THE EFFECT OF ONLINE BOOKING SERVICE QUALITY, TRUST AND PRICE PERCEPTION ON CUSTOMER SATISFACTION AND INTENTION TO REUSE ONLINE BOOKING SERVICE

By

PAUL RATTANAPONMETA

A Final Report of the Six-Credit Course
SCM 2202 Graduate Project

Submitted in Partial Fulfillment of the Requirements for the Degree of
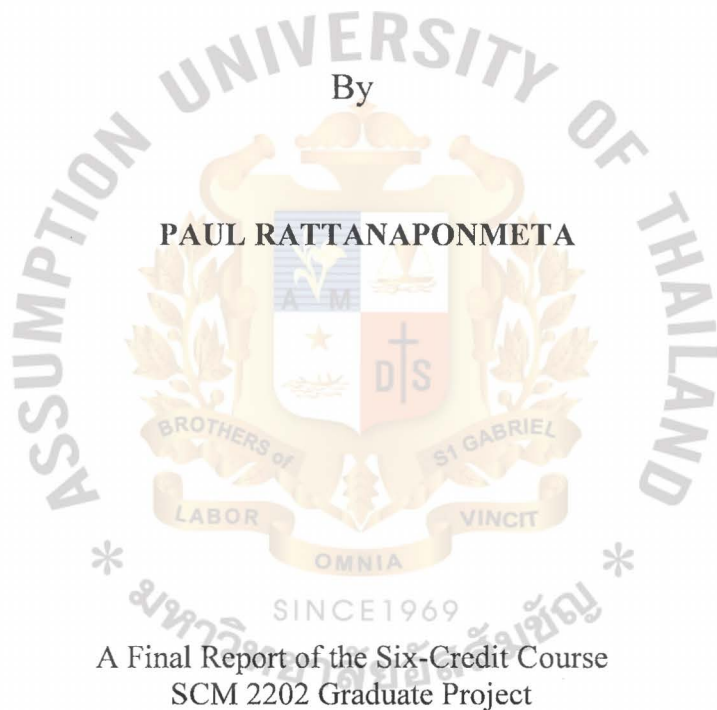
MASTER OF SCIENCE IN SUPPLY CHAIN MANAGEMENT

Martin de Tours School of Management
Assumption University
Bangkok, Thailand

November 2013

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November 2013

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Declaration of Authorship Form

I, _____ Paul Rattanaponmeta _____

declare that this thesis/project and the work presented in it are my own and has been generated by me as the result of my own original research.

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Paul Rattanaponmeta
Assumption University
September 2013

ABSTRACT

Airlines competition is intensively increasing based on higher fuel cost and other in-flight services such as VDO on demand as competitions in these services cause higher operational costs to the airlines, each airline would find the ways to reduce its costs. Airlines website, with the airline booking services, is one of solutions to reduce cost of airlines operators.

Online service can improve air-ticket transaction with reduced lead time and also reduced operational cost since the airlines can save the commission to the travel agencies. The knowledge on factors affecting customers to book their air tickets online is important for the airlines so that it could design appropriate strategies to promote this activity.

The objective of this research is to identify the relationship between online booking service quality, trust, price perception and customer satisfaction on intention to reuse online booking service. Questionnaire survey was conducted. Four hundred data sets were collected from the customers who booked their air tickets online. Data were mainly analyzed linear regression and t-test. The results indicated that service quality and trust are positively related to customer satisfaction while negative relationship was found for the price. Moreover, significant relationship between customer satisfaction and intention to reuse the online booking service is illustrated.

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I, ___Asst. Prof. Dr. June Bernadette D'Souza___ , have proofread this thesis/project entitled

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PERCEPTION ON CUSTOMER SATISFACTION AND INTENTION TO REUSE

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and hereby certify that the verbiage, spelling and format is commensurate with the quality

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CHAPTER I

GENERALITIES OF THE STUDY

1.1 Background of the Study

Nowadays, the airline industry faces intense competition especially among full integrated airlines and low-cost airlines. Despite of constant growth, the passengers' needs still vary by the price and variety of travel deals. Also, the ticket price has been influenced by several factors, such as departure time, seasonality, airport dominance, and strategic competition. Hence, passengers look for the best available deal. Furthermore, there are imposed risks from booking advance tickets since passengers cannot refund the ticket. But most airlines do offers that are called "assurance gratis" to eliminate this risk by allowing customers to cancel the reservation without penalty within 24 hours of purchase (Teck, Choon, & Hoi, 2011).

