A STUDY OF BROWSERS' PERCEPTION OF E-SERVICE QUALITY OF AIRASIA.COM IN THAILAND

By

ZICAN DING

A Thesis submitted in partial fulfillment
of the requirement for the degree of

Master of Business Administration

Examination Committee:

1.	Dr. Patricia Arttachariya	(Advisor)	……
2.	Dr. Charnchai Athichitskul	(Member)	……
3.	Dr. Ismail Ali Siad	(Member)	……
4.	Dr. Ioan Voicu	(Member)	……
5.	Dr. Wirat Sanguanwongwan	(Member)	……

Examined on: September 2008
Approved for Graduation on:

Graduate School of Business
Assumption University
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5.	Assoc.Prof. Wirat Sanguanwongwan	(MOE Representative)	.....

Examined on : 26 September 2008
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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.

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Zican Ding
2008. 9.1

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1.1 Introduction of the Study

With the rapid global growth in electronic commerce (e-commerce) today, businesses are attempting to gain a competitive advantage by using e-commerce to interact with customers. Businesses with the most experience and success in using e-commerce are beginning to realize that the key determinants of success or failure are not merely web site presence and low price but also include electronic service quality (e-service quality) (Yang, 2001; Zeithaml, 2002). (Santos, 2003) defined e-service quality as overall customer assessment and judgment of e-service delivery in the virtual marketplace.

Web sites are being widely deployed throughout industry, education, government, and other institutions. In practice, the importance of the use of Web technology for electronic commerce activities has been discussed widely (Komenar, 1997). 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 15 percent of overall travel sales (US Census Bureau, 2003). Also, a study in 2003 has shown that 67 percent of internet users who traveled in the USA used the internet to obtain information on destinations or to check prices or schedules (Greenspan, 2004). However, many online travel businesses fail to fully exploit the potential of the internet (Davern, 2005). A report by Forrester Research has indicated that 18 out of 20

major online sites were found to be insufficient in terms of site design (Manning and Bodine, 2005).

E-satisfaction plays a major role in online business because it 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. Previous studies have indicated that online travel portals have fallen behind in terms of customer satisfaction focus (Tierney, 2000).

The Thai airline industry has been highly affected by the country's economic growth, domestic air travel demand, political and legal issues. After the airline deregulations in Thailand were implemented during 1991-2003, the Thai airline industry has become more competitive and dynamic. This is more evident after the emergence of low cost airlines: Air Asia, One Two Go and Nok Air, which have operated since 2003, and which have created an increase in domestic air travel competitive rivalry. Apart from pricing, these low-cost airlines are competing fiercely on distribution channels, reservations system and payment methods.

Being the first low-cost airline operator in Thailand, Air Asia's emergence in the market has shaken and drastically changed the regional and domestic travel industry. It is now offering various routes from Bangkok to several domestic and regional destinations. It's website www.airasia.com features comprehensive information about the company, flight schedules and promotions. Visitors can also make online reservations.

As the competitiveness among the low-cost airlines in Thailand is heating up,

there is a need for these airlines to seek every possible means to attract new customers while at the same time, maintain old customers. The company website, as a portal to communicate with customers, has become more and more important today. Not only can a good company website create customers' satisfaction, it can also dramatically reduce operating costs for a company. Hence, it is critical for the firm to know how customers perceive the service quality of their travel websites in order to make improvements wherever they are needed.

Background of the Company

AirAsia Berhad is a low-cost airline based in Kuala Lumpur, Malaysia. It operates scheduled domestic and international flights and is Asia's largest low fare, no frills airline. AirAsia pioneered low cost travelling in Asia. It is also the first airline in the region to implement fully ticketless travel and unassigned seats. Its main base is the Low Cost Carrier Terminal (LCCT) at Kuala Lumpur International Airport (KLIA). Its affliate airlines Thai AirAsia and Indonesia AirAsia fly from Suvarnabhumi Airport, Thailand and Soekarno-Hatta International Airport, Indonesia, respectively.

The airline was established in 1993 and started operations on 18 November 1996. It was originally founded by a government-owned conglomerate DRB-Hicom. On December 2, 2001, the heavily-indebted airline was purchased by former Time Warner executive, Tony Fernandes' company, Tune Air Sdn Bhd for the token sum of one ringgit. Fernandes proceeded to engineer a remarkable turnaround, turning a profit in

2002 and launching new routes from its hub in Kuala Lumpur International Airport at breakneck speed, undercutting former monopoly operator Malaysia Airlines with promotional fares as low as one ringgit. On December 27, 2006, AirAsia's CEO Tony Fernandes unveiled a five-year plan to further enhance its presence in Asia. In the plan, AirAsia will strengthen and enhance its route network by connecting all the existing cities in the region and expanding further into Indochina, Indonesia, Southern China (Kun Ming, Xiamen, Shenzen) and India. The airline will focus on developing its hubs in Bangkok and Jakarta through its sister companies, Thai AirAsia and Indonesia AirAsia. Hence, with increase frequency and addition of new routes, AirAsia expects passenger volume to hit 25 million by end-2008 (Yee, 2006).

1.2 Statement of the Problem

As customer satisfaction is so important in the online business, it is imperative to study the components that affect satisfaction in the online context. Previous research has revealed that online service quality is a crucial factor that can significantly contribute to customer satisfaction (Loiacono et al., 2002). Given the extensive use of the internet in the travel business, providing high service quality has become essential for the survival of online travel businesses. Thus, based on customers' perception of service quality, different service quality measures relevant to online services were developed (e.g., Zeithaml et al., 2000; Yoo and Donthu, 2001). In this research, service quality measure is developed from the commonality of the previous e-service quality measures. And these common e-service quality components are applied to travel website AirAsia.com. The major research question for this study is: "what factors of

e-service quality are correlated with customer satisfaction when they use AirAsia's (www.AirAsia.com) website?"

More specifically, the study will seek answers to the following questions:

1) Is there a relationship between navigability and E-satisfaction?

2) Is there a relationship between playfulness and E-satisfaction?

3) Is there a relationship between information quality and E-satisfaction?

4) Is there a relationship between trust and E-satisfaction?

5) Is there a relationship between personalization and E-satisfaction?

6) Is there a relationship between responsiveness and E-satisfaction?

1.3 Research Objective

The focus of this study is the travel website AirAsia.com. The objective is to examine the relationships between e-service quality (navigability, playfulness, information quality, trust, personalization and responsiveness) and customer E-satisfaction with AirAsia.com.

1.4 Scope of the Research

This research consists of six independent variables which are navigability, playfulness, information quality, trust, personalization and responsiveness. The only dependent variable is customer satisfaction. This study is envisaged as a descriptive research using a questionnaire as a survey method in collecting data from respondents who have used AirAsia.com before. The area in focus in this research is Thailand,

nevertheless, both Thai and foreigners who have used the AirAsia website were the respondents.

1.5 Limitations of the Research

There are some limitations to this study that should be disclosed:

1. The study focused only on those respondents who have accessed the AirAsia website, so the research results may not be generalized to those who have used the websites of other low-cost airlines.
2. The factors selected may not cover all the factors that are related to the customer satisfaction of AirAsia website users.
3. Websites are developing continuously, but the information that is collected is at the current timeframe only (July 2008). With the rapid changes in the IT environment, which in turn affects website development, it is possible that the results of the study may not reflect future timeframes.
4. All the information collected was in Bangkok, so the results may not be generalized to other locations.

1.6 Significance of the Study

This research will contribute to AirAsia.com as well as other online travel service practitioners. From this study, travel service provider AirAsia will have knowledge of which aspects of the e-service quality will contribute more to customer satisfaction with its website. By knowing this, AirAsia will have the opportunity to

better serve its existing online customers and attract new customers through relatively better marketing campaigns; furthermore, the company can improve on those factors which are perceived as weak in order to augment its reputation, and in turn, increase purchase intention as well as boost sales. Other online travel service providers or webmasters can also use the quality measurement tool developed in this study to detect service quality weaknesses and strengths on their websites so that they can take appropriate action. Besides online travel service providers, researchers may also use the model employed in this research to apply to other fields of businesses. Finally, this study should serve as a guideline to people who are considering setting up online travel service websites.

1.7 Definition of Terms

E-commerce: the conduct of business among e-enterprises and consumers where e-business means "a business enterprise with the capability to exchange value (money, goods, services and information) electronically" (Anderson Consulting, 1999).

E-satisfaction: the ability to find necessary information on a web site, especially about price and quality, positively influenced satisfaction with the online shopping experience, the product purchased, and patronage intention. (Lynch and Ariely, 2000)

E-service quality: the overall customer assessment and judgment of e-service delivery in the virtual marketplace (Santos, 2003).

Information quality: the ability to provide accurate, relevant, and timely information. (Liu and Arnett, 2000)

Navigability: Customers will have no tolerance for sites that are poorly constructed.

For this reason, having a solid navigation scheme that is easy to follow is critical (Liflander, 2000).

Personalization: a process of collecting and using personal information to uniquely tailor products, content and services to an individual (Tuzhilin, 2001)

Playfulness: Playfulness includes the devices that attract the attention of web site users with enjoyable constructs. Online games, software downloads and Q&A are examples of these devices (Chen, 2001)

Responsiveness: willingness to help customers, and it can be measured by the time taken before replying to customers' inquiries (Watson et al., 1998)

SERVQUAL model: Parasuraman et al. (1988) conceptualized service quality as the relative perceptual distance between customer expectations and evaluations of service experiences and service quality using a multi-item scale called the SERVQUAL model.

Trust: In an online context, trust is defined as customers' willingness to accept potential risk in an online transaction based on their positive expectations about future online store behaviors (Kimery and McCard, 2002).

Webmaster: The webmaster, also called the web architect, is the person responsible for designing, developing, marketing, or maintaining a website.

Chapter 2
Review of Related Literature and Studies

Introduction

This chapter consists of four main sections. The first section provides a brief introduction of the model which examines customer satisfaction as well as definitions and theories related to the six independent variables of the model; the second section discusses the definitions and related theory of E-satisfaction which is the study's only dependent variable; the third section discusses the relationship between the six independent variables and E-satisfaction; the last section presents five previous studies, each of which consists of four parts, namely introduction, methodology, results and implications.

2.1 Independent Variables

The SERVQUAL model developed by Parasuraman et al. (1988) has been widely used as a measurement for testing the perception of customer satisfaction in the physical market place. Its service quality includes five dimensions: tangibles, reliability, responsiveness, assurance and empathy. As information technology boomed and personal computers were widely used around the world, online businesses or e-stores prospered after 1990s; some scholars (Parasuraman and Grewal, 2000; Riel et al. 2001) indicated that the SERVQUAL model did not fit well in the e-service marketplace since a difference did exist between measuring the e-service quality and

physical service quality. Therefore, based on previous studies (Szymanski and Hise, 2000; Lee, 2001) focusing on relationship between e-service quality and online customer satisfaction, Nusair and Kandampully (2007) developed a model which consists of the common dimensions of e-service quality from those previous studies. These common dimensions are: navigability, playfulness, information quality, trust, personalization, responsiveness. It is believed that this new model will better interpret the perception of customer satisfaction in the virtual market place. These six common dimensions are discussed below:

2.1.1 Navigability

Navigation can be defined as the science and art of getting people or things from one place to another (Langer, 2002). Palmer (2002) defined navigability as "well-organized layout, the sequencing of pages and consistency of navigation protocols." According to Nah and Davis (2002), navigation is a critical mechanism and they emphasized the importance of constructing a good quality website with consistent links and reliable navigation tools.

As Rice (1997) has pointed out, for internet-based shopping to achieve mass-market penetration, it must be made substantially easier than it is at present for consumers to navigate and locate information or content.

A fine overall navigation scheme can make the difference between a good Web site and a great Web site. Getting around the site and finding the information can be the single most frustrating experience for Web surfers. There is nothing more

off-putting then feeling lost in a Web site without the ability to get back to the home page or to find what people want. People like to know where they are, they like to have escape routes available if they start to feel lost. Customers will have no tolerance for sites that are poorly constructed. For this reason, having a solid navigation scheme that is easy to follow is critical (Liflander, 2000).

The navigation scheme is defined by the icons and hyperlinks representing each distinct section of the Web site. The typical method of navigating around the Web site is via a navigation bar with graphic icons that hyperlink to a content section of the Web site. The web site should supplement icons with small text links for customers who have older browsers that are text-based or whose connection speed may not allow them to download the graphic icons quickly. Text icons are easy to find and allow site visitors with older machines (or those who are just impatient) to quickly move to the section of Web sites they need (Liflander, 2000).

Clyde (2000) proposed that navigation tools should help web site visitors to keep a mental map of where they are, and on how all kinds of sections or pages are linked to each other. Navigation tools include: menus, FAQ, subject trees, directories, buttons, frames, site maps, image maps, colors and a site search engine. It is instrumental to have a site map that online users can use to see the layout of the site and operate around it (Hudson et al., 2000). Some web sites are huge and this makes it difficult to find some specific information. One way to alleviate this navigating problem is to embed a search engine on the site (Clyde, 2000). An effortless navigation website allows users to continuously find what they need, primarily by a

trustworthy and well performing search engine that provides users quick and logical maneuverability (Jeong and Lambert, 2001; Liljander et al., 2002; Zeithaml et al., 2000).

To be perceived positively by customers a website should: first, provide tools or services that facilitate customers to search what they need quick and easily; second, provide user-friendly environment; third, allow the visitors to have control by moving quickly back and forth through the pages (Liljander et al., 2002; Jeong and Lambert, 2001; Zeithaml et al., 2000). Montoya-Weiss et al. (2003) stressed that navigability controls a user's various actions through the web site including forward, backward, and lateral movement and it is normally measured by the number of clicks it takes to get into and through the site.

Smith and Chaffey (2002) suggested three navigation rules for a navigational template that are used throughout the site:

1. Keep it simple. Not too many buttons. Psychologists who have analyzed the behavior of computer users in labs say the magic number is seven (or fewer). Any more than seven and the user will find it difficult to choose. Seven or less keeps it simple. Websites can use nesting or pop-up menus to avoid the need for too many menus or too many menu times. Simplicity is necessary to avoid confusing the user.
2. Be consistent. Consistency is helpful since websites want to avoid users seeing different menus and page layouts as they move around the site. For example, the menu structures for customer support should be similar to those

for when browsing product information.

3. Signposts. Signposts to help visitors by telling them where they are within the web site.

Katerattanakul (2002) suggested effective navigation should comply with the following rules: First, every web page on the website should consistently provide hyperlinks; Second, the web site should help users to obtain requested information in the fewest possible steps; Third, the web site should not contain any broken hyperlinks. Finally, the relevancy of hyperlink and the expected destination should be clearly described.

Fleming (1998) offered 10 principles of successful web navigation (Langer, 2002):

1. Be easily learned. Web navigation must be intuitively obvious to its users.
2. Remain consistent. The navigation style should be consistently represented across all web pages.
3. Provide feedback. This involves creating controls that provide information to users to confirm their understanding of an image or option.
4. Appear in context. This relates to allowing users to get back to, or to understand where they are on the site, so that the page can direct them to the next possible task that they might want to do.
5. Offer alternatives. Provide as many options of things that the user might want to do, without creating a clutter effect.
6. Require an economy of action and time. Web designers need to be aware of

how long it takes to complete a function or a task.

7. Provide clear visual messages. The visual guidance of the site through hierarchies of selections and icons that define functionality.
8. Use clear and understandable labels. Common-sense and user-sensitive labels that depict the meaning of a given selection. Terminology must match users.
9. Be appropriate to the site's purpose. Create ecommerce systems that meet the goals and objectives of the business. For example, a shopping site will be different from a site created for informational services. Mismatches between a site's purpose and navigational approach can cause user confusion.
10. Support users' goals and behaviors. Ensure that the site is what users want it to be, not what e-vendors think it should be.

2.1.2 Playfulness

Martocchio and Webster (1992) defined playfulness as "the degree of cognitive spontaneity in microcomputer interactions." Chen (2001) asserts that playfulness is a crucial factor to attract and retain customers in the long run. Playfulness includes features such as animation, music, video, and other multimedia effects (Ranganathan and Ganapathy, 2002).

A study by Rice (1997) suggests that the likelihood of a repeat visit to a web site is enhanced when the visitors find the visit enjoyable. A satisfied customer not only comes from an extrinsic reward of purchasing products or services but also from

personal and emotional reward from purchasing-derived pleasure (Jarvenpaa and Todd, 1997). Watson et al. (1998) also suggested that online customers seek gratification in escape, enjoyment, and entertainment. Schmidt (1996) concluded that in order to increase customers' web visit activity, web designers should cultivate customers' hedonic pleasure in site design by motivating customers to participate, promoting customer excitement and concentration, and embedding charming features on the web page to attract customers and to help them enjoy the visit.

In order to promote customer arousal and concentration, it is vital for online travel services to cultivate pleasure in site design (Liu and Arnett, 2000). Tables are useful for providing structure to text that will not be lost due to the size of the visitor's screen and the size of the viewing window, which is affected by the viewer's web browser. Whenever possible, it is wise to avoid using all uppercase letters as they are more difficult for the eye to follow. The Times and Helvetica fonts are good fonts for readability on web sites (Greenstein and Feinman, 2000). Most web site designers agree that dark text on light backgrounds works best. The key is to have enough contrast between the text and the background (Greenstein and Feinman, 2000). To grab the consumer's attention, websites can use media elements such as graphics (colorful pictures or photographs that can be related to), motion (a video or animation), and sound (music, singing, even harsh or discordant sounds). Websites can also catch the consumer's attention with content that is well structured and enticing or by value-added offers (Reedy and Schullo, 2004). The advantages of animated graphics are that they grab the user's attention and convey energy and excitement. On the

negative side, they can be distracting and/or confusing. Too many of them make an environment cluttered and difficult to navigate as well as cause a delay in load-times (Joanne and Robin, 2001).

The entertainment component of e-commerce is less developed than many of its functional aspects. Partly this is due to technical reasons. Consumer access speeds are too slow for high-quality video and audio. With the arrival of high-speed modems and full-motion video, the internet will be capable of a much higher entertainment quotient. Pay-per-view movies, interactive simulations, and near video on demand will blur the distinction between the Internet, television, and interactive video games (Hanson, 2000).

Keeping a web site consistent and aesthetically pleasing will help the consumer navigate easier and will keep him/her logged on to the site longer. The site should control the consumer by focusing his/her attention, curiosity, and intrinsic interest on the products and the benefits he/she will derive, all while making him/her feel he/ she in control (Reedy and Schullo, 2004).

2.1.3 Information Quality

Liu and Arnett (2000) define information quality as the ability to provide accurate, relevant, and timely information. Information quality has been measured in various ways over the past three decades and is considered critical in determining information system success (DeLone and McLean, 2002).

According to Wang and Strong (1996), data quality was categorized into four

major dimensions: first, accessibility quality examines access and security of data; second, contextual quality considers the timeliness, amount, completeness, and relevancy of data; third, representational quality examines the understandability, interpretability, and consistency of data; last, intrinsic quality looks at the accuracy, objectivity, and believability of data.

Within the end-user computing context, the quality of information is basically evaluated in terms of the information content, accuracy, format, and timeliness (Doll and Torkzadeh, 1988). Delone and McLean (1992) pointed out that accuracy, relevance, understandability, completeness, currency, dynamism, personalization, and variety are the information quality measures used in recent e-commerce studies. Turban and Gehrke (2000) emphasized that web site information quality measures whether customers will be attracted to or will drift away from a web site. In McKinney et al.'s (2002) web satisfaction model, understandability, reliability, and usefulness of information are the three key dimensions related to information quality. Negash et al. (2002) measured information quality from two perspectives: informativeness and entertainment. Informativeness includes information accuracy, relevance, timeliness, convenience, and completeness. Entertainment involves whether the interface is entertaining, enjoyable, pleasing, fun, and exciting.

A user suffering from information overload becomes more selective with respect to the information taken into consideration in the decision-making process (Jacoby, 1984; Malhotra, 1984; Herbig and Kramer, 1994). According to Au Yeung and Law (2003), the quality of information plays a vital role in the success of a hotel

web site. Perdu (2001) Ranganathan and Grandon (2002) found that the quality of information is one of the most important reasons why travelers make bookings on a specific travel web site.

The Web allows sites to instantly offer information that is relevant to their customer base. Many sites provide instantly accessible information to their customers as a form of marketing and product differentiation. The e-commerce market for travel (airlines, hotels, etc.) is very competitive. Sites try to differentiate themselves by offering vast amounts of information to their customers. Travel information can range from top restaurant and hotel information targeted toward expense account business travelers to time sensitive travel information (e.g., day-only specials, airfare updates) to budget-minded leisure travelers (Jeffery and Bernard, 2001).

2.1.4 Trust

Moorman et al. (1992) defined trust as the willingness to rely on an exchange partner in whom one has confidence. Mayer et al. (1995) defined trust as the willingness to be vulnerable to the actions of another party. Jap and Weitz (1995) defined trust as the ability to reliably predict the actions of the other party in the relationship and the belief that the other partner will not act opportunistically if given the chance to do so. Jarvenpaa et al. (2000) defined trust as a trustor's expectations about the motives and behavior of a trustee. In an online context, trust is defined as customers' willingness to accept potential risk in an online transaction based on their

positive expectations about future online store behaviors (Kimery and McCard, 2002). Dhillon (2003) indicated that six site factors that drive trust most are credibility, likability, situational normality and structural assurances, while creditability and likability are well known in the sales and advertising literature, situational normality is achieved by adopting a "professional look" and structural assurances include return policies, privacy policies, and third party assurances.

Many studies have suggested that trust is an important dimension for the success of an online business (Lee and Turban, 2001; Zeithaml et al., 2002; Bomil and Ingoo, 2002; Luo, 2002; McKnight et al., 2002; Krauter and Kaluscha, 2003). Trust encourages online customer purchasing activity and affects customer attitudes toward purchasing from an online store (Gefen, 2000; Gefen et al., 2003). Strategies to enhance trust include improving the quality of communication with users and minimizing any opportunistic behaviors, such as violating business promises, failing to provide expected services, or breaking formal or informal agreements for the vendor's own benefit (Morgan and Hunt, 1994).

McKnight et al. (1998) concluded that the initial trust that exists before any transaction is made could be fragile because it is not based on the store's behavior. Wang et al. (1998) reported that many online customers doubt the credibility of the online businesses in terms of keeping their personal information confidential. When it comes to make purchase online, consumers have to trust the e-vendor and assume that the e-vendor will be ethical and behave in a socially suitable manner, or else the overwhelming social complexity will cause them to avoid purchasing (Gefen, 2000).

Convincing the buyer that a site is trustworthy is the first and largest hurdle every e-commerce site faces to secure the first and most crucial sale. If buyers feel confident enough to give a site their commerce and this site responds by fulfilling its promises, there is a very good chance they will be back. This is especially true of B2B buyers who will not take the time to complete a transaction on a site that does not have a high potential for repeat business (Zemke and Connellan, 2001).

Trust between a consumer and information provider is more difficult to achieve in an online environment than offline because of the lack of physical cues, the impersonal nature of the internet, and the temporal and physical separation between the trustor and trustee (Bliemel, 2003; Hassanein and Hea, 2004). In an e-commerce context, trust is a critical aspect because there is no obvious guarantee that the online vendor will not engage in harmful opportunistic behaviors (Gefen 2000; Kollock 1999; Reichheld and Schefter 2000). Trust is consistently related to the vulnerability of the trustor (Bigley and Pearce, 1998; Singh and Sirdeshmukh, 2000). Some researchers have suggested that online customers generally stay away from e-vendors whom they do not trust (Jarvenpaa and Tractinsky 1999; Reichheld and Schefter 2000). Other researchers (Korhaonkar and Wolin, 1999; Wang et al., 1998) have indicated that the insecurity felt by customers when shopping online has become one of the major obstacles for the growth of online commerce.

(Sarah, 2006) indicated that the trust of its customers is the heart of a site success. He suggested some ways that merchants can use to build trust in the unfamiliar, exiting, and potentially huge realm of e-commerce.

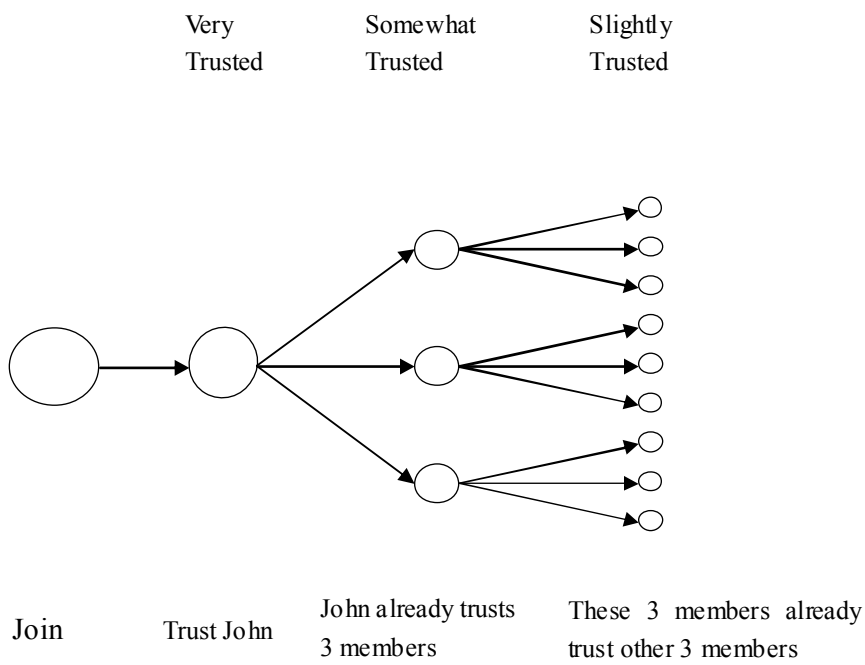
1. Tell customers who/where the merchant is.
2. Provide detailed product and service information.
3. Provide customers with a clear, multistep purchasing process.
4. Allow a Quick-buy option for repeat customers.
5. Provide clear terms and conditions.
6. Tell customers about the security of the transaction system
7. Post a privacy policy on the site
8. Have the site certified
9. Respond to customer complaints.

Beyond protecting the privacy of their business and customers, many companies have also developed tools and services to create and facilitate trust. Probably the most well known of the trust-building mechanisms is the TRUSTe logo, which more than 1,200 B2C and B2B merchants have put on their sites. But it is not hard to become a TRUSTe-approved merchant. The people at TRUSTe.org must approve a merchant's privacy statement and receive a signed license agreement, self-assessment form, and payment of annual license fee before they will let him/her put their bug or logo on his/her site. Other privacy seal programs include offerings from the Better Business Bureau, which is similar to the TRUSTe program in its review of privacy policies and data safeguards. The WebTrust program of the American Institute of Certified Public Accountants (AICPA) requires a thorough, hands-on review by an accountant of the business practices for handling e-commerce (EC) transactions and business process controls relative to EC transaction data. At

this point, the TRUSTe seal is what most consumers are looking for (Taylor and Terhune, 2001).

Trust is a big issue in the consumer-to-consumer area of EC, which is growing in popularity as eBay, Amazon, Yahoo!, and other portals attempt to take over the online selling market. These companies are establishing trust-building tools, such as eBay's feedback profile service, which makes it simple to develop a sense of the relative honesty of the person or company selling goods and service via eBay. While it is possible to use multiple e-mail IDs to put in lots of positive ratings, eBay has mechanisms in place to catch those who falsify their ratings. Another trust-building mechanism in the consumer-to-consumer space is the Web-of-trust tool developed by ePinions (Figure 2.1) as a way to collectively determine the quality and trustworthiness of the ideas and writings of other members of the ePinions communities (Taylor and Terhune, 2001).

Figure 2.1 The "Web of Trust" Concept



Source: Taylor, D and Terhune, A. (2001). "Doing E-Business: strategies for thriving in an electronic marketplace", John Wiley & Sons, Inc. p.89.

In both B2C and B2B, trust is generally invested in a brand. A brand is built over time by essentially delivering on both explicit and implicit promises made to buyers. For example, Sears's money-back guarantee is a promise to stand behind all of the items purchased through its stores. Nordstrom is known for personalized customer service, and Amazon.com built its brand through offering an excellent online shopping experience and exemplary customer service (Taylor and Terhune, 2001).

2.1.5 Personalization

Tuzhilin (2001) defined personalization as "a process of collecting and using personal information to uniquely tailor products, content and services to an individual". Personalization refers to understanding the specific needs of customers, giving customers individualized attention, and providing service related to convenience (Yang and Jun, 2002; Kaynama and Black, 2000; Madu and Madu, 2002).

Personalization is different from customization, individualization and group-characterization. When customization allows the visitor to the web site to select and set up their specific preferences, individualization goes beyond this fixed setting and uses patterns of the visitor's own behavior (and not any other user's – they know who is it because of the visitor's log-in and password choices) to deliver specific content to him/her. In group-characterization the visitor receives a recommendation based on the preferences of people 'like' him/her, using approaches based on collaborative filtering and case-based reasoning. But personalization is different. It is truly one-to-one, particularly when not only the web site and communications are personalized, but the product is personalized. Simple examples are engraved products such as pens with names or books with personal names inserted as the key characters (Smith and Chaffey, 2002).

Personalization may include personal thank you notes from online stores, and the availability of a message area for customer questions or comments (Yang, 2001). Jeffrey and Bernard (2001) categorized personalized marketing into five primary forms: 1. permission marketing, 2. personalized recommendations, 3. personalized

advertisements, 4. personalized WebPages, and 5. personalized e-commerce stores. An often-cited benefit of online technologies is that the web site can be personalized to the user's needs, although this may be a challenging task, because of the lack of a human touch (Rust and Kannan, 2002). Personalization has been shown useful in several areas such as e-commerce (Kasanoff, 2001), business-to-business companies (Colkin, 2001), and obviously reproduced in other environments such e-learning (Mor and Minguillon, 2004).

While today's personalization was largely the result of human input, the personalization of 2010 and beyond will be driven by closer electronic monitoring of behavior. From cookies that are being set by thousands of sites, to monitoring tools used by internet service providers (ISPs), to a click-monitoring chip installed (but supposedly not turned on) by Intel in all Pentium III and up personal computers, it is believed that companies that want to truly personalize presentation will have many opportunities to do so, provided concerns about privacy can be effectively addressed (Taylor and Terhune, 2001).

The manner in which transactions occur on the Net provides e-commerce companies with detailed information on their customers. Information derived from customers registering preferences and demographic information, as well as firms analyzing past purchases and Web surfing habits, provides e-commerce companies the opportunity to create a one-to-one marketing relationship with each of their customers (Jeffrey and Bernard, 2001).

Personalization can occur through displaying different information depending

on customer-specific or dynamic environment variables (Smith and Chaffey, 2002), examples include:

- Customer or company name. A site can be personal on a simple level by referring to returning customers by name.
- Date or time. Updating the date or time on site using JavaScript can be used to highlight a dynamic, up-to-date online presence that is worth returning to.
- Country. Sites can identify the origin of a visitor based on their IP address and deliver content accordingly. IBM.com automatically redirects customers to their own country site.
- Customer preferences. Personalization of content on a web site can be set up by a customer clicking or selecting different types of content. This can be used to build data collected via registration forms, questionnaires, cookies and of course purchase. However, the most effective personalization is arguably unobtrusive. Amazon gives recommendations of books based on past purchase without requiring the user to register their preferences.

Personalization helps to Sell, Serve, Speak and Sizzle (Smith and Chaffey, 2002):

1. Sell – personalization can make it easier for customers to select their products. A customer of an online supermarket does not want to select a new shopping basket of goods each time they shop. Example: Tesco (www.tesco.com)

2. Serve – a customer who uses an online travel booking service does not want to have to key in the same journey details if it is a common itinerary. Instead personalization enables customers to save their itinerary. Example: Expedia (www.expedia.com)

3. Speak – through personalization customers can select the type of communications they want to receive from a company as part of permission marketing. For example, a customer may just want to hear about major product launches via e-mail but not receive a weekly e-mail.

4. Sizzle – all the above can help add value, strengthen the brand and develop the relationship.

Personalization engenders customer loyalty – people will come back to a site that they have invested in by providing the company with personal information, because this allows the company to use that information to ensure that the content better matches the customer's needs. Personalization also yields greater profits for the web\merchant that sells advertising space, since banner and other types of online ads sell for 5 to 10 times more if they are driven by customer data. As a result, marketers and Web merchants have strong incentives to gather as much data as they can about customers – particularly online customers (Taylor and Terhune, 2001).

Personalization can create barriers since passwords and log-ins are required and easily forgotten. This is where cookies work well. They identify customers and provide a link to stored data about their preferences without the need for passwords (Smith and Chaffey, 2002).

Personalized web pages help to create a sense of ownership. When a site makes a customer feel that their home page is truly theirs, that the offers the site makes available to them are theirs, that the information they access is put together just for them, then the site allows the customer to own it (Smith and Chaffey, 2002).

Increasing numbers of online customers have expressed concern regarding potential misuses of personal information and abuses of privacy (Than and Grandon, 2002). More and more people, overwhelmed by too many e-mails, are establishing secondary free e-mail boxes from Hotmail, Excite, Yahoo!, or many others, just for receiving their junk mail and notifications. Generally, people check these messages only periodically and mainly to delete the accumulated marketing messages. This is a downside of too much personalization (Taylor and Terhune, 2001).

2.1.6 Responsiveness

Watson et al. (1998) defined responsiveness as a willingness to help customers, and it can be measured by the time taken before replying to customers' inquiries. Wan (2000) suggests that responsiveness refers to load time and search time. Zeithaml et al. (2002) indicated that responsiveness relates to the promptness of response from the internet stores, mainly when customers have questions or run into problems. Some studies measured responsiveness with regard to how often an online store voluntarily provides services (e.g. customer inquiries, information retrieval and navigation speed) that are important to customers (Parasuraman et al., 1988; Yang, 2001; Kim and Lee, 2002).

Dellaert and Kahn (1999) conducted four computer-based experiments to show that waiting time could affect evaluations of Web sites negatively if there was uncertainty about the wait, as in the case of no countdown information available. Doherty et al. (1999) recommended that the online retailers should choose an efficient host server and avoid using extensive high-resolution graphics. Turban and Gehrke (2000) found that page-loading speed was rated as the most important determinant of successful web site design. Weinberg (2000) urged that consumer evaluation of web site quality is inversely related to the perceived loading time of the web page. The temptation to overload a page with graphics should be resisted. A few well-chosen graphics are fine, but too much on a page and the visitor may become frustrated with the required time to load a page, and "click, click" they are off to another site. Frames also increase the loading time, and if the site sells or exchanges advertising space in which banners will appear, these items will also slow down the load time. For the users with lower speed modems, the site should be designed with a text-only option, which displays text in lieu of graphics and contains the same hypertext links (Greenstein and Feinman, 2000). In today's high-speed environment, where instantaneous response time is possible, businesses need to be wary of the user's basis of comparison. Once you've seen how fast response time can be, anything less can feel intolerable (Tiernan, 2000).

According to Liao and Cheung (2002), customers expect online stores to respond to their inquiries promptly. A number of studies show that the e-mail responsiveness of electronic commerce sites has been disappointing. Many major

companies are slow to respond to e-mail inquiries about product information, order status, or after-sale problems. A significant number of companies in these studies have never acknowledged or responded to the e-mail queries (Schneider, 2004). Currently companies are caught between wanting to save costs by conducting business online yet they are not internally structured to provide online customer service. Companies that use modern technology to respond to customers' need for information and assistance will be part of a growing "we'll get it to you now" hyper customer-focused mentality that just is not yet been part of the e-commerce economy (McCue, 2006).

As suggested by Dubbs (2001), responsiveness is enhanced when the site provides flexible return and exchange policies that will encourage customers to make online purchase since it reduces the perceived risk associated with the purchase. A good rule of thumb is to answer all e-mails within twenty-four hours on business days and within forty-eight hours on weekends. Answering e-mails quickly and in a way that makes someone feel like a valued customer is one key to good customer service and high repeat traffic. The best people to be put in charge of e-mail customer service are salespeople, marketing professionals, and those with specific training in customer service rather than a technology expert or IS manager (Liflander, 2000).

Although not yet in widespread use, live text chat technology, where customers can "talk" with CSRs via boxes on a screen without having to exit the Web site or call in on a second phone line, is being added to a growing number of retail and even B2B Web sites. Co-browsing technology, similar to text chat, enables the

customer and service rep to look at Web pages together live, allowing the rep to direct or "push" customers to specific pages to answer their sizing, product availability, billing, or other questions. Although text chat and co-browsing are often viewed as limited in application, they offer a less-expensive alternative to 800-number phone service for e-businesses (Zemke and Connellan, 2001).

2.2 Dependent Variable

E-satisfaction

Satisfaction is an emotional response to the judgmental disparity between perceived performance and a corresponding normative standard (Cadotte et al. 1987). Satisfaction, according to Oliver (1997) is "the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with a consumer's prior feelings about the consumer experience." Satisfaction is the consequence of the customer's experiences during various purchasing stages: first, need arousal; second, information search; third, alternatives evaluation; fourth, purchase decision; and last, post-purchase behavior (Kotler, 1997). Customer satisfaction has traditionally been conceptualized as an outcome, resulting from the difference between prior expectations and the perceived performance of a service (Oliver, 1977, 1980). Customer satisfaction is also defined as the fulfillment or gratification of the customer's wishes (Oliver, 1997).

E-satisfaction is defined as the contentment of the customer with respect to his or her prior purchasing experience with a given electronic commerce firm (Anderson

and Srinivasan, 2003).

Previous research suggests that compared with financial and accounting-based measures, customer satisfaction was considered a better indication of future performance (Kaplan and Noron, 1996). Lee (1987) considers four fundamentals essential for creating E-customer satisfaction: product, sales activity, after sales and company culture. Each represents a product or process where a company interacts with a customer and provides a useful frame for understanding how the net can enhance customer satisfaction (Hanson, 2000). Szymanski and Hise (2000) found that convenience, site design and financial security were able to explain consumer assessments of online satisfaction. Yang and Fang (2004) indicated that accurate order fulfillment and high-standard promise keeping are critical to customer satisfaction and dissatisfaction.

Cook and Coupey (1998) argued that the increased availability of information on the web has the potential to result in more knowledgeable consumers, who are then able to make better quality decisions, who will then experience greater satisfaction with any purchase they make. Lynch and Ariely (2000) found that the ability to find necessary information on a web site, especially about price and quality, positively influenced satisfaction with the online shopping experience, the product purchased, and patronage intention..

Researchers (e.g. Cronin and Taylor, 1992; Oliver, 1980) suggested that service quality would lead to customer satisfaction/dissatisfaction. Previous studies have suggested that perceived service quality positively influences customer

satisfaction and purchase intentions (Rust and Zahorik, 1993; Martensen et al., 2000). Service quality satisfaction has been prominent and advanced to a level of substantial sophistication in the literature (Parasuraman and Grewal, 2000), but constructs of service quality have been operationalized inconsistently (Bloemer et al., 1999).

Parasuraman et al. (1985) found several examples on customers satisfied with the service that a company provided but they did not consider it was of high quality. Customer satisfaction results from creating value for customers and by meeting or exceeding their expectations. Satisfaction can occur for even very simple products if expectations are exceeded. Wonderful offerings can disappoint if expectations are wildly unrealistic. Managing both value and customer satisfaction drivers are important aspects of a top customer support site (Hanson, 2000).

The hypothesis that satisfaction affects post-purchase behavior (word-of-mouth, advocacy etc) and future purchase behavior (repeat purchase) is intuitively strong and empirically supported by studies suggesting a link between satisfaction, loyalty and profitability (Fornell and Wernerfelt, 1987; Anderson et al., 1994). Anderson and Srinivasan (2003) found that the relationship between satisfaction and loyalty was moderated by consumer (or individual) and firm (or business) level factors

2.3 Relationship of the Independent Variables to the Dependent Variable

2.3.1 Navigability and E-satisfaction

Jayawardhena and Foley (2000) proposed that ease of navigation is critical for enhancing customer satisfaction. Madu and Madu (2002) concluded that users can be dissatisfied when the site is difficult to navigate. Liljander et al. (2002) indicated that navigational quality is a key facilitator of online customer satisfaction with e-services. McKinney et al. (2002) empirically determined three dimensions of system quality for web customer satisfaction, which includes access, usability and navigation. A recent study conducted by Yuksel Ekinci et al. (2007) suggested that usefulness of marketing database search, ease of navigation and usefulness of statistics functions are the key aspects of satisfaction with a popular website, Salespoint.com.

2.3.2 Playfulness and E-satisfaction.

Webster and Martocchio (1992) conducted a study to examine the effect of microcomputer playfulness on computer usage in the workplace and found that microcomputer playfulness is positively associated with satisfaction. Ibid, Hoffman and Novak (1996) discovered that the higher playfulness associated with experiential behavior results in a more positive mood, greater shopping satisfaction, and a higher likelihood of impulse purchasing compared to goal-focused shopping. Eighmey (1997) argued that embedding playful features within the web site enhances customer satisfaction. Wolfinbarger and Gilly (2001) have concluded that the higher the playfulness of the online experience, the greater the satisfaction of customers, thus resulting in a higher likelihood for customers to visit the site again.

2.3.3 Information Quality and E-satisfaction

High information quality has long been found to be associated with system use, user satisfaction and benefits (Daft and Lengel, 1986; David et al., 1997; Neter et al., 1996). Spreng et al. (1996) identified attribute satisfaction and information satisfaction as antecedents of satisfaction. Information satisfaction is based on the quality of the information used in deciding to purchase a product, whereas attribute satisfaction measures the consumer's level of contentment with a product. McKinney et al. (2002) concluded that better information quality increases satisfaction with the online experience. Janda et al. (2002) and Szymanski and Hise (2000) suggested that information quality is a strong determinant of consumer satisfaction with internet shopping. DeLone and McLean (2003) found that high-information quality is positively associated with customer satisfaction.

Lohse and Spliller (1998) showed designing online stores with user-friendly interfaces critically influences traffic and sales, and Szymanski and Hise (2000) found product information and site design critical in creating a satisfying customer experience. Kateranttanakul (2002) urged that the reliability of web site content facilitates consumers to perceive lower risks, better justifications for their decisions, and ease in reaching the optimal decisions, and in turn, affects customer satisfaction.

2.3.4 Trust and E-satisfaction

As partners develop increased trust in one another, they are likely to become more satisfied with the other partner and depend more on another (Morgan and Hunt,

1994). Past literature proposed that trust that is perceived before the estimation of satisfaction enhances satisfaction by assuring customers that they will not be taken advantage of by opportunistic sellers (Pavlou, 2002). In an e-commerce context, it has been found that trust is a vital factor to predicting satisfaction, leading to purchase intention (Kim et al., 2003). The same was found in an e-services context, where trust leads to purchase intentions (Gefen and Straub, 2003) and to satisfaction (Balasubramanian et al., 2003). Trust is a more important antecedent to satisfaction in consumer-oriented internet-based information systems (i.e. Web sites) than in organizational information systems, because of the increased uncertainties about the credibility and intentions of information providers online (Hassanein and Head, 2004).

Customer satisfaction is closely related to interpersonal trust (Geyskens et al., 1996) and is considered an antecedent of trust (Garbarino and Johnson, 1999; Selnes, 1998). A positive effect of customer satisfaction on trust with respect to the service provider has been demonstrated for the book e-tailing industry (Pavlou, 2003). When a customer has an experience with a seller who provides good service, that customer begins to trust the seller, when a customer has multiple good experiences with a seller, that customer feels loyal to the seller. Thus, the repetition of satisfactory service can build customer loyalty that can prevent a customer from seeking alternative sellers who offer lower prices (Schneider, 2004). Satisfaction plays a major role in the online business because it helps to build customer trust (Flavian et al., 2006), enhances favorable word of mouth (McQuitty et al., 2000), etc.

2.3.5 Personalization and E-satisfaction

User satisfaction with personalized services can be measured by using three questions adapted from the customized service portion of SERVQUAL (Parasuraman et al., 1988)

- Whether the system pays attention to the user needs
- Whether the system captures the user's interests
- Whether the system provides adaptive services

Personalization has largely been assumed to affect satisfaction and loyalty (e.g. Peppers and Rogers, 1993; Rust et al., 2000). Personalization is one of the key factors which are directly related to user satisfaction (Riecken, 2000). In addition to making their customers' shopping experience more pleasant, personalization is a key tool for increasing switching costs. If a customer is satisfied and becomes dependent on a site that offers personalized services, it will be more costly to switch sites. Even if a competing site offers superior services, there is a certain inertia that often slows users from switching sites (Jeffrey and Bernard, 2001).

2.3.6 Responsiveness and E-satisfaction

An experiment conducted by Dannenbring (1984) showed that user satisfaction failed to show a general relationship with computer response time. Johnston (1995) identified responsiveness as the main source of satisfaction and dissatisfaction.

Slow response time can frustrate consumers, causing them to seek alternative

sites (Ranganathan and Ganapathy, 2002). In a study of delay of 3, 6, 9, and 12 seconds, satisfaction was constant through the 9 second delay condition and dropped for the 12 second delay condition (Hoxmeier and DiCesare, 2000). Previous studies revealed that there is a significant positive correlation between the information downloading speed and the Web user's satisfaction (Page and Lepkowska-White, 2002; Van Riel et al., 2001). Academic experience moderated the effect of delay on two measures of satisfaction with on-line learning materials. Inexperienced users were not as affected by increasing delay as experienced learners (Davis and Hantula, 2001).

Attitudinal effects of delay were found to be alleviated, in part, by feedback during long delays. Variability of the delay did not seem to affect attitudes (Polak, 2002). Attitudinal effects of delay depended on a site's breadth and a user's familiarity with the site. Delay was most tolerable on broad, familiar sites (Galletta et al., 2003).

2.4 AirAsia.com – AirAsia's website

AirAsia.com is AirAsia's website through which customers can browse a variety of airline information, purchase air tickets online and handle other related issues. On AirAsia.com, main navigation buttons embedded in different webpage layers include: Home page button, Country Option, Language Option and a search engine. These are laid horizontally on the top of website; Bookings, Flight Information, Product and Shopping, Travel Services, Corporate services, About Us, Help and Information, these buttons are presented horizontally right underneath the former; Flight Booking, Member Login, Self Check-in, Route Map, Check and Change, E-Gift

Voucher, these buttons appear vertically on the middle left of website; How to book online, Terms and Conditions of Carriage, Privacy, Sitemap, Reset Language, are at the bottom of this website.

AirAsia.com impresses visitors with all kinds of red fonts and background flashes, pictures and advertisements. In addition, free games, wallpapers and E-cards are available on this website.

In different language setting, AirAsia.com shows different promotion information based on the country selected by browsers while the main function like booking remain same in all setting.

2.5 Previous Studies

2.5.1 Exploring the factors associated with Web site success in the context of electronic commerce

Author: Liu Chang, Arnett K. P. (1999)

This study intended to explore the factors associated with web site success and online customer satisfaction in the context of electronic commerce. A total of 689 electronic questionnaires were sent to webmasters of Fortune 1000 companies and generated 122 usable responses. The mailing list of the webmasters was determined by visiting each Fortune 1000 home page and the webmaster's email address was recorded at the time of visit.

The result showed that four major factors strongly impacted web site success

in the context of EC. They were information quality and service, system use, playfulness, and system design quality. But there was no significant relationship between learning capability and web site success. The study also found that web sites can embed and maintain a plug-in for online customers to improve its information quality, and customers' psychological satisfaction such as playfulness could be achieved by presenting attractive features on the web site.

2.5.2 Customer perceptions of e-service quality in online shopping

Author: Lee Gwo-Guang, Lin Hsiu-Fen (2005)

The purpose of this study was to examine the relationship among e-service quality dimensions and overall service quality, customer satisfaction and purchase intentions in the context of online shopping. A total of 305 senior undergraduate students taking e-commerce course at St. John's and St. Mary's Institute of Technology in Taipei, Taiwan were selected as the study subjects. They were asked to search the books related to their course, then to select a text book or reference book from them on an online bookstore within 30 days; afterwards, the subjects were asked to register with an online bookstore and fill in the payment and delivery data without actual buying behavior. Subsequently, 305 questionnaires were distributed in the class and 297 completed questionnaires were collected and analyzed.

The results showed that trust most strongly affected overall service quality and customer satisfaction, followed by reliability which has an significant effect on online

shopping; the factor responsiveness was found to have a mild affect on the overall service quality and customer satisfaction, followed by website design which only has a minor effect. There is no significant effect on the overall service quality and customer satisfaction for the personalization dimension. This study suggested that to enhance customer purchase intentions, online stores should develop marketing strategies to better address the trustworthiness and responsiveness of web-based services.

2.5.3 The added value of web innovation for customer satisfaction: experiences with a barbeque catering service

Author: Marcel V. B., Paul G. and Janjaap S. (2005)

This study was to determine the added value of online ordering innovation in a traditional food service by developing a research model combining both e-service dimensions and traditional service dimensions. A total of 2,000 questionnaires were distributed to the customers of a Dutch barbeque caterer which has both traditional and online services via the internet in the summer of 2003. A total of 1,056 usable questionnaires were collected and analyzed.

The result showed that e-scape has a strong relationship with both navigation and accuracy; navigation, accuracy and e-assurance have no significant influence on satisfaction while e-responsiveness has a small but significant effect on satisfaction. In the traditional service, tangibles, empathy and responsiveness all had significant

relationship with satisfaction whereas assurance and reliability did not.

The traditional service dimensions appear more important than the e-service constructs in determining the satisfaction on the basis of number of significant relationships, and the tangibles, empathy and responsiveness in the traditional context had more significant relationship with satisfaction than e-responsiveness in e-service.

This combined effect of e-services and traditional services on satisfaction could be examined in more future studies; it is beneficial to those who have switched from traditional ordering to online ordering. Also, more constructs such as privacy and security could be added into this model.

2.5.4 A study of factors affecting online books purchase decisions of Assumption University students: a case study of Amazon.com

Author: Suma B. (2004)

The purpose of this research was to investigate the online shopping characteristics affecting online purchase decisions of books through Amazon.com and thereby to determine a model explaining the online purchase decision. A total of 377 questionnaires were distributed to students of Assumption University who had visited Amazon.com at least once before but had not made any purchase and 377 usable responses were generated. The total number of students studying in Assumption University was attained from the Registrar's office of Assumption University. Sample

size was determined according to the table developed by Krejice and Morgan. Convenience and non-probability sampling were used in this research.

The results showed that convenience, security, site awareness and product information quality had strong relationships with the online purchase decision. But service information quality and price had weak relationships with the online purchase decision. This research provided valuable managerial implications for people doing businesses related to selling books online and a better understanding of the factors related to online purchase decision.

2.5.5 The antecedents of customer satisfaction with online travel services: a conceptual model

Author: Khaldoon (Khal) N. and Jay K. (2006)

This study was aimed at examining the travel websites quality dimensions that ultimately influence customers' satisfaction; and to conduct content analyses on six prominent travel web sites.

Six travel websites (Expedia.com, Orbitz.com, Travelocity. Com, Hotwire.com, Hotels.com and Priceline.com) were chosen as the study's sample. All of these websites include airlines service and hotel service. A content analysis was conducted on 53 attributes selected from previous studies through 3 sections of each website (homepage, airline web page, hotel web page) to investigate the extent to

which web services constructs are present on travel websites.

The results showed that all these studied websites did not have a site search engine and search by brand function for either the hotel or the airline webpage. Playfulness dimension was barely developed on these websites whereas the hotel/room pictures and website font size were well developed on these sites. Under the information quality construct, attributes, such as company information, customer support via phones were commonly found. But none of the websites provided any information about business ethics. Flight status, airport information, weather information and travel alerts and flight seat inventory were poorly performed on the airline page. As to the hotel pages, hotel features were provided in detail while room features were presented moderately. With respect to the trust dimension, most of these sites used privacy policy, affiliate programs and security certification but only a small percentage of them used low-price guarantee link. In terms of the personalization dimension, no site offered personalized recommendations upon signing-in and only a small percentage of these sites provided "get deal via e-mail (now)" in their homepages or offered group hotel/flight reservations. As for the responsiveness dimension, homepage load time, clear cancellation/refund policies were well performed and stated but no site provided customer service prompt response time guarantees.

This content analysis could be used as a tool for the online business to evaluate their web site quality. Researchers could extend this study to verify the service quality dimensions. In order to enhance customer satisfaction, online

businesses could make progress on two poorly performed dimensions which are personalization and playfulness.

2.5.6 Evaluating Website Quality in the Airline Industry

Author: Clarry, S. and Stuart J.B. (2004)

This research was to develop and examine a Perceived Airline Website Quality Instrument (PAWQI) that will be used to measure website quality from a customer's perspective.

The instrument was developed using workshops with customers and then tested via a survey approach. Three major Australasian based airlines websites (www.airnz.co.nz, www.qantas.co.nz, www.freedomair.co.nz) were chosen as the study's samples. Online questionnaires were created and tertiary and recently (0-3 years) graduated students in New Zealand were asked to fill out the questionnaires. A total of 61 questionnaires were received in a two-week period during September 2002 by email and 60 responses were identified as usable.

The result showed positive indications of validity and reliability of the survey instrument. With respect to airline websites, customers were concerned most about accuracy, relevancy, believability, ease of understanding and timeliness of information as well as the convenience provided for ticket purchasing. AirNZ dominates in four dimensions of PAWQI which were site quality, information quality, interaction quality and airline-specific qualities. Qantas comes second in site and

interaction quality and Freedom Air second in information and airline-specific dimensions.

Chapter 3
Research frameworks

This chapter consists of four sections. The first section presents the theoretical frameworks on which the present study is based. The second section shows the conceptual framework derived from the theoretical frameworks. The third section elaborates the hypotheses that are drawn from the conceptual framework and tested later in this research. The final section comprises the operationalization of all variables used in the conceptual framework.

3.1 Theoretical Frameworks

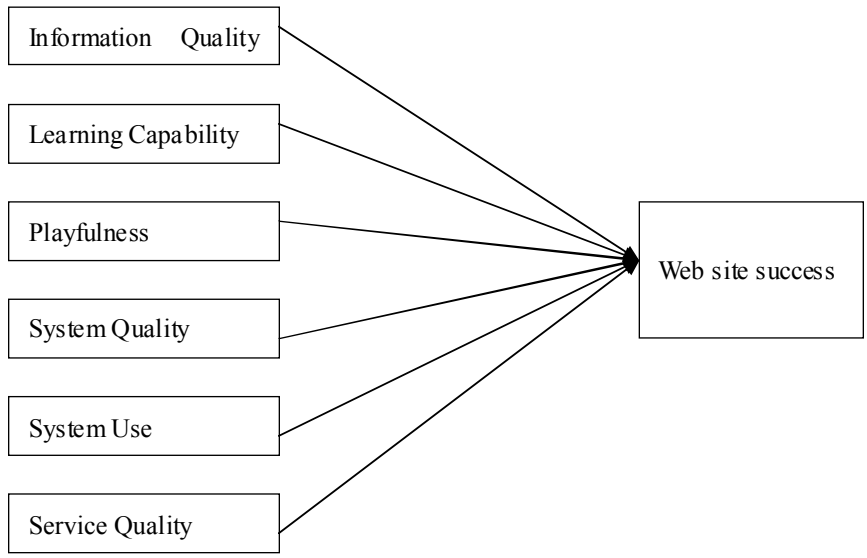
A theoretical framework is a conceptual model of how one theorizes the relationship among several factors that have been identified as important to the problems. It discusses the relationship among the variables that are deemed to be integral to the dynamics of the situation being investigated (Sekaran, 1992).

3.1.1 Theoretical Framework

Wolfinbarger and Gilly (2001) have concluded that the higher the playfulness of the online experience, the greater the satisfaction of customers. McKinney et al. (2002) concluded that better information quality increases satisfaction with the online experience. Liu and Arnett (1999) found that playfulness and information quality positively affected web site success in the context of electronic commerce. In

addition, according to Liu and Arnett (1999), a successful web site is one that generates customer satisfaction.

Figure 3.1.1 Theoretical Framework ①



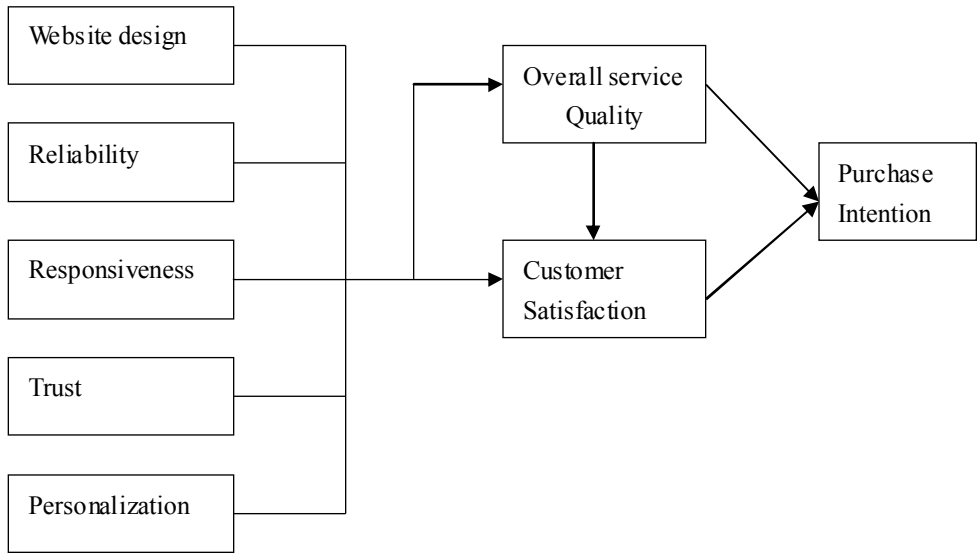
Source: Liu Chang, Arnett K.P. (2000), "Exploring the factors associated with Web Site success in the context of electronic commerce", Information & Management, 38, No.1 pp. 23-33

3.1.2 Theoretical Framework ②

In an e-commerce context, it has been found that trust is a vital factor to predicting satisfaction (Kim et al., 2003). The same was found in an e-service context, where trust leads to satisfaction (Balasubramanian et al., 2003). Personalization is one of the key factors which is directly related to user satisfaction (Riecken, 2000). Johnston (1995) identified responsiveness as the main source of satisfaction and dissatisfaction. Lee and Lin (2005) found that trust most strongly affected customer satisfaction in online shopping, responsiveness had a moderate

effect on customer satisfaction, but there was no significant effect on customer satisfaction for personalization.

Figure 3.1.2 Theoretical Framework ②

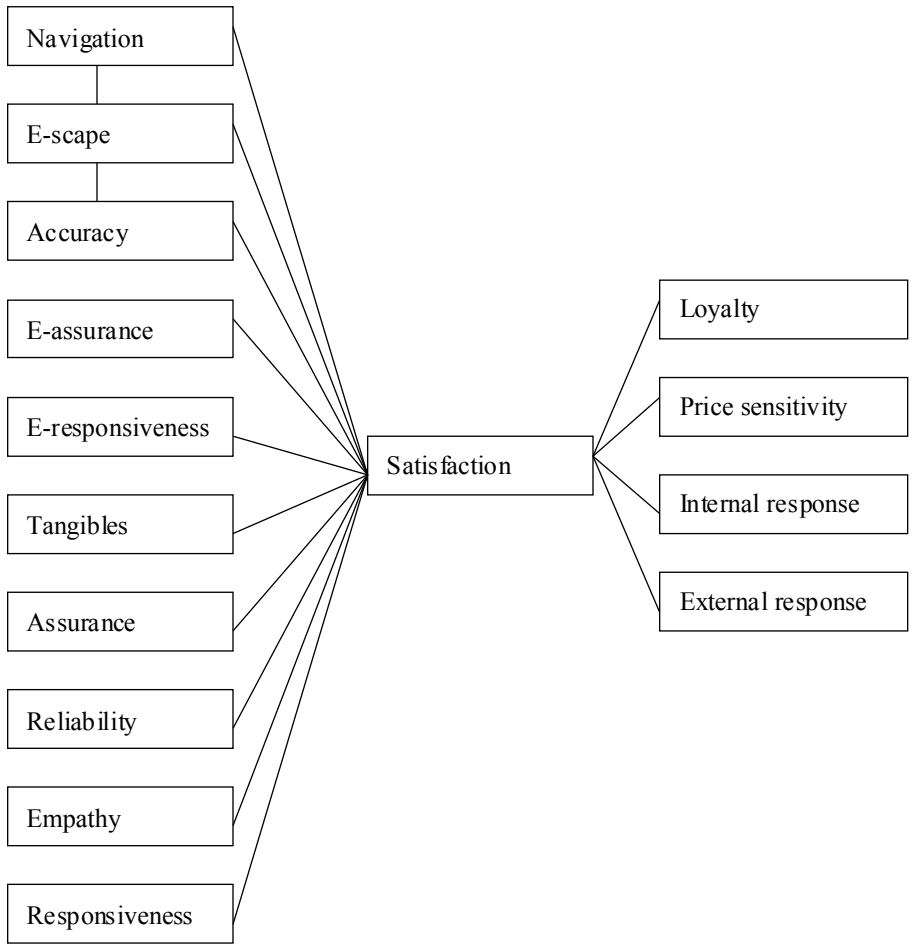


Source: Lee Gwo-Guang, Lin Hsiu-Fen (2005), "Customer perceptions of e-service quality in online shopping", International Journal of Retail & Distribution Management, Vol. 33, 2, pp.161-176

3.1.3 Theoretical Framework ③

Liljander et al. (2002) indicated that navigational quality is a key facilitator of online customer satisfaction with e-services. However, Birgelen, Ghijsen and Semeijn (2005) found that navigation had no significant influence on satisfaction.

Figure 3.1.3 Theoretical Framework ③



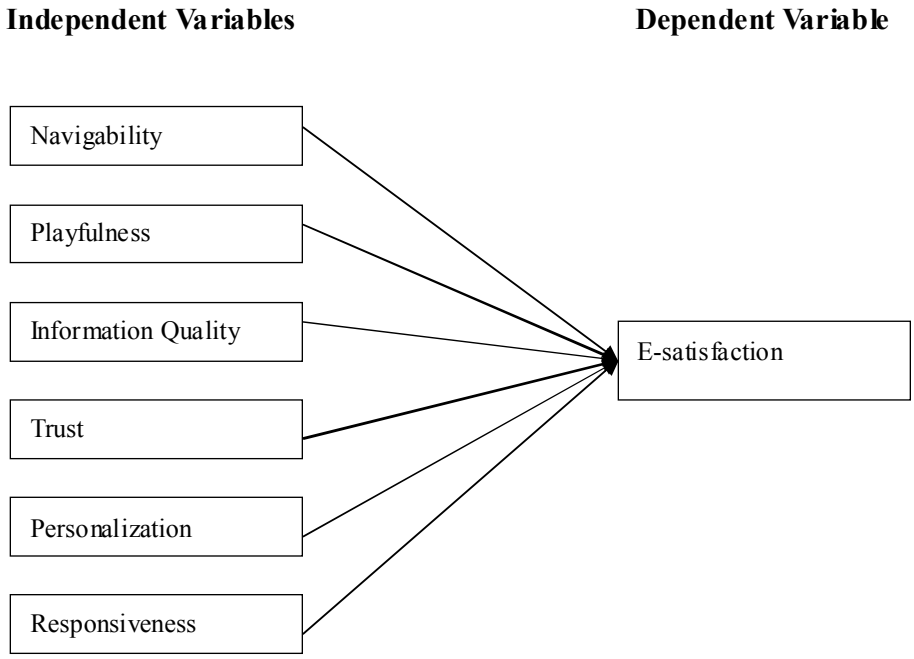
Source: Marcel V.B., Paul G and Janjaap S. (2005), "The added value of web innovation for customer satisfaction: experiences with a barbeque catering service", Managing Service Quality, Vol. 15, 6, pp.535-554

3.2 Conceptual Framework

A conceptual model is any high formalized representation of a theoretical framework, usually designed through the use of symbols or other such physical analogues. The models can be examined, analyzed and tested as a theoretical system. A dependent variable is a criterion or a variable that is to be predicted or explained. An independent variable is a variable that is expected to influence the dependent variable

(Zikmund, 2003). The conceptual framework for this study is represented in Figure 3.2.

Figure 3.2 Conceptual Framework



The Components of Conceptual Model

Figure 3.2 shows the variables employed in this study. Six independent variables are presented, which are navigability, playfulness, information quality, trust, personalization and responsiveness. The only dependent variable in this research is E-satisfaction.

E-satisfaction

E-satisfaction is defined as the contentment of the customer with respect to his

or her prior purchasing experience with a given electronic commerce firm (Anderson and Srinivasan, 2003)

Navigability

Palmer (2002) defined navigability as "well-organized layout, the sequencing of pages and consistency of navigation protocols." According to Nah and Davis (2002), navigation is a critical mechanism; the authors emphasized the importance of constructing a good quality website with consistent links and reliable navigation tools.

Playfulness

Martocchio and Webster (1992) defined playfulness as "the degree of cognitive spontaneity in microcomputer interactions." Playfulness includes features such as animation, music, video, and other multimedia effects (Ranganathan and Ganapathy, 2002).

Information Quality

Liu and Arnett (2000) define information quality as the ability to provide accurate, relevant, and timely information. Within the end-user computing context, the quality of information is basically evaluated in terms of the information content, accuracy, format, and timeliness (Doll and Torkzadeh, 1988).

Trust

In an online context, trust is defined as a customers' willingness to accept

potential risk in an online transaction based on their positive expectations about future online store behaviors (Kimery and McCard, 2002).

Personalization

Tuzhilin (2001) defined personalization as "a process of collecting and using personal information to uniquely tailor products, content and services to an individual".

Responsiveness

Watson et al. (1998) defined responsiveness as willingness to help customers, and it can be measured by the time taken before replying to customers' inquiries. Zeithaml et al. (2002) indicated that responsiveness relates to the promptness of response from the internet stores, mainly when customers have questions or run into problems.

3.3 Research Hypotheses

A hypothesis is an unproven proposition or supposition that tentatively explains certain facts or phenomena. A null hypothesis is a statement about status quo asserting that any change from what has been thought to be true will be due entirely to random error. An alternative hypothesis is a statement indicating the opposite of the null hypothesis (Zikmund, 2003).

H_{1o}: There is no relationship between AirAsia.com navigability and respondents' E-satisfaction.

H_{1a}: There is a relationship between AirAsia.com navigability and respondents' E-satisfaction.

H_{2o}: There is no relationship between AirAsia.com playfulness and respondents' E-satisfaction.

H_{2a}: There in a relationship between AirAsia.com playfulness and respondents' E-satisfaction.

H_{3o}: There is no relationship between AirAsia.com information quality and respondents' E-satisfaction.

H_{3a}: There is a relationship between AirAsia.com information quality and respondents' E-satisfaction.

H_{4o}: There is no relationship between AirAsia.com trust and respondents' E-satisfaction.

H_{4a}: There is a relationship between AirAsia.com trust and respondents' E-satisfaction.

H_{5o}: There is no relationship between AirAsia.com personalization and respondents' E-satisfaction.

H_{5a}: There is a relationship between AirAsia.com personalization and respondents' E-satisfaction.

H_{6o}: There is no relationship between AirAsia.com responsiveness and respondents' E-satisfaction.

H_{6a}: There is a relationship between AirAsia.com responsiveness and respondents' E-satisfaction.

3.4 Concepts and Variable Operationalization

A concept is a generalized idea about a class of objects, attributes, occurrences, or processes and must be made operational in order to be measured. Conceptual definition is a verbal explanation of the meaning of a concept. An operational definition gives meaning to a concept by specifying the activities or operations necessary to measure it. A scale is a continuous spectrum or series of categories. The purpose of scaling is to represent, usually quantitatively, an item's, a person's, or an event's place in the spectrum (Zikmund, 2003)

Table 3.1: Operational Definition of Influencing Variables

Concept	**Conceptual Definition**	**Operational Component**	**Level of Measurement**
Navigability (Question2)	well-organized layout, the	- Ease of browsing (Q2.1)	Interval scale

	sequencing of pages and consistency of navigation protocols	- Logicality of structure (Q2.2) - Ease in terms of placing an order (Q2.3) - Ease in terms of finding items (Q2.4, Q2.5)	
Playfulness (Question 3)	The degree of cognitive spontaneity in microcomputer interactions	- Feature quality (Q3.1) - Attractiveness of information display (Q3.2) - Quality of Background and color (Q3.3) - Shopping experience - (Q3.4)	Interval scale
Information quality (Question 4)	The ability to provide accurate, relevant, and timely information.	- Accuracy (Q4.1) - Reliability (Q4.2) - Completeness (Q4.3) - Timeliness	Interval scale

		(Q4.4) - Usefulness (Q4.5)	
Trust (Question 5)	customers' willingness to accept the potential risk in an online transaction based on their positive expectations about future online store behaviors	- Trustworthiness (Q5.1,Q5.2,Q5.3) - Safety (Q5.4)	Interval scale
Personalization (Question 6)	a process of collecting and using personal information to uniquely tailor products, content and services to an individual	- Individual attention (Q6.1, Q6.2) - Understandability of needs (Q6.3) - Fulfillment of needs (Q6.4)	Interval scale
Responsiveness (Question 7)	relate to the promptness of response from the internet stores, mainly when customers have questions or run into problems	- Quickness (Q7.1,Q7.3,Q7.4) - Willingness (Q7.2)	Interval scale

E-satisfaction (Question 8)	the contentment of the customer with respect to his or her prior purchasing experience with a given electronic commerce firm	- Navigability (Q8.1) - Playfulness (Q8.2) - Information quality (Q8.3) - Trustworthiness (Q8.4) Personalization (Q8.5) Responsiveness (Q8.6)	Interval scale

Chapter 4
Research Methodology

This chapter gives a general view of research methodology that was employed in this research. This chapter consists of research design, research method, sampling designs, research instruments, pretest and statistical treatment of data.

4.1 Method of Research Used

A research design is a master plan specifying the methods and procedures for collecting and analyzing the needed information. It is a framework or blueprint that plans the action for the research project (Zikmund, 2003). The research method adopted for this study is descriptive research. Descriptive research seeks to determine the answers to who, what, when, where and how questions (Zikmund, 2003). In this research, a survey was used to find out how e-service quality affects customers' satisfaction on AirAsia.com; questionnaires were distributed personally to collect the information needed. There are a few reasons behind using survey method to do this research. First, it is easy to apply. Second, it is believed it will not take too long to collect the needed information by distributing well-constructed questionnaires. Third, it is not costly to conduct this research through this method. Lastly, analysis of collected data will be relatively easier.

4.2 Respondents and Sampling Procedures

4.2.1 Target Population

Zikmund (2003) defined population as any complete group of people, companies, hospitals, stores, college students, or the like that share some set of characteristics. A target population is the complete group of specific population elements relevant to the research project. This study examines respondents' satisfaction with the website of AirAsia. It must be noted that the study does not cover purchase intention or actual purchase of airline tickets or packages on AirAsia. Hence the target population of this study is Thai and foreigners both male and female who have used the website of AirAsia.

4.3 Sampling Design

4.3.1 Non Probability Sampling

The major alternative sampling plans may be grouped into probability techniques and non-probability techniques. Non-probability sampling technique was used in this research because the population that is chosen is unknown. The non-probability sampling relies on researcher's judgment or convenience. The probabilities of elements in the population who are the sample subjects are not determined (Malhotra, 1999). The technique of non-probability sampling used for this research is convenience sampling. It is a technique that attempts to obtain a sample of convenient elements.

According to the consumer's purchasing process, Kotler (2000) argued that an

aroused consumer will be inclined to search for more information. The researcher considered the possible places that a large number of people who are most likely to use websites for tourist information were likely to be. These places were offices in the business districts of Sathorn and Silom Road, popular tourist destinations like Wat Saket and Sanam Luang, and public and private universities, such as Chulalongkorn and Assumption University in Bangkok.

4.3.2 Sampling Unit

The sampling unit is a single element or group of elements subject to selection in the sample (Zikmund, 2003). The sampling unit of this study is people who have used AirAsia.com before.

4.3.3 Sample Size

Because the samples, as mentioned, are people who have used the website of AirAsia are an unknown population, hence, the number of samples needed for conducting this research is determined by estimating the proportion. The procedure is to use a sample proportion to estimate the unknown population proportion. A distribution of a sample proportion is centered about the population proportion as characterized in the equation below. Considering the requirements for the determined sample size in this research is the specification of the acceptable level of sampling error, specification of the acceptable level of confidence in standard error or Z values, and an estimate of the true proportion of the population (McDaniel and Gates, 1998).

Thus, sample size for this research is calculated as follows:

$$n = \frac{Z^2}{4E^2}$$

Where n = Sample size;

Z= Z Score based on a amount of error (E). Z= 1.96

E= Allowable error (precision). E= 5%=0.05

So,

$$n = \frac{Z^2}{4E^2}$$

$$= \frac{(1.96)^2}{4(0.05)^2}$$

$$= 385 \text{ units}$$

From the calculation above, minimum of 385 samples are required to conduct this research. However, since this is a research study that involves data collection from website users, the researcher increased the number of respondents to 400.

4.3.4 Sampling Procedure

A multi-stage sampling procedure was used to collect data from the respondents for this study. These comprise of judgment sampling, quota sampling and convenience sampling, respectively as per the following details:

Stage 1: Judgment Sampling

The judgment sampling method of non-probability is employed when an

experienced individual selects the sample based on his/her judgment (Sekaran, 1992). As mentioned earlier, the researcher has selected three areas in which people who are most likely to use websites for tourist information are most likely to be: 1)office buildings in Sathorn and Silom area. These two areas contain a large number of office buildings employing Thai and multinational staff. These staffs are well-educated, bi-lingual, and are likely to travel for business and leisure to both domestic and international destinations 2) Popular tourist destinations such as Wat Saket and Sanam Luang in Bangkok. It is estimated that a large number of tourists who visit these destinations have used the AirAsia website for information (3) Universities such as Chulalongkorn and Assumption in Bangkok, both state and private, are likely to have students who have used the AirAsia website for travel information.

Stage 2: Quota Sampling

Quota Sampling Technique

In this research, quota sampling technique was used to identify the sample size for sampling units of each area selected. Quota sampling is a non-probability sampling procedure that ensures that certain characteristics of a population sample will be represented to the exact extent that the investigator desires (Zikmund, 2003). The total sample size of this research is 400. Given that three areas are sampling units, the sample size for each area was approximately 134 respondents. The details are shown in the following Table 4.1

Table 4.1: The Proportion of Respondents among three selected areas

Areas in Bangkok	Number (person)
Business Districts (Sathorn and Silom)	134
Popular Tourist Destinations	134
Universities (state and private)	134
Total	402

Stage 3: Convenience Sampling

The convenience sampling was used in order to collect the needed data from respondents who are conveniently available to answer the questions (Sekaran, 1992) at the three selected areas. The researcher distributed questionnaires by himself to Thai and foreign respondents. Since all three areas selected are "large population" and "high-traffic" areas with adjourning shopping malls and busy pedestrian intersections (Burns, 2000) the number of prospective respondents were sufficient to meet the objectives of this study.

4.4 Research Instruments/Questionnaire

This research used a questionnaire to gather information needed from target population. The questionnaire was constructed based on the statement of the problem in the research. An English version of the questionnaire was first constructed, and then translated into Thai. Both English and Thai versions of questionnaire were distributed to respondents to provide a better understanding and minimize respondent error in answering.

This questionnaire consisted of two parts (see Appendix A). The outline of the questionnaire is as follows:

One screening question was asked to ensure that the right respondents are targeted. The question is: “Have you ever browsed AirAsia.com before?”. This question is necessary because only respondents who have browsed the website will be able to answer the questions that follow.

Part A: this part contained 32 questions. These questions have been adapted from the studies of Birgelen et. al. (2005); Cao et. al. (2005), and Lee and Lin (2005), all of which are related to the quality of websites. The two variables, navigability and information quality, have 5 questions respectively; the remaining four variables which are playfulness, trust, personalization and responsiveness each has 4 questions; the dependent variable of satisfaction has 6 questions. All questions use a 5-point Likert scale to measure respondent’s answers. The scale used is as follows: strongly disagree, slightly disagree, neutral, slightly agree, and strongly agree.

Part B: this part consisted of 6 demographic factors of target population. Gender, age, monthly personal income (in Baht), educational level, internet usage per week and time spent on AirAsia.com per log-on. Similar factors have been used by Kim (2005) in her study on online satisfaction. The questions regarding demographic factors will not be taken into account while testing the hypothesis.

4.5 Pretest

The process of pretest is exceedingly beneficial, it allows the researcher to determine if the respondents have any difficulty understanding the questionnaire and whether there are any ambiguous or biased questions (Zikmund, 2003). In this

research, pretesting was done by distributing questionnaires to respondents at Silom business area in Bangkok in June, 2008. A total of 30 sets of questionnaires both in English and Thai version were distributed to respondents and 25 useful responses were returned. Vanichbuncha (2001) stated that to conduct the pretest, the number of respondents should be at least 25 samples. It is quite important to do this pilot study to test the quality of the questionnaire constructed, whether there are any semantic errors or confusing format which can give rise to misunderstanding of the questions as well as other problems.

To assess the reliability of the questionnaires collected in the pretest process, Cronbach Alpha is used as an indication of reliability of the questions excluding demographic data. The scores for 7 variables are as follows:

Table 4.2 Cronbach Alpha Scores of Pretest

Variable	**Cronbach Alpha Score**
Navigability	0.803
Playfulness	0.796
Information quality	0.681
Trust	0.912
Personalization	0.728
Responsiveness	0.816
Satisfaction	0.914

Because the Cronbach Alpha score of all variables is greater than 0.60, this questionnaire was deemed sufficiently reliable for use in this research.

4.6 Statistical Treatment of Data

Descriptive and non-parametric statistics were used to analyze the data. Pearson Correlation Coefficient was used to find the relationships between the independent variables underpinning website quality and satisfaction. The researcher made use of the following statistic tools to answer the questions posed in this research.

Frequency tables, average weighted mean on 5 point-scale and descriptive statistics were employed to identify responses related to the six independent variables which are navigability, information, playfulness, trust, personalization and responsiveness. Average weighted means is assigned to the categories of rating as follows:

Table 4.3 The Arbitrary Level

Scale	Arbitrary level	Descriptive rating
5 points	4.20-5.00	Strongly agree/ Excellence
4 points	3.40-4.19	Agree/ Above average
3 points	2.60-3.39	Neutral/ Average
2 points	1.80-2.59	Disagree/ Below average
1 points	1.00-1.70	Strongly disagree/ Unacceptable

Pearson's correlation coefficient was used to find the relationship between the six website quality factors and satisfaction. According to Allen and Meyer (1990), because of the conceptual differences in the components of variables, it is reasonable to develop each independently of the others as a function of different antecedents.

All research hypotheses were tested at .01 level of significance (99%) confidence interval, and the interpretation of the correlation results were as follows:

Table 4.4 Interpretation of Correlation Results

Results	Interpretation of Correlation
0.81 to 1.00	Very strong and positive correlation
0.61 to 0.80	Strong and positive correlation
0.41 to 0.60	Moderate and positive correlation
0.21 to 0.40	Weak and positive correlation
0.00 to 0.20	Very weak and positive correlation
-0.21 to -0.40	Weak and negative correlation
-0.41 to -0.60	Moderate and negative correlation
-0.61 to -0.80	Strong and negative correlation
-0.81 to -1.00	Very strong and negative correlation

Pearson Product Moment Correlation Coefficient

Malhotra (2004) claimed that the product moment correlation, "r" is the most widely used statistic, summarizing the strength of association between two metric (interval or ratio scaled) variables, say X and Y. It is an index used to determine whether straight line, or linear, relationship exists between X and Y. It indicates the degree to which the variation in one variable, "X" is related to the variation in another variable, "Y".

As it was originally proposed by Karl Pearson, it is also known as Pearson correlation coefficient. It is also referred to as simple correlation, bivariate correlation, or merely the correlation coefficient. From a sample of "n" observations, "X" and "Y", the product moment correlation, "r" can be calculated using the following formula:

$$r = \frac{\Sigma (X-\bar{X})(Y-\bar{Y})}{\sqrt{\Sigma (X-\bar{X})^2 (Y-\bar{Y})^2}}$$

The hypothesis to test Pearson correlation coefficient is as follows :

H_o : $\rho = 0$

H_a : $\rho \neq 0$

The null hypothesis (H_o) will be rejected when the P-value (significance of correlation) is less than the value of α, then (H_a) will be accepted.

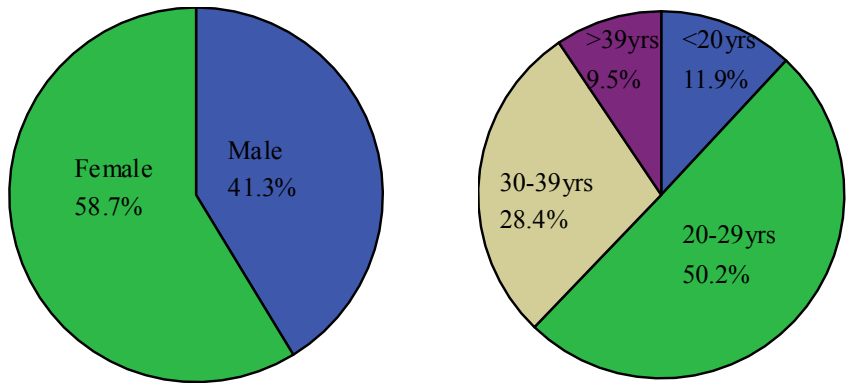
Chapter 5
Presentation of Data and Critical Discussion of Results

In this chapter, the researcher presents the research findings in order to answer the research questions and research hypotheses. This chapter consists of four sections. The first and second parts present descriptive analysis for demographic factors and researched variables. The third part focuses on hypothesis testing, for which Pearson correlation coefficient was used. The fourth part contains a summary of the hypotheses testing.

5.1 Descriptive analysis for Demographic Factors

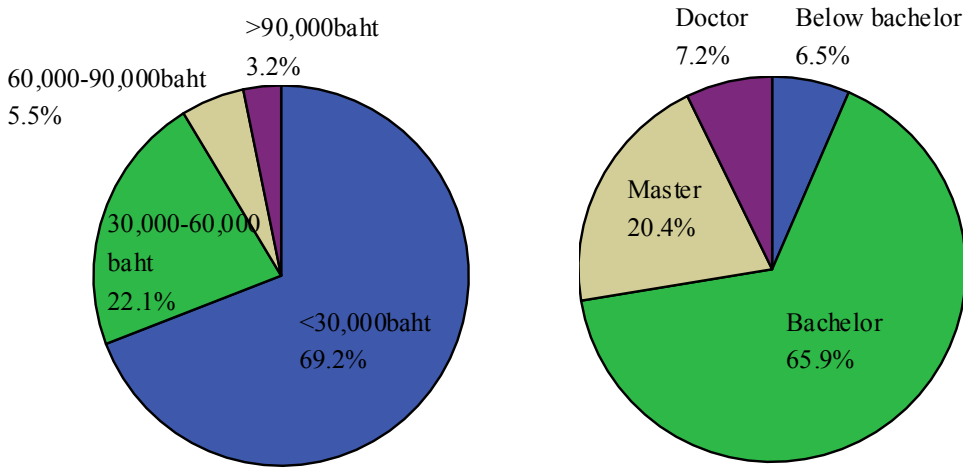
Descriptive statistics are used to describe or summarize information about a population or sample (Zikmund, 2003). The researcher used the form of frequency and percentage for the descriptive analysis and the results are presented in the pie charts as follows:

Figure 5.1 Pie Charts of Gender and Age



There were 58.7% respondents or 236 out of 402 respondents who were female, and 41.3% or 166 who were male. A total of 50.2% (202 persons) of the respondents were aged between 20 years and 29 years old. Another 28.4% (114 persons) of the respondents were aged between 30 years and 39 years old. And 11.9% (48 persons) were aged below 20 years, while 9.5% (38 persons) of respondents were aged above 39 years.

Figure 5.2 Pie Charts of Monthly Personal Income (in Baht) and Educational Level

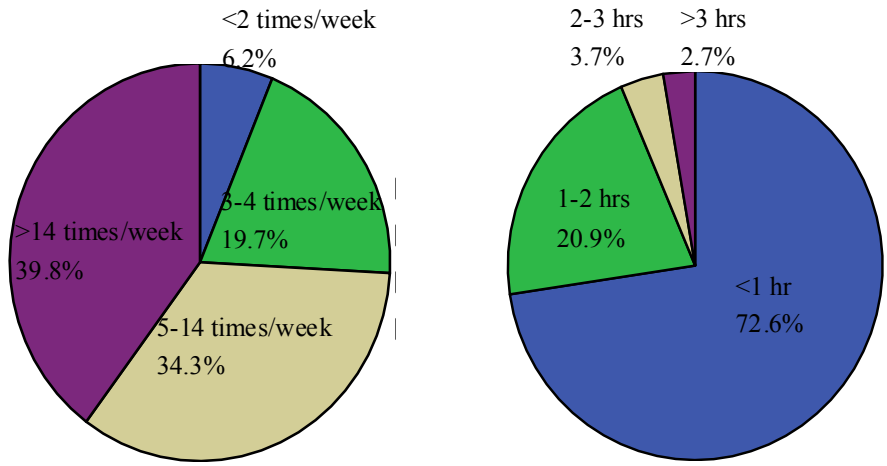


In terms of monthly personal income, 69.2% (278 persons) of the respondents had a monthly personal income below 30,000 Baht and 22.1% (89 persons) of the respondents had a monthly personal income between 30,000 baht and 60,000 baht. There were 5.5% or 22 respondents who had a monthly personal income of between 60,000 baht and 90,000 baht. The remaining 3.2% respondents had a monthly personal income of more than 90,000 baht.

As to educational level, 65.9% (265 persons) of the respondents had a

bachelor degree and 20.4% (82 persons) had a Master degree. And 7.2% (29 persons) of the respondents had a doctorate degree whereas 6.5% (26 persons) possessed below bachelor degree education.

Figure 5.3 Pie Chart of Internet Usage per Week and Time Spent on AirAsia.com per log-on



A total of 39.8% (160 persons) of the respondents accessed the Internet more than 14 times per week and 34.3% (138 persons) accessed the Internet 5 to 14 times per week. A total of 19.7% (79 persons) of the respondents accessed the Internet 3 to 4 times per week, whereas only 6.2% (25 persons) accessed it less than 2 times per week.

There were 72.6% (292 persons) of the respondents who spent less than one hour on AirAsia.com per log-on and 20.9% (84 persons) who spent 1 to 2 hours per log-on. 3.7% (15 persons) of the respondents spent 2 to 3 hours on AirAsia.com per log-on whereas 2.7% (11 persons) spent more than 3 hours per log-on.

In summary, more than half of the respondents were female, about 50% of the respondents were aged between 20 years and 29 years. Around 69% of the

respondents had a monthly personal income below 30,000 baht and about 66% of the respondents had a bachelor's degree. A total of 74% of the respondents accessed the Internet more than 5 times per week and around 73% of the respondents spent less than 1 hour on browsing AirAsia.com per log-on.

5.2 Descriptive Analysis for Variables

Descriptive analysis refers to the transformation of raw data into a form that will make them easy to understand and interpret. Describing responses or observations is typically the first form of analysis. Different scales are associated with different descriptive analysis, and the most common descriptive statistics used to analyze interval scale is the mean (Zikmund, 2003). Since interval scale was used as the measurement tool in this research, the variables were discussed in the form of means.

Mean is the arithmetic average and it is a measure of central tendency (Zikmund, 2003). It reflects the central point of a set of data.

Table 5.2.1 The Means of Navigability

Descriptive Statistics

	Mean	Std. Deviation	Descriptive Rating
Browsing is simple	3.67	.799	Agree
Structure is logical	3.52	.764	Agree
AirAsia.com makes ordering easy	3.53	.871	Agree
Contact info is easy to find	3.63	.795	Agree
Items are easy to find	3.65	.813	Agree
Mean of Navigability	3.60	.809	Agree

Table 5.2.1 shows the mean of navigability which is 3.60 with a standard deviation at 0.809. It means that most of the respondents agreed navigation on AirAsia.com is easy.

Table 5.2.2 The Means of Playfulness

Descriptive Statistics

	Mean	Std. Deviation	Descriptive Rating
AirAsia.com has fun, interactive features	3.15	.758	Neutral
Contains entertaining audio and video clips	3.14	.833	Neutral
Information is attractively displayed	3.37	.816	Neutral
Has attractive background and color schemes	3.57	.830	Agree
Mean of playfulness	3.31	.810	Neutral

Table 5.2.2 shows the mean of playfulness is 3.31 with a standard deviation of 0.810. It means that most of the respondents were neutral in their perception of the playfulness of AirAsia.com

Table 5.2.3 The Means of Information Quality

Descriptive Statistics

	Mean	Std. Deviation	Descriptive Rating
Information is accurate	3.58	.799	Agree
Information is reliable	3.63	.811	Agree
Relevant information is provided	3.66	.802	Agree
Information is timely	3.63	.816	Agree
Information is useful	3.72	.790	Agree
Mean of information quality	3.65	.804	Agree

Table 5.2.3 shows the mean of information quality is 3.65 with a standard deviation of 0.804. It means that most of the respondents agreed to the information quality of AirAsia.com.

Table 5.2.4 The Means of Trust

Descriptive Statistics

	Mean	Std. Deviation	Descriptive Rating
I believe AirAsia.com is trustworthy	3.60	.837	Agree
I feel very confident when using AirAsia.com	3.47	.882	Agree
I believe AirAsia.com will not misuse my personal info.	3.57	.905	Agree
I feel safe when I use AirAsia.com	3.56	.855	Agree
Mean of trust	3.55	.870	Agree

Table 5.2.4 shows the mean of trust is 3.55 and the standard deviation is 0.870. It means most of the respondents agreed that AirAsia.com is trustworthy.

Table 5.2.5 The Means of Personalization

Descriptive Statistics

	Mean	Std. Deviation	Descriptive Rating
Provides me with info and products according to my preferences	3.32	.732	Neutral
Provides customers free personal homepage	3.17	.767	Neutral
AirAsia.com understands my specific needs	3.19	.779	Neutral
I feel my personal needs have been met when using AirAsia.com	3.20	.731	Neutral
Mean of personalization	3.22	.752	Neutral

Table 5.2.5 shows the mean of personalization is 3.22 with a standard deviation of 0.752. It reflects that most of the respondents are neutral about the personalization of AirAsia.com

Table 5.2.6 The Mean of Responsiveness

Descriptive Statistics

	Mean	Std. Deviation	Descriptive Rating
Quickly replies to my requests	3.33	.728	Neutral
Always willing to help customers	3.32	.716	Neutral
Quickly resolves problems I encounter	3.25	.765	Neutral
The response time is quick	3.38	.708	Neutral
Mean of responsiveness	3.32	.729	Neutral

Table 5.2.6 shows the mean of responsiveness is 3.32 with a standard deviation of 0.729. It means that most of the respondents were neutral in their perception of the responsiveness of AirAsia.com

Table 5.2.7 The Mean of E-satisfaction

Descriptive Statistics

	Mean	Std. Deviation	Descriptive Rating
I am satisfied with the navigability of AirAsia.com	3.49	.724	Agree
I am satisfied with the playfulness of AirAsia.com	3.18	.780	Neutral
I am satisfied with the info quality of AirAsia.com	3.50	.735	Agree
I am satisfied with the trust I place in AirAsia.com	3.48	.738	Agree
I am satisfied with the personalization of AirAsia.com	3.30	.711	Neutral
I am satisfied with the responsiveness of AirAsia.com	3.42	.737	Agree
Mean of E-satisfaction	3.40	.738	Agree

Table 5.2.7 shows the mean of E-satisfaction is 3.40 with a standard

deviation of 0.738. It means that most of the respondents agreed they were satisfied with AirAsia.com.

5.3 Hypotheses Testing

In this study, the researcher used the Pearson Correlation Coefficient to test the hypotheses in two-tail distribution. As was mentioned previously, all research hypotheses were tested at .01 level of significance (99%) confidence interval.

H_1 was set to test whether there is a relationship between AirAsia.com navigability and respondents' E-satisfaction. Table 5.3.1 shows the result of the data analysis

$H_{1o:}$ There is no relationship between AirAsia.com navigability and respondents' E-satisfaction.

$H_{1a:}$ There is a relationship between AirAsia.com navigability and respondents' E-satisfaction.

Table 5.3.1 The Analysis of Relationship between Navigability and E-satisfaction

Correlations

		MeanNav	MeanSat
MeanNav	Pearson Correlation	1	.587(**)
	Sig. (2-tailed)		.000
	N	402	402
MeanSat	Pearson Correlation	.587(**)	1
	Sig. (2-tailed)	.000	
	N	402	402

** Correlation is significant at the 0.01 level (2-tailed).

The analysis of Pearson correlation in Table 5.3.1 indicated that the Sig. is equal .000 which is less than .01 (.000<.01). It can explain that the null hypothesis was rejected. Thus, there is a relationship between navigability and E-satisfaction at the .01 significant level. According to Kinnear (2004), if the value of r is between 0.41 to 0.60, the relationship is moderate and positive correlation. Since the correlation coefficient value is .587, there is a moderate and positive relationship between navigability and E-satisfaction.

H_2 was set to test whether there is relationship between AirAsia.com playfulness and respondents' E-satisfaction. Table 5.3.2 shows the result of the data analysis

$H_{2o:}$ There is no relationship between AirAsia.com playfulness and respondents' E-satisfaction.

$H_{2a:}$ There in a relationship between AirAsia.com playfulness and respondents' E-satisfaction.

Table 5.3.2 The Analysis of Relationship between Playfulness and E-satisfaction

Correlations

		MeanPla	MeanSat
MeanPla	Pearson Correlation	1	.578(**)
	Sig. (2-tailed)		.000
	N	402	402
MeanSat	Pearson Correlation	.578(**)	1
	Sig. (2-tailed)	.000	
	N	402	402

** Correlation is significant at the 0.01 level (2-tailed).

The analysis of Pearson correlation in Table 5.3.2 indicated that the Sig. is

equal .000 which is less than .01 (.000<.01). It can explain that the null hypothesis was rejected. Thus, there is a relationship between playfulness and E-satisfaction at the .01 significant level. Since the correlation coefficient value is .578, there is a moderate and positive relationship between playfulness and E-satisfaction.

H_3 was set to test whether there is relationship between AirAsia.com information quality and E-satisfaction. Table 5.3.3 shows the result of the data analysis

$H_{3o:}$ There is no relationship between AirAsia.com information quality and respondents' E-satisfaction.

$H_{3a:}$ There is a relationship between AirAsia.com information quality and E-satisfaction.

Table 5.3.3 The Analysis of Relationship between Information Quality and E-satisfaction

Correlations

		MeanInf	MeanSat
MeanInf	Pearson Correlation	1	.593(**)
	Sig. (2-tailed)		.000
	N	402	402
MeanSat	Pearson Correlation	.593(**)	1
	Sig. (2-tailed)	.000	
	N	402	402

** Correlation is significant at the 0.01 level (2-tailed).

The analysis of Pearson correlation in Table 5.3.3 indicated that the Sig. is equal .000 which is less than .01 (.000<.01). It can explain that the null hypothesis was rejected. Thus, there is a relationship between information quality and E-satisfaction at

the .01 significant level. Since the correlation coefficient value is .593, there is a moderate and positive relationship between information quality and E-satisfaction.

H_4 was set to test whether there is relationship between information quality and respondents' E-satisfaction. Table 5.3.4 shows the result of the data analysis

$H_{4o:}$ There is no relationship between AirAsia.com trust and respondents' E-satisfaction.

$H_{4a:}$ There is a relationship between AirAsia.com trust and respondents' E-satisfaction.

Table 5.3.4 The Analysis of Relationship between Trust and E-satisfaction

Correlations

		MeanTru	MeanSat
MeanTru	Pearson Correlation	1	.658(**)
	Sig. (2-tailed)		.000
	N	402	402
MeanSat	Pearson Correlation	.658(**)	1
	Sig. (2-tailed)	.000	
	N	402	402

** Correlation is significant at the 0.01 level (2-tailed).

The analysis of Pearson correlation in Table 5.3.4 indicated that the Sig. is equal .000 which is less than .01 (.000<.01). It can explain that the null hypothesis was rejected. Thus, there is a relationship between trust and E-satisfaction at the .01 significant level. Since the correlation coefficient value is .658, there is a strong and positive relationship between trust and E-satisfaction.

H_5 was set to test whether there is relationship between personalization and

respondents' E-satisfaction. Table 5.3.5 shows the result of the data analysis

$H_{5o:}$ There is no relationship between AirAsia.com personalization and respondents' E-satisfaction.

$H_{5a:}$ There is a relationship between AirAsia.com personalization and respondents' E-satisfaction.

Table 5.3.5 The Analysis of Relationship between Personalization and E-satisfaction

Correlations

		MeanPer	MeanSat
MeanPer	Pearson Correlation	1	.497(**)
	Sig. (2-tailed)		.000
	N	402	402
MeanSat	Pearson Correlation	.497(**)	1
	Sig. (2-tailed)	.000	
	N	402	402

** Correlation is significant at the 0.01 level (2-tailed).

The analysis of Pearson correlation in Table 5.3.5 indicated that the Sig. is equal .000 which is less than .01 (.000<.01). It can explain that the null hypothesis was rejected. Thus, there is a relationship between personalization and E-satisfaction at the .01 significant level. Since the correlation coefficient value is .593, there is a moderate and positive relationship between personalization and E-satisfaction.

H_6 was set to test whether there is relationship between responsiveness and respondents' E-satisfaction. Table 5.3.6 shows the result of the data analysis

$H_{6o:}$ There is no relationship between AirAsia.com responsiveness and

respondents' E-satisfaction.

$H_{6a:}$ There is a relationship between AirAsia.com responsiveness and respondents' E-satisfaction.

Table 5.3.6 The Analysis of Relationship between Responsiveness and E-satisfaction

Correlations

		MeanRes	MeanSat
MeanRes	Pearson Correlation	1	.648(**)
	Sig. (2-tailed)		.000
	N	402	402
MeanSat	Pearson Correlation	.648(**)	1
	Sig. (2-tailed)	.000	
	N	402	402

** Correlation is significant at the 0.01 level (2-tailed).

The analysis of Pearson correlation in Table 5.3.6 indicated that the Sig. is equal .000 which is less than .01 (.000<.01). It can explain that the null hypothesis was rejected. Thus, there is a relationship between responsiveness and E-satisfaction at the .01 significant level. Since the correlation coefficient value is .648, there is a strong and positive relationship between responsiveness and E-satisfaction

5.4 The Summary of Results from Hypotheses Testing

In conclusion, all the null hypotheses are rejected in this research since the significant values of all the relationship are .000 which is less than .01. The correlation coefficient values of all the relationship are summarized in Table 5.4.1

Table 5.4.1 The Summary of Results from Hypotheses Testing

Hypothesis	Variable	Sig.(2-tailed)	"r" Value	Result
H_1	Navigability	.000	.587	Reject H_{1o}
H_2	Playfulness	.000	.578	Reject H_{2o}
H_3	Information Quality	.000	.593	Reject H_{3o}
H_4	Trust	.000	.658	Reject H_{4o}
H_5	Personalization	.000	.497	Reject H_{5o}
H_6	Responsiveness	.000	.648	Reject H_{6o}

Chapter 6
Summary Findings, Conclusions and Recommendations

In this chapter, the findings of descriptive analysis and hypothesis testing results are illustrated in the first section. The conclusions and discussions are in the second part. And the third part contains the recommendations and suggestions for future study.

6.1 The Summary of Data Analysis

6.1.1 The Summary of Descriptive Analysis of Demographic Data

More than half of the respondents were female (58.7%). To many people, the number may seem strange since it is believed that more males have computer literacy than females, especially when travel website browsing is involved. There are a few reasons that can explain why females account for a larger portion of the respondents than males do in this research. First of all, this research used non-probability sampling, and judgment and convenience sampling were used to select the areas for sampling and to distribute the questionnaires to the respondents. Secondly, at the period of distributing questionnaires in these areas, more females were available than males to fill out the questionnaires. Lastly, females appeared more willing to answer the questionnaires than males.

In terms of age, 202 persons (50.2%) of the respondents came from the age 20 to 29. This is because the research used quota sampling technique to assign the

respondents in each selected area. A total of 134 respondents (33.3%) were selected in each area. Many students in public and private universities in Bangkok fell within this age category except for some students in post-graduate programs. These students had more free time to surf internet and were willing to travel, so AirAsia was attractive for them since it provided a cheaper price than other airlines. One thing needs to be noted in that there were many employees aged 20 to 29 years working in the Sathorn and Silom area.

There are 278 respondents (69.2%) having a monthly personal income below 30,000 baht. A large portion of the respondents in this research are university students and staff working in business districts in Bangkok. And in Thailand, university students or workers with bachelor degree usually get a disposable income or salary below 30,000 baht. This group of people is more likely to browse AirAsia's website (AirAsia.com) since AirAsia Airline provides low-cost, no-frills service which means a lower ticket price for its flight compared with other major players in this country (i.e., Thai Airways).

As for the educational level, 65.9% of respondents possessed a bachelor degree. It is believed that people with a bachelor degree in Thailand are computer-literate, which enables them to navigate websites and get the information needed. In this study, there are only 6.5% of respondents who had lower than bachelor degree education and this 6.5% mainly came from the respondents in popular tourist destinations such as Sanam Luang and Wat Saket.

A total of 74.1% of respondents logged on to the Internet more than 5 times

per week. Since the population for this research is people who have browsed AirAsia.com, it is expected the respondents in the sample surfed the Internet frequently on a per week basis. And most of the respondents (72.6%) spent less than 1 hour on AirAsia.com, this is normal if the respondents are computer-literate or the website being browsed is easy to navigate, but there could also be another situation, in that the website quality is too poor for them to stay longer there.

Table 6.1 The Summary of Demographic Data

Variable	Frequency	Percentage
Gender		
- Female	236	58.7
Age		
- 20-29 years	202	50.2
Monthly personal income (in Baht)		
- < 30,000	278	69.2
Education level		
- Bachelor	265	65.9
- Below bachelor	26	6.5
Internet usage per week		
- >14 times/week	160	39.8
- 5-14 times/week	138	34.3
Time spent on AirAsia.com per log-on		
- <1 hour	292	72.6

6.1.2 The Summary of Descriptive Analysis of Primary data

According to the mean of navigability which is 3.60, the researcher judged that the respondents perceived navigation on AirAsia.com. easy. From means of items under variable navigability, it was not difficult to find out that respondents considered browsing on AirAsia.com was simple since contact information and other relative items were easy to find on this website. This is true because the structure of AirAsia.com is quite logical as shown by the layout of the website. On the website, important buttons such as language setting and search engine appear in the place which browsers can find easily. In addition, promotion section was put in the middle of the main page and it was big enough for browsers to notice. This is quite necessary because many people who visit AirAsia's website look for discounts of flight ticket or sales.

The respondents felt neutral about the playfulness of AirAsia.com with a mean of 3.31. But most browsers agreed that AirAsia.com had attractive background and color schemes, this is supported by the appearance of the home page which catches browsers' eyes with its bright red color, especially with a contrast of red and white. The other three means of items under playfulness all fell into the arbitrary level of 2.60-3.39, which means the respondents were not sure if the website provided any games, interactive contents, audio or video clips. For most browsers who visit travel websites, it is normal to spend more time on looking for flights or relevant information instead of playing games or watching flash shows, these are generally considered minor things to do on a travel website.

From the result of descriptive statistics, information quality showed a mean of 3.65, and each item mean fell into 3.40-4.19 of arbitrary level, which means very high information quality of the website were perceived by browsers in terms of accuracy, reliability, timeliness, usefulness and provision of relevant information. AirAsia provides a totally ticketless service and it is generally more costly to buy tickets from its sales office than from its website, which implies most of its customers or prospective customers were more likely to browse its website to search information or making transactions. It is therefore extremely crucial for this airline to create faultless, up-to-date information system and maintain it consistently.

According to the mean of trust, respondents agreed that AirAsia's website can be trusted with a mean of trustworthy shown at 3.60. Most respondents felt AirAsia.com was safe to browse and it would not misuse their personal information. AirAsia Airline has been the biggest low-cost, short haul airline in the Asian market. It is highly recognized as a travel service provider of cheap travel service, its reputation in the Thai market had earned itself trust from browsers of its websites. People browse this website normally without fear of virus affection or illegal disclosure of their personal information by AirAsia.com. Rather, most respondents were willing to believe that AirAsia.com will facilitate the transaction process and other services with the information they provided.

The mean of personalization is 3.22 with a standard deviation of 0.752, from this it was observed that some respondents were not sure about the type of personalized services AirAsia.com has provided, especially on the item of free

personal homepage with a lowest mean of 3.17. Some felt the personalized services were average. As the researcher observed, AirAsia.com has the member log-in section on the left of the website, browsers can create a free account in which they may fill out the questions that AirAsia.com asks and in return they will get newsletters which includes updated flight information or promotion of their preferences. One thing that needs to be addressed is that most browsers did not create an account on the website when they browse or they did not want to waste time to read and fill out quite a few sections of questions which may provide a more personalized level of service.

As the mean of responsiveness showed a neutral 3.32 with a standard deviation of 0.729, it was judged that most respondents felt that AirAsia.com was average. According to the mean of each item, quick response time on the website was strongly felt with a highest 3.38 among the items, which means browsers didn't have to wait for a long time for the contents to come up after each click. AirAsia.com was quite responsive since it knows slow response time could frustrate website browsers and push them to other alternative websites. On AirAsia.com, flash, advertisements and banners were less embedded because these contents will slow down the loading time of the webpage. Relative content intensive on this website contributed to the fast responsive time which in return satisfied the browsers.

According to the mean of E-satisfaction which is 3.40 with a standard deviation of 0.738, the researcher is able to state that the respondents were satisfied when they browsed AirAsia.com. The highest mean among the items is 3.50 which is obtained from perceived satisfaction with information quality, this is consistent with

the mean of information quality which also has a highest mean among all the independent variables. This means information quality of AirAsia.com was perceived as the most satisfactory item among all variables. Browsers agreed that they were satisfied with the responsiveness of AirAsia.com but they felt neutral about the perceived responsiveness of AirAsia.com with a mean of 3.32, which is acceptable, since the gap is as small as 0.1.

Table 6.2 The Summary of the Means of Variables

Variables	Means	Rating
Navigability	3.60	Agree
Playfulness	3.31	Neutral
Information quality	3.65	Agree
Trust	3.55	Agree
Personalization	3.22	Neutral
Responsiveness	3.32	Neutral
E-satisfaction	3.40	Agree

6.1.3 The Summary of Hypotheses Testing

H_1 expected that AirAsia.com navigability would be related with the respondents' E-satisfaction. The data analysis showed that there is a moderate and positive relationship between AirAsia.com navigability and the respondents' E-satisfaction. The correlation coefficient "r" (0.587, $p<0.01$) indicates the perceived navigability of AirAsia.com by browsers have very limited but positive effect on their perceived satisfaction with this website. In this case, it is assumed that if AirAsia.com improves the navigation, it would only have a moderate affect on browsers' satisfaction.

H_2 predicted that the AirAsia.com playfulness was related with the respondents' E-satisfaction. The moderate and positive relationship between them was supported by the "r" value (0.578, $p<0.01$). Positive relationship means they are in the same direction, which also means when perceived playfulness of AirAsia.com is increased, perceived satisfaction will also be moderately increased.

H_3 posited that the AirAsia.com information quality was related with the respondents' E-satisfaction. This hypothesis is supported by the correlation coefficient "r" value (0.593, $p<0.01$). This indicates a moderate and positive relationship between the two variables. And it also means that any significant improvement of information quality on the website will not see a significant improvement in the perceived satisfaction of its browsers.

H_4 expected that the AirAsia.com trust is related with the respondents' E-satisfaction. The correlation coefficient value "r" (0.658, $p<0.01$) indicates a strong and positive relationship between the two variables. That means perceived trust on AirAsia.com could strongly affect the respondents' satisfaction with the website, which also implies respondents' satisfaction with AirAsia.com could be largely changed in the same direction when perceived trust in the website is changed.

H_5 predicted that there is a relationship between AirAsia.com's personalization and respondents' E-satisfaction. The data analysis supported this hypothesis with a "r" value (0.497, $p<0.01$), that means the relationship between them is moderate and in the same direction. With a lowest "r" value compared with other relationships, change of personalization cannot significantly affect respondents'

satisfaction when they browse the website.

H_6 tested AirAsia.com's responsiveness and its association with the respondents' satisfaction. The analysis showed that there is a strong and positive relationship between them with a "r" value (0.648, $p<0.01$), which means AirAsia.com can expect a significant increase in satisfaction from its browsers when it improves its responsiveness.

6.2 Conclusion and Discussion

According to the Pearson's correlation coefficient analysis, it can be concluded that there are positive associations between navigability, playfulness, information quality, trust, personalization, responsiveness and respondent's E-satisfaction on the AirAsia.com in this research. Table 6.3 shows the rank of the relationships in the order of "r" value. The relationship between trust and E-satisfaction is the strongest when compared with others. The responsiveness is the second strongest variable. Information quality, navigability, playfulness and personalization all have moderate relationships with E-satisfaction, whereas personalization has the weakest relationship with E-satisfaction in the group.

Table 6.3 The Ranking of the Strength of Relationship

Rank	Variable	Level of Sig.	Value of "r"	Correlation
1	Trust	0.000	0.658	Strong
2	Responsiveness	0.000	0.648	Strong
3	Information quality	0.000	0.593	Moderate
4	Navigability	0.000	0.587	Moderate
5	Playfulness	0.000	0.578	Moderate
6	personalization	0.000	0.497	Moderate

In this research, the strongest relationship is between trust and E-satisfaction when the mean of trust falls into the level of above average. This implies that most of respondents considered trust as a very important factor when they browsed website AirAsia.com. Website security has been a popular topic when it comes to website browsing, people who surf websites are very cautious about the security problems related to the website and this makes them go back to websites they are familiar with and those they trust. Security problem of website includes safe browsing without infection of virus or spyware, and most important are the disclosure of personal information and secure transactions. What browsers worry about is if the website sells their sensitive information to a third party for benefit or if their personal information is stolen during transactions and cause monetary loss.

Responsiveness and E-satisfaction has the second strongest relationship in this study when responsiveness has a mean of 3.32 which is very close to arbitrary level of above average. This indicates that most respondents felt the responsiveness of AirAsia.com was acceptable. Previous studies revealed that there is a significant positive correlation between the information downloading speed and the Web user's satisfaction (Page and Lepkowska-White, 2002; Van Riel et al., 2001). Some respondents mentioned that AirAsia.com was slow in terms of response time per click when compared with other travel websites.

Information quality and navigability both have a moderate, same direction relationship with E-satisfaction while their means are above 3.60, which means the respondents felt the information quality and navigability of AirAsia.com were above

average. Most respondents will not be strongly satisfied by an improvement of information quality and navigability because they thought the website was doing well on the two factors. People that browse travel websites usually assume that the information on this kind of website must be accurate, timely and updated, hence, navigation should be easy.

Wolfinbarger and Gilly (2001) concluded that the higher the playfulness of the online experience, the greater the satisfaction of customers, thus resulting in a higher likelihood for customers to visit the site again. The relationship between playfulness and E-satisfaction in this study is moderate and its playfulness was not strongly felt by browsers. Hence, as per the argument made by the above authors, there is room and needs for AirAsia.com to improve its playfulness to increate repeat visits.

As to the personalization factor, it has a lowest "r" value (0.497) and the lowest mean (3.22) among all the factors. Almost week and positive relationship with E-satisfaction indicates that personalization was not a critical factor that affects browsers' satisfaction on AirAsia.com, and at the same time, they felt this website was providing an average level of personalized service.

In conclusion, AirAsia.com was perceived as a trustworthy website not only because its reputation among the low-cost airlines but also because the design of website made browsers feel confident to navigate; the attractiveness of its background augments its trustworthiness. Changes of responsiveness on AirAsia.com can either strongly increase browsers' satisfaction or increase their dissatisfaction. (Johnston, 1995) identified responsiveness as the main source of satisfaction and dissatisfaction.

In this study navigability and information quality were identified as the basic factors that a travel website must have in order to facilitate the information search process. Playfulness on AirAsia.com is moderate and is not necessary to overemphasize since it has a conflict with the responsiveness. More playfulness means more entertainment contents, more high resolution graphics or objects which can slow down the website's response time; besides, satisfaction perceived by browsers cannot be increased significantly by embedding more playful contents but can be increased largely by improving its response time. Personalization is a relatively new concept in the context of electronic business; most people are still confused about what personalized service is all about. (Yang, 2001) mentioned that Personalization may include personal thank you notes from online stores, and the availability of a message area for customer questions or comments. In some other cases, personalized service may include a personal blog. As the mean of personalization of AirAsia.com is neither strong nor weak, it indicated browsers did not have a strong feeling about the personalized service provided by AirAsia.com.

6.3 Recommendations

Since trust has the strongest relationship with E-satisfaction, it is necessary to reinforce it even though AirAsia.com is already a trustworthy website, convincing browsers that AirAsia.com is trustworthy is the first and most critical thing in B to C business. In order to strengthen the trust in AirAsia.com, some additions need to be done to the website. First is to allow a quick-booking option for repeat customers.

Most customers think it is annoying that they have to fill in the lengthy information again and again after the first time purchase. Even though there is some personal information involved in the quick-booking process, it will be fixed by acquiring member log-in before proceeding. In the case of customers forgetting to log-off, AirAsia.com should have a mechanism for automatic log-off after closing the website. Second is to have the site certified. Website browsers are more likely to trust the websites with some trustworthy logos such as TRUSTe; the logo will ensure the browsers or consumers feel confident and safe when navigating the website.

As the responsiveness of AirAsia.com is not up to browsers' expectation yet, AirAisa website should find some alternatives to decrease the page-loading time by designing a text-only option which only displays text in lieu of graphics in favor of some browsers with lower speed modems, because page-loading speed is the most important determinant of successful web site design. As to the facet of browsers' inquiry, it is not recommended that AirAsia.com provides email option or live text chatting on its website because AirAsia is a travel service provider, people who have questions when browsing the website would like to get instantaneous service, thus, providing call numbers for inquiry is a better choice for this website.

Even though information quality of AirAsia.com was considered high by browsers, there is still a controversy about the clarity of the information on the website; from the respondents who gave comments, some mentioned the website didn't specify the dates of promotion of the flights; some mentioned the fares of the flights are confusing, the fare should be shown in full price (include taxes and fees) at the first

place when making purchase; others thought some important information should have been shown in big red fonts rather than small and black fonts to attract browsers' attention. The website did not show clear information if the promotion flight is one-way or return on the promotion page, instead, this piece of information appeared at the bottom and was in a small and black font which is difficult to be noticed.

It is obvious that AirAsia.com does not provide enough personalized services. As mentioned by some respondents, they didn't feel their personal needs were met. For instance, the website didn't provide previous flight history for the convenience of looking up, and AirAsia.com was not able to conduct customer satisfaction surveys by sending emails to its customers after their flights. Under this circumstance, it is strongly recommended AirAsia.com should create a section of flight history on the member welcome page for its customers; also, AirAsia.com should provide a space for people to have free talk, i.e., giving opinions or comments, the space could also be a blog.

6.4 Further Research

This study only focused on the e-service quality of AirAsia.com, and the results are only applicable to this website; there are many low cost airlines which have websites with different levels of e-service quality. It is possible that there might be different perception from browsers as regards different travel websites, so it is necessary to conduct further studies on these airlines' website to find out the relationship between the six independent variables and E-satisfaction.

The researcher has chosen six factors for this study, but these may not cover all the factors that are related to browsers' satisfaction of AirAsia website users. For example, some respondents were not happy with that AirAsia.com didn't include debit card payment method for the convenience of people who don't own credit cards, thus, factor payment method could be included as a factor in future study.

The information of this study was collected in July, 2008, but with the rapid changes in the IT environment, which in turn affects website development, it is possible that the results of the study may not reflect future timeframes. For example, in the period of August, 2008, the researchers observed that the website added in a blog function which increased the personalized service. So it is necessary to carry out real time studies to observe the e-service quality of AirAsia.com.

Because all the information was collected in Bangkok only, the results may not be generalized to other locations. People may think differently about AirAsia.com in different locations, the same might be true for people possessing different demographic characteristics. There is a need to conduct more researches in different places in the future.

Since AirAsia.com is a multi-language website, the e-service quality may appear different in different language settings; further studies should be done to find out how e-service quality affect browsers' satisfaction in other language settings such as Chinese, Hindi and Malay.

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APPENDIX A

Questionnaire

Questionnaire

I am a MBA student studying at Assumption University in Bangkok. The purpose of this study is to find out how perception of e-service quality affects browsers' satisfaction on AirAsia.com. Your participation will be very helpful to this study. This questionnaire will take around 5 minutes to complete. Please rest assured that your responses will be kept confidential.

Screening Question:

Q.1

Have you ever browsed AirAsia.com before?

☐ Yes

☐ No

The following questions will be based on a 5 point scale, starting from strongly disagree to strongly agree. Please check the one you think most closely matches your opinion.

		Strongly disagree	Slightly disagree	Neutral	Slightly agree	Strongly agree
Q.2	**Navigability**					
2.1	Browsing on AirAsia.com is simple					
2.2	Structure of AirAsia.com is logical					
2.3	AirAsia.com makes ordering easy					
2.4	Contact information is easy to find on AirAsia.com.					
2.5	Items on AirAsia.com are easy to find					
Q.3	**Playfulness**					
3.1 3.2	AirAsia.com has fun, interactive features. AirAsia.com contains entertaining audio and video clips.					
3.3	Information on AirAisa.com is attractively displayed					
3.4	AirAsia.com has attractive background and color schemes.					
Q.4	**Information quality**					
4.1	Information on AirAsia.com is accurate					
4.2	Information on AirAsia.com is reliable					
4.3	Relevant information is provided on AirAsia.com					
4.4	Information on AirAsia.com is timely					
4.5	Information on AirAsia.com is useful					
Q.5	**Trust**					

5.1	I believe AirAsia.com is trustworthy					
5.2	I feel very confident when using AirAsia.com					
5.3	I believe AirAsia.com will not misuse my personal information					
5.4	I feel safe when I use AirAsia.com					
Q.6	**Personalization**					
6.1	AirAsia.com provides me with information and products according to my preferences.					
6.2	AirAsia.com provides customers free personal homepage					
6.3	AirAsia.com understands my specific needs.					
6.4	I feel that my personal needs have been met when using AirAsia.com					
Q.7	**Responsiveness**					
7.1	AirAsia.com quickly replies to my requests					
7.2	AirAsia.com is always willing to help customers.					
7.3	AirAsia.com quickly resolves problems I encounter.					
7.4	The response time of AirAsia.com is quick					
Q.8	**Satisfaction**					
8.1	I am satisfied with the navigability of AirAsia.com.					
8.2	I am satisfied with the playfulness of AirAsia.com.					
8.3	I am satisfied with the information quality of AirAsia.com.					

8.4	I am satisfied with the trust I place in AirAsia.com.					
8.5	I am satisfied with the personalization of AirAsia.com.					
8.6	I am satisfied with the responsiveness of AirAsia.com.					

Personal information

1. Gender

☐ male ☐ female

2. Age

☐ <20 ☐ 20-29 ☐ 30-39 ☐ >39

3. Monthly personal Income (in Baht)

☐ <30,000 ☐ 30,000-60,000 ☐ 60,000-90,000 ☐ >90,000

4. Education level

☐ below bachelor ☐ bachelor ☐ Master ☐ Doctor

5. Internet usage per week

☐ <2 times/week ☐ 3-4 times/week ☐ 5-14 times/week ☐ >14 times/week

6. Time spent on AirAsia.com per log-on

☐ <1 hrs ☐ 1-2 hrs ☐ 2-3 hrs ☐ >3 hrs

แบบสอบถาม

ผมนักศึกษาภาควิชาบริหารธุรกิจ ที่มหาวิทยาลัยอัสสัมชัญ กรุงเทพฯ วัตถุประสงค์ในการทำวิจัยในครั้งนี้เพื่อที่จะค้นคว้าถึงความตระหนักของคุณภาพของการให้บริการทางอิเล็กทรอนิกส์ (E-Service) ของ AirAsia.com การมีส่วนร่วมของคุณจะเป็นประโยชน์ในการวิจัย แบบสอบถามนี้จะใช้เวลาของคุณประมาณ 5 นาที และขอรับรองว่าคำตอบของคุณจะไม่เป็นที่เผยแพร่

การตรวจสอบแบบสอบถาม:

Q1. คุณเคยเข้าไปในเว็ปไซต์AirAsia.com ก่อนนี้บ้างหรือไม่

☐ เคย

☐ ไม่เคย

คำถามดังต่อไปนี้ เริ่มจาก ไม่เห็นด้วยอย่างยิ่ง ถึง เห็นด้วยอย่างยิ่ง ได้โปรดเลือกช่องที่คุณเห็นด้วยมากที่สุด

		ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยอย่างยิ่ง
Q.2	**การนำทางของเว็ปไซต์**					
2.1	อ่านผ่านเว็ปไซต์ AirAsia.com กระทำได้โดยง่าย					
2.2	โครงสร้างของผ่านเว็ปไซต์ AirAsia.com มีเหตุมีผล					
2.3	สั่งซื้อผ่านทางผ่านเว็ปไซต์ AirAsia.com เป็นไปได้โดยง่าย					
2.4	ข้อมูลการติดต่อหาได้ง่ายบนเว็ปไซต์ AirAsia.com					
2.5	รายการต่างๆของเว็ปไซต์ AirAsia.com หาได้โดยง่าย					
Q.3	**ความบันเทิง**					
3.1	เว็ปไซต์ AirAsia.com มีรูปลักษณ์ที่เด่นและให้ความบันเทิง					
3.2	เว็ปไซต์ AirAsia.com ประกอบด้วยเสียงและวีดีโอคลิป					

3.3	การแสดงข้อมูลบนเว็ปไซต์AirAsia.com มีความดึงดูด					
3.4	เว็ปไซต์AirAsia.comมีพื้นหลังภาพและสีที่ดึงดูด					
Q.4	**คุณภาพของข้อมูล**					
4.1	ข้อมูลบนเว็ปไซต์AirAsia.comมีความถูกต้อง					
4.2	ข้อมูลบนเว็ปไซต์AirAsia.comมีความเชื่อถือได้					
4.3	มีการให้ข้อมูลที่สำคัญบนเว็ปไซต์ AirAsia.com					
4.4	ข้อมูลบนเว็ปไซต์ของการท่องเที่ยว เปลี่ยนแปลงให้ทันสมัยเสมอ					
4.5	ข้อมูลบนเว็ปไซต์AirAsia.comมีประโยชน์					
Q.5	**ความไว้วางใจ**					
5.1	ฉันมีความเชื่อมั่นว่าเว็ปไซต์AirAsia.com มีความคู่ควรแก่การไว้วางใจ					
5.2	ฉันมีความมั่นใจในการใช้เว็ปไซต์ AirAsia.com					

5.3	ฉันให้ความไว้วางใจว่าใช้เว็ปไซต์ AirAsia.comจะไม่ใช้ข้อมูลของฉันในทางที่ผิด					
5.4	ฉันรู้สึกปลอดภัยเมื่อใช้เว็ปไซต์ AirAsia.com					
Q.6	**ความเฉพาะของบุคคล**					
6.1	เว็ปไซต์AirAsia.comให้ข้อมูลและผลิตภัณฑ์ตามความชอบของฉัน					
6.2	เว็ปไซต์AirAsia.comให้เว็ปไซต์ส่วนตัวให้แก่ลูกค้า					
6.3	เว็ปไซต์AirAsia.comเข้าใจถึงความจำเป็นเฉพาะของฉัน					
6.4	ฉันรู้สึกว่าความต้องการของฉันได้รับการตอบรับ เมื่อใช้เว็ปไซต์AirAsia.com					
Q.7	**การตอบสนอง**					
7.1	เว็ปไซต์AirAsia.com ตอบรับความต้องการได้อย่างรวดเร็ว					
7.2	เว็ปไซต์AirAsia.com มีความต้องการที่จะช่วยลูกค้าเสมอ					
7.3	เมื่อฉันเจอปัญหา เว็ปไซต์AirAsia.comแก้ปัญหาได้อย่างรวดเร็ว					

7.4	การตอบสนองของเวลาของเว็ปไซต์ AirAsia.com มีความรวดเร็ว					
Q.8	**ความพึงพอใจ**					
8.1	ฉันพึงพอใจกับการนำทางของเว็ปไซต์ AirAsia.com					
8.2	ฉันสนุกสนานในการใช้เว็ปไซต์ AirAsia.com					
8.3	ฉันพึงพอใจกับคุณภาพของข้อมูลของเว็ปไซต์ AirAsia.com					
8.4	ฉันพึงพอใจและไว้วางใจในเว็ปไซต์ AirAsia.com					
8.5	ฉันพึงพอใจกับความเฉพาะของบุคคล ของเว็ปไซต์AirAsia.com					
8.6	ฉันพึงพอใจกับการตอบสนอง ของเว็ปไซต์AirAsia.com					

ข้อมูลส่วนบุคคล

1. เพศ

☐ชาย ☐หญิง

2. อายุ

☐ <20 ☐ 20-29 ☐ 30-39 ☐ >39

3. รายได้ต่อเดือนส่วนบุคคล (บาท)

☐ <30,000 ☐ 30,000-60,000 ☐ 60,000-90,000 ☐ >90,000

4. ระดับการศึกษา

☐ ต่ำกว่า ปริญญาตรี ☐ ปริญญาตรี ☐ ปริญญาโท ☐ ปริญญาเอก

5.จำนวนการใช้อินเทอร์เน็ตต่ออาทิตย์

☐ น้อยกว่า 2 ครั้งต่ออาทิตย์ ☐ 3-4 ครั้งต่ออาทิตย์

☐ 5-14 ครั้งต่ออาทิตย์ ☐ มากกว่า 14 ครั้งต่ออาทิตย์

6. เวลาที่ใช้ในการอยู่บนเว็ปไซต์AirAsia.com ต่อการเข้าหนึ่งครั้ง

☐<1ชั่วโมง ☐1-2 ชั่วโมง ☐2-3 ชั่วโมง ☐>3 ชั่วโมง

APPENDIX B

Pre-Test Reliability Analysis – Scale (Alpha)

Reliability

[DataSet1] C:\Documents and Settings\Administrator\Desktop\CHapter\Pre-test(cronbach).sav

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded[a]	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.803	.823	5

Inter-Item Correlation Matrix

	browsing is simple	structure is logical	makes ordering easy	contact info is easy to find	item is easy to find
browsing is simple	1.000	.451	.498	.588	.566
structure is logical	.451	1.000	.507	.564	.342
makes ordering easy	.498	.507	1.000	.346	.368
contact info is easy to find	.588	.564	.346	1.000	.588
item is easy to find	.566	.342	.368	.588	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
browsing is simple	12.76	6.190	.690	.489	.735
structure is logical	13.00	7.250	.590	.434	.775
makes ordering easy	13.08	5.660	.528	.364	.801
contact info is easy to find	12.88	6.610	.656	.540	.750
item is easy to find	13.08	5.910	.587	.431	.767

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.20	9.417	3.069	5

Reliability

[DataSet1] C:\Documents and Settings\Administrator\Desktop\CHapter\Pre-test(cronbach).sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded[a]	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.796	.772	4

Inter-Item Correlation Matrix

	has fun, interactive features	contains entertaining audio and video clips	information is attractively displayed	has attractive background and color scheme
has fun, interactive features	1.000	.344	.817	.737
contains entertaining audio and video clips	.344	1.000	.007	.139
information is attractively displayed	.817	.007	1.000	.704
has attractive background and color scheme	.737	.139	.704	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
has fun, interactive features	9.36	4.073	.888	.810	.583
contains entertaining audio and video clips	9.48	7.427	.178	.348	.901
information is attractively displayed	9.32	4.560	.702	.763	.694
has attractive background and color scheme	8.92	4.743	.714	.576	.688

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.36	8.657	2.942	4

Reliability

[DataSet1] C:\Documents and Settings\Administrator\Desktop\CHapter\Pre-test(cronbach).sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded[a]	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.681	.645	5

Inter-Item Correlation Matrix

	information is accurate	information is reliable	relevant info is provided	Information is timely	information is useful
information is accurate	1.000	.801	.407	-.104	.368
information is reliable	.801	1.000	.483	.021	.254
relevant info is provided	.407	.483	1.000	.101	.208
Information is timely	-.104	.021	.101	1.000	.125
information is useful	.368	.254	.208	.125	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
information is accurate	12.96	3.790	.645	.691	.517
information is reliable	13.08	3.827	.684	.682	.497
relevant info is provided	12.88	5.027	.471	.248	.617
Information is timely	12.96	6.707	.033	.085	.756
information is useful	12.92	5.410	.354	.177	.664

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.20	7.167	2.677	5

Reliability

[DataSet1] C:\Documents and Settings\Administrator\Desktop\CHapter\Pre-test(cronbach).sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded[a]	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.912	.913	4

Inter-Item Correlation Matrix

	i believe AirAsia.com is trustworthy	i feel very confident about AirAsia.com	i trust AirAsia.com will not misuse my personal info.	i feel safe when i use AirAsia.com
i believe AirAsia.com is trustworthy	1.000	.815	.753	.687
i feel very confident about AirAsia.com	.815	1.000	.629	.779
i trust AirAsia.com will not misuse my personal info.	.753	.629	1.000	.677
i feel safe when i use AirAsia.com	.687	.779	.677	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
i believe AirAsia.com is trustworthy	9.16	6.140	.838	.760	.872
i feel very confident about AirAsia.com	9.00	6.167	.830	.761	.875
i trust AirAsia.com will not misuse my personal info.	9.00	6.667	.749	.625	.903
i feel safe when i use AirAsia.com	9.08	5.910	.788	.666	.892

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.08	10.743	3.278	4

Reliability

[DataSet1] C:\Documents and Settings\Administrator\Desktop\CHapter\Pre-test(cronbach).sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded[a]	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.728	.739	4

Inter-Item Correlation Matrix

	AirAsia.com provides me with info and products according to my preferences	provides customers free personal homepage	understands my specific needs	i feel my personal needs have been met when using AirAsia.com or doing transactions with it
AirAsia.com provides me with info and products according to my preferences	1.000	.574	.460	.309
provides customers free personal homepage	.574	1.000	.399	.316
understands my specific needs	.460	.399	1.000	.425
i feel my personal needs have been met when using AirAsia.com or doing transactions with it	.309	.316	.425	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
AirAsia.com provides me with info and products according to my preferences	9.08	2.493	.582	.395	.628
provides customers free personal homepage	9.36	2.407	.556	.363	.644
understands my specific needs	9.32	2.977	.553	.313	.663
i feel my personal needs have been met when using AirAsia.com or doing transactions with it	9.08	2.660	.421	.210	.729

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.28	4.293	2.072	4

Reliability

[DataSet1] C:\Documents and Settings\Administrator\Desktop\CHapter\Pre-test(cronbach).sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded[a]	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.816	.817	4

Inter-Item Correlation Matrix

	AirAsia.com quickly replies to requests.	AirAsia.com is always willing to help customers	Quickly resolves problems i encounter.	the response time is proper
AirAsia.com quickly replies to requests.	1.000	.513	.564	.515
AirAsia.com is always willing to help customers	.513	1.000	.418	.436
Quickly resolves problems i encounter.	.564	.418	1.000	.723
the response time is proper	.515	.436	.723	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
AirAsia.com quickly replies to requests.	8.64	4.240	.641	.419	.765
AirAsia.com is always willing to help customers	8.68	4.477	.534	.305	.816
Quickly resolves problems i encounter.	8.72	4.293	.699	.573	.741
the response time is proper	8.76	4.107	.678	.551	.748

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.60	7.167	2.677	4

Reliability

[DataSet1] C:\Documents and Settings\Administrator\Desktop\CHapter\Pre-test(cronbach).sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded[a]	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.914	.915	6

Inter-Item Correlation Matrix

	i am satisfied with the navigability of AirAsia.com	satisfied with the playfulness	satisfied with the information quality	satisfied with the trust	satisfied with the personalization	satisfied with the responsiveness
i am satisfied with the navigability of AirAsia.com	1.000	.548	.543	.501	.670	.744
satisfied with the playfulness	.548	1.000	.543	.561	.693	.694
satisfied with the information quality	.543	.543	1.000	.808	.656	.609
satisfied with the trust	.501	.561	.808	1.000	.696	.521
satisfied with the personalization	.670	.693	.656	.696	1.000	.852
satisfied with the responsiveness	.744	.694	.609	.521	.852	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
i am satisfied with the navigability of AirAsia.com	14.92	13.410	.701	.572	.906
satisfied with the playfulness	15.04	13.123	.711	.543	.905
satisfied with the information quality	14.92	12.577	.750	.708	.900
satisfied with the trust	15.24	12.690	.729	.751	.903
satisfied with the personalization	15.12	12.693	.861	.819	.885
satisfied with the responsiveness	15.16	12.473	.812	.825	.891

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.08	18.160	4.261	6

Table of reliability (Pre-test)

Variable	Cronbach Alpha	Standardized Item Alpha
Navigability	0.803	0.823
Playfulness	0.796	0.772
Information quality	0.681	0.645
Trust	0.912	0.913
Personalization	0.728	0.739
Responsiveness	0.816	0.817
Satisfaction	0.914	0.915