look at online shopping experience. Managing Service Quality, 12: 19-29.

Srinivasan, S.S., R. anderson and K. Ponnavolu, 2002, Customer loyalty in electronic-commerce: An exploration of its antecedents and consequences. J. Retailing, 78: 41-50.

Ramayah, T. and Muhamad Jantan, 2003. Intention to Purchase through the World Wide Web (WWW): The Malaysian Experience. The 3rd International Conference E-commerce Engineering.

Ramayah, T., Noornina Dahlan, Tham Kian Teck and Bushra Aafaqi, 2003. Perceived Web Security And Web-based Online Transaction Intent. Multimedia Cyberscape Journal (MMCJ), Vol. 1.

Thompson, S.H. Teo and Jing Liu, 2004. Consumer trust in e-commerce in the United States, Singapore and China. Omega (In Press).

Tonita Perea y Monsuwe, Benedict G.C. Dellaert and Ko de Ruyter, 2004. What drives consumers to shop online? A literature review. Int. J. Service Industry Manag., 15: 102-121.

Xi Zhang and Yu Tang, 2006. Customer Perceived E-service Quality in Online Shopping. Master thesis.

Zeithaml, V.A., 2000. Service quality, profitability and the economic worth of customers: What we know and what we need to learn. J. Acad. Marketing Sci., 28: 67-85.

Zeithaml, V.A., 2002. Service excellence in electronic channels. Managing Service Quality, 13: 135-138.

Zeithaml, V.A., A. Parasuraman and Arvind Malhotr, 2002, Service quality delivery through web sites: A critical review of extant knowledge. J. Acad. Marketing Sci., 30: 362-375.