Airline competition is intensively increasing based on higher fuel cost and other in-flight services such as, VDO on demand. As competitions in these services cause higher operational costs to the airlines, each airline would find the ways to reduce its costs. Airline websites, with the airline booking services, is one of solutions to reduce cost of airlines operators. Online service can improve air-ticket transactions with reduced lead time and also reduced operational cost since the airlines can save the commission to the travel agencies which is about 5% of air fares (Teck et al., 2011).

G Airlines is a premium airline and with be the United States of America as the home base. G Airlines is the world's largest airlines with at least 700 aircrafts and 48,000 co-workers, It is located at O'Hare International Airport at Chicago. G Airlines also has gateways in San Francisco International Airport, Narita Tokyo International Airport, LAX International Airport at California, Houston Texas International Airport and Denver International Airport.

G Airlines is a member of the Star Alliance airlines partners and is also the largest airline in the world which operates globally in more than 1,000 destinations in over 170 countries around the world. G Airlines revenue in 2012 was around USD 42,567,097 in sales in Thailand (Mayers, 2013).

G Airlines generated revenue of 80% from travel management companies, 14% of total revenue from direct customers, 2% of total revenue from other Airlines and 4% of total revenue generated from G Airline's website. Direct customers have come to the airline office or branches for ticketing air tickets only and they have to face with long queues. The customers could make their reservation through online websites so there is no need to come to the airline offices.

G Airline's generated 80% of revenue from travel agencies and travel management companies this affected the cost of sales because G Airlines has to pay travel management companies about 5% commission based on net air fare. G Airlines also has to pay a commission to agencies around 1,708,299.50 US$ on FY2012 and this amount is not included in the global distribution system cost.

G Airlines has to pay for every booking that was booked through the global distribution channel. G Airlines does not allowed travel management companies to implement and use G Airlines owned reservation system. Travel management companies have to use global distribution systems for making a reservation for their customers. This is the reason why G Airlines must pay for global distribution systems. For example, if the passenger booked their ticket from Bangkok to Tokyo with travel management companies and used the global distribution system. G Airlines has to pay on amount of 8 US$ for this booking transaction.

Figure 1.1: G Airline's revenue FY2012

Gross Revenue by Channel	Revenue US$	%
Agency	34,221,830	80%
Direct customer	5,798,904	14%
Other Airlines	841,723	2%
G airline's website	1,704,640	4%
Total	42,567,097	100%

Source: Mayers (2013)

G Airline's policy is to increase sales from it is own website to save cost, reduce transactions for ticketing and lastly come up with less commission expenses that they have to pay travel agents.

1.2 Statement of the Problem

E-Tickets by airlines websites are able to provide more revenues to a firm and also provide efficiency and effectiveness for saving costs. Moreover, it also can be beneficial for a passenger to get a reasonable airfare (Gwo-Guang & Hsiu-Fen, 2005; Liu & Arnett, 2000).

Gwo-Guang and Hsiu-Fen (2005) conducted a survey and found that there are some factors that affects customers repeat purchases using e-services and if the airlines can satisfy the customer's need this can increase airline's revenue and reduce costs too.

G Airlines incurs high cost of sales and more than 80% of their total revenues are generated by travel management companies. The commission of at least 5% must paid to travel management companies from air fares. To be competitive and profitable, G Airline has to focus on reducing costs of sales and increasing revenues from the airline website because by airline website distribution channel.

G Airlines does not need to pay commission cost and global distribution costs to the travel management companies. G Airlines could reduce lead time using e-ticketing by the reservation officers.

The online booking service could provide benefits to the firm. Firstly, customers can increase by using the online booking service channel as a purchasing approach in performing their shopping activities. This is a good chance for airline to introduce purchasing approach via online booking service to motivate and maintain current and increase potential clients. G Airlines must understand the customer perception of online booking service behavior and their intention to reuse online booking. This research was examined the effect of e-booking service on customer satisfaction and intention to reuse online booking service.

