

Abstract

In the e-commerce field, the growth of the online travel business over the past decade has been remarkable. Travel business on the internet accounts for an increasing percent of overall travel sales. E-satisfaction with travel websites helps to build customer trust, enhances favorable word of mouth, leads to repeat purchase, predicts purchase behavior, and projects the internet retailer's endurance and success.

The primary purpose of this research was to study the relationships between the six factors of E-service quality (navigability, playfulness, information quality, trust, personalization, responsiveness), and the E-satisfaction. In this research, self-administered questionnaires were distributed to the people who have browsed website AirAsia.com. And 402 completed questionnaires were used in the analysis of data by using Pearson Correlation Coefficient analysis.

The results showed that all six factors of E-service quality have positive relationships with E-satisfaction. And the strongest relationship is between trust and E-satisfaction when personalization has lowest relationship with E-satisfaction compared with other factors. The findings of this research suggested that AirAsia.com should reinforce its trust to assure browsers by putting on some trustworthy logos on the website. It is also recommended that AirAsia should provide a space for people to have free talk as well as create a section of flight history on the member welcome page.