For online booking service, there are some factors that impact the customers satisfaction on intention to reuse online booking service such as online booking service quality, trust and price perception. Therefore, the problem of this research is *"How online booking service quality, trust and price perception affect customer satisfaction and intention to reuse online booking service?"*

1.3 Research Objectives

The objectives of this survey were to examine the relationship between logistic service quality, trust, price perception and customer satisfaction and to identify the relationship between customer satisfaction and intention to reuse online booking service. Three dimensions were used to identify service quality namely; logistic service quality, trust and price perception. The research objectives were as follows:

1) To identify the relationship between online booking service quality, price perception, trust and customer satisfaction.
2) To identify the relationship between customer satisfaction and intention to reuse online booking service.
3) To compare the online booking service of the G Airline and others airlines.

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1.4 Scope of the Research

This research is conducted for customers who have experienced using online booking service to purchase e-ticket through any airline websites that operate flights from Bangkok such as Thai Airways, United Airlines, Lufthansa, All Nippon Airways, Air Asia, Orient Thai Airways and Nok Air etc. The researcher focused on three essential dimensions that impact customer satisfaction on customer intention to reuse online booking service. The three dimensions are logistic service quality, trust and price perception. The dependent variable is customer intention to reuse online booking service.

1.5 Significance of the Research

This research has helped G Airlines to make a decision to invest in online booking service channels of airline websites and also increase their customer service level. On the other hand, G Airlines could reduce cost of sales in terms of commission that must be paid to travel agents which is 5% from the gross air fares. In 2012 G Airlines revenue was US$ 42,567,097 and 80% from the total revenue was generated by travel agents. It amounted to US$ 34,221,830. 5% from US$ 34,221,830 it is around US$ 1,711,100. This amount was paid by G Airlines to their travel agents who purchased ticket for G Airlines. G Airlines can save this commission by using websites and also lower their cost of sales too.

1.6 Limitations of the Research

There are so many airline websites such low cost airline websites, premium airline websites and travel agent websites. Each of website provides different kinds of experiences for their customers such as languages, currency exchanges, payment methods. The data therefore could not cover all airline customers. There are some limitations of this research in terms of departure flights from Bangkok to different destinations. The researcher cloud not collects all data from every flight that is operated by different airlines.

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Moreover there are still more factors to measure customer satisfaction such as website design, creditability etc. but the researcher selected only 3 dimensions for measuring customer satisfaction on customer intention to reuse online booking service which are Logistic service quality, trust and price perception.

1.7 Definition of Terms

Customer Satisfaction	All kinds of product or services that can fulfill what customers expect. If the product or services exceed customer's expect. Hence, they are satisfied but if it is lower than the customer's expectation, they are dissatisfied (Kotler, 1986).
E-Ticket	It is an electronic database which shows in the itinerary for a passenger or group of travelers who are traveling together. This one of the record locators that can help travel agents or airlines identify their customers' travel programs (Liu & Arnett, 2000).
Intention to reuse online booking service	The customer will buy online tickets resulting because of their need for it, attitude towards it and perceptions of it and of the company which produces it (Yang, 2001).
Online Booking Service Quality	Services provided by the online booking service provider who delivers the service with accuracy and provides to quality according to a customer expectations. Stages and operations are deemed necessary for evaluation (Garvin, 1984).

Price perception	Price perception is used to measure sensitivity in customer's mind towards the changes in price. Customers are unsure what they really perceived after completing online transactions so price perceptions is one dimension that influences their purchase intention and return to reuse online service bookings (Jarvenpaa & Todd, 1997; Liu & Arnett, 2000).
Travel Management Company (TMC)	A company who provides and operates travel programs for business trips of corporate account (Merlino, 2013).
Trust	Trust is a concept related to relationships between two parties with expectation from one other person. The previous literature review shows on how trust in a purchasing online booking can affect client attitudes towards and willingness to be involved in online purchasing (Jarvenpaa & Todd, 2000; Lee & Turban, 2001).

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CHAPTER II

REVIEW OF RELATED LITERATURE

The essence in today's highly competitive airline industry is "customer satisfaction". Amid the deterioration of global economy, satisfaction plays an important part to ensure that the company can achieve their goals, given the best service quality. Online booking service helps accentuate job speed and accuracy. In this paper, the researcher was investigated the effect of customer satisfaction and how it is linked with online booking services.

2.1 Customer Satisfaction

The definition of customer satisfaction what is be measured after the customer experiences products and services that meet their requirements or expectations. It is reasonable to indicate that it is one of the most important factors that can lead to profit for the company (Muffato & Panizzolo, 1995).

Mostly, all companies are expected to fulfill their customers' need. Customer satisfaction is one of the indicators to measure performance of the company and also has positive effects on clients loyalty and capability of the company to make profitable (Nai, 2008).

All industries focus on customer satisfaction to compete in the market and this is the benchmark or goal for their organization (Rebekah, 2004). The influence on consumer purchase intention and also consumer retention are related to customer satisfaction. If customer perceptions of satisfaction lave an impact on customer requirements, it would affect satisfaction which a results in a disconfirmation judgment (Michael et al., 2002).

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Basically, customer satisfaction is one from three decades of marketing concepts (Caruana & Money, 1996). Most industries use customer satisfaction to improve organization performance, especially for service industries and total quality management (Peter, 1996).

Companies are expected to serve their customers to the highest expectation. From this research, customer satisfaction will create a challenge of developing high levels of awareness on customer need and incremental service levels (Abraham & Taylor, 1999).

Basically, the meaning of satisfaction is requirements of customers expectations and perceived performance (Oliver, 1980). Therefore, the company needs to understand the customer needs and information also. This could be a factor to improve their customer satisfaction and client loyalty more effectively (Nai, 2008).

2.2 Service Quality

Parasuraman, Zeithaml and Berry (1990) state that in order to measure the service quality, is first necessary to find out the gap or differences between what customers' expects and their perceptions the real quality by the service provider. To be able to gain good service quality, it is essential to create the service that meets with customer expectations. There are five dimensions to examine service quality which are empathy, assurance, responsiveness, reliability and tangibility.

Assurance: knowledge and competence of service provider and their ability to inspire trust and confidence.

Empathy: caring and individualized attention to the customer.

Reliability: ability to perform the promised service dependably.

Responsiveness: willingness to support customers and provide prompt services.

Tangible: appearance of physical, equipment, personnel, and communication material.

2.2.1 Online Booking Service quality

Online booking service quality is one of the conceptual of priority for marketing and logistic research, on the same lines as quality management and customer satisfaction on the organization (Fisk et al., 1993; Shet et al., 2006; Richey et al., 2007). Millen et al., (1999) suggest that the best quality or collaboration of supply distribution channels can lead to increases rate of customer satisfaction which is considered as a key factor of online booking service quality. Casielles et al., (2002) believed that quality of physical supply distribution channels has the greatest impact on customer satisfaction. The study of online booking service has examines two different perspectives. It is objective and subjective quality. It is related to the quality of applying the service to the service provider defined specifications (Crosby, 1991).

Garvin, (1984) suggests the service industries look at service as physical object and are able to evaluate the accurate quality perceived by customers. The second approach is the subjective quality that comes from the measurement of quality to customers because of the nature of service required by customers. It can be said that the service quality is judged worldwide. (Parasuraman et al., 1998).

For measuring the logistic service quality, the relation between customers' expectations and customers' perception is a main variable (Bienstokc et al., 1997), which can be determined by objective variables measured through customers' perceptions in relation to their expectations as the main element of logistic service quality. According to (Millen & Maggard, 1997; Sohal et al., 1999; Mentzer et al., 2001), the measurement of logistic service quality is derived from the difference between expectations and perceiving of service from customers. As a result this subjective character, leads to higher changes which are relative on quality and nature (Holbrock & Corfman, 1985). There are nine dimensions to examine logistic service quality.

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The researcher in this study focused on logistic service quality of Mentzer et al., (2001) which are nine dimensions of online booking service quality but in this research only three dimensions are related to the online booking service which are information quality, ordering procedures and timeliness. Therefore, the term "online booking service quality" is used instead of the logistics service quality.

2.2.1.1 Personnel contact quality

Personal contact quality refers to the consumers product knowledge training of the supplier's logistic contact person. Usually, the supplier must provide customer care and customer service officers are prompt and empathize with their situation for solving their problem (Bitner, 1990).

2.2.1.2 Timeliness

Timeliness is concerned with receiving ordering at the client location when promised. In other words, timeliness also means time length between when the order was placed and completed to receipt (Hult, 1998; Hult et al., 2000). Timeliness can be affected by transferring time, and also reordering time when products are unable to be shipment (Bienstock, Mentzer & Bird, 1997; Mentzer, Flint & Kent, 1999).

2.2.1.3 Information quality

Information quality, it is related to consumers' perception of receiving information from the service providers or suppliers from which consumers may choose (Mentzer, Flint & Kent, 1999; Mentzer, Rutner & Matsuno, 1997). If the information that is provided to customers is available and useful, consumers might be able to use all information for making decision to purchase.

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2.2.1.4 Ordering procedures

Ordering procedures is concerned with efficiency and effectiveness of the process followed the supplier (Bienstock, Mentzer & Bird, 1997).

2.2.1.5 Order release quantities

Order release quantities are based on availability of product and services. The company could challenge consumers' requests and search for their needs behind their volume requested. Clients would be more satisfied when they receive the correct product quantities after orders were placed. Availability of products is a key factor of logistics excellence (Mentzer, Gomes & Krapfel, 1989).

Moreover, unavailability of products could have an impact on customer satisfaction levels and also loyalty. It is hard to quantify the financial impact of lost sales opportunity (Keebler et al., 1999).

2.2.1.6 Order accuracy

Order accuracy is related to shipment of the right product with right quantities that match clients' orders upon arrival (Bienstock, Mentzer & Bird, 1997).

2.2.1.7 Order condition

Order condition is about damages of the products. If products were damaged by accident. Customers could not use it and must be claim in procedures of sellers. It depends on terms and conditions of the damages (Bienstock, Mentzer & Bird, 1997).

2.2.1.8 Order discrepancy

Order discrepancy is related to how solve a problem when the supplier delivered wrong products or poor quality products that are not required by the customer and they are looking for corrections (Novak, Rinehart & Langley, 1994).

2.2.1.9 Order quality

Order quality refers to excellent goods. It also includes how well the supplier complies with product specifications and consumers' needs (Novack, Rinehart & Langley, 1994).

2.2.2 E-booking Service Quality

There are five dimensions to examine e-service quality or SERVQUAL which are personalization, website design, reliability, trust and responsiveness (Janda et al., 2002) (Yang & Jun, 2002) (Santos, 2003) Mostly, the key to drive success online booking service is related e-service quality not only cost leadership (Yang, 2001) (Zeithaml et al., 2001). Incremental changes of e-service quality on the website could have a positive impact on online booking service providers making them more efficient and effective for enhancing success which are increased level of service levels, retention to purchase product and service (Gronroos et al., 2000).

E-service quality can be described as overall customer evaluations and judgments regarding the excellence and quality of e-service delivery in the virtual marketplace (Santos, 2003). Research over the past two decades has proved about service applied to e-commerce (Yang & Jun, 2002; Wolfinbarger & Gilly, 2003).

For example, service quality has been applied to assess the quality of essential community website (Kuo, 2003).

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Online booking is a complicated process that can be divided into various sub-processes such as navigation tools, search engines, online transactions, or customer perceptions. Mostly clients are unlike to evaluate each sub-process in detail during a single visit to an online website, but rather will perceive the service as an overall procedure with results of outcomes (Riel et al., 2001). Moreover, for online customers, high expectation of e-service quality is the means by which the potential benefits of the online purchasing can be realized (Yang, 2001). Because, it is much easier to compare products, services and prices online than through traditional channels, e-service quality becomes one of most important factors for customers (Santos, 2003). Customers are expected to be equal or higher in levels using online services than traditional services.

E-service quality is a key factor to drive online booking services to success because there are five dimensions to increase customer satisfaction levels such as web design, trust, responsiveness, reliability and personalization. Online booking service is one of the airline distribution channels that could be a better distribution channel than the past because customers do not need to go to the airline offices for purchasing their tickets with ticketing and reservation officers and face long lead time that could affects service levels and dissatisfy the customer. Therefore e-service quality is related to customer satisfaction.

2.2.2.1 Ease of use

Ease of use can be defined from a personal or an individual's perception of using technology that will be free of effort (Davis, 1989, 1993). "Ease of use" is the customer's perception of online booking experiences that is simplified in order to see how effective shopping on the Internet could help customers accomplish their task "Ease of use" is how easy it is to purchase products and services from the Internet as a shopping medium.

The easier to buy products and services with more effortless technology the more likely consumers intend to use this technology (Venkatesh, 2000). Four talent dimension of ease of use are, "site characteristics" such as download speed, search functions, navigation, and "ease of use" (Zeithaml et al., 2002).

2.2.2.2 Lead time

Lead time is related to negative and positive impacted on customer satisfaction. This study focuses on internal pricing and availability of product and service facilities (Dewan & Mendelson, 1990). Hill and Khosla (1992) examined a model where demand is actual transfer time and price and the companies' objective was to increase return on capital by optimal selection of price and shipment time.

2.3 Price perceptions

Most customer satisfaction research has examined the dimensions of price. Voss *et al.* (1998) found that one of most important reason to satisfy customer need is price perception. This is very important factor that affects customer intention to purchase products and services. Fornell *et al.* (1998) also found that in terms of macroeconomic systems, price perceptions is one dimension that affects macroeconomics in seven sectors of an industry. Usually, customers face problems to purchase products and services using online websites because they could not actually see the real product with the features. They are unsure what they will really perceive after completing the online transaction so price perceptions more likely to play an increasing role in determining both post-purchase satisfaction and intention to return to use online services (Jarvenpaa & Todd, 1997; Liu & Arnett, 2000).

This is true especially for online purchasing because a customer could not see the real product before deciding to purchase the product and customers are forced by fares. Normally, price fairness is related to customer intention to repurchase products and services.

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Nagle & Holden (2002) found that price perceptions could be used to identify the monetary value a buyer gives to a seller under terms and conditions that both agreed. Customer's price perception is closely related to perception. Adoption of innovation has produced a large number of contradictory research findings.

Goldsmith & Newell (1997) discovered that purchasing innovators are less price sensitive than laggards whereas Korganokar & Smith (1986) reported no association between purchase behavior and price consciousness. However, earlier Korgaonkar (1984) concluded that online purchasing would be most attractive to price oriented individuals.

The company should realize that price is one of the most important factors that is related to customer intention to reuse online booking services. Whenever the customer could not see the real product and service before they decide to purchase by online channels, price is the first thing that impacts their purchase intentions. The literature review above also mentions that mostly customers are focused on price first then the product and an unfavorable price would effects satisfaction and intention to purchase using online booking. Price is the first thing that leads customers to focus on product details.

Apart from other factors that affect customer satisfaction, price perception is also considered to be one of the most important factors that impact customer satisfaction on intention to reuse online booking services. There is a relationship between price and customer satisfaction. This implies that price goes in the opposite direction or has an inverse relationship with customer satisfaction. The rate of customer satisfaction is high or low it is related to price perception that customers have to pay for online booking services. If air fares in the airline website, highly customer satisfaction will also drop down.

It can be concluded that the price and customer satisfaction have some relationship with each other. The affect and change in either factor will affect another factor. Hence, to maintain customer satisfaction, price factor plays a vital role that has to be controlled and considered.

If the online booking service offers lower price that leads to customer satisfaction rate, the intention to reuse online booking service of customer will also increase accordingly. This is due to the fact that once the customer is satisfied, the intention chance to reuse online booking services will be higher. Simply put, that the intention to reuse online booking services depends on how much customers are satisfied with services.

In conclusion, price affects customer satisfaction and intention to reuse online booking services more or less, depending on how the customer evaluates the price, meaning that if the customer mainly relies on price and price is the first priority factor that will lead to buying decision of ticket, the lowest offered price provided to customers will be the final decision that customers choose for purchasing tickets.

2.4 Trust

Trust explains exchange relationships with both parties as well as the impact on decision making (Doney & Cannon, 1997). Trust is a concept of relationships and will exist between two parties with expectation from one of the parties. The previous literature review shows how trust affects purchasing online and client attitudes towards and willingness to be involved in online booking (Jarvenpaa *et al.,* 2000; Lee & Turban, 2001).

Mostly, literature reviews on trust have identified that trust should be created before individuals engage in transactions.

Online booking is very popular in trading but this could also create risk. Transactions can be made based on a certainty of trust on the part of customers (Tan & Thoen, 2000).

Customers will not purchase any products by online websites without trust. Trust is very important and it is one of the most reasonable reasons for customers to make their decisions for shopping online (Lee & Turban, 2001).

Mostly, customers do not much experience with online purchasing and there perception of online purchasing by internet always provides a challenge for them. Rotter (1971) noticed that usually, customers make a decision based on trust. The important source of trust dependents on key account officers and customers trust is related to the key account's expertise, personal relationship, and similarity to the customer (Doney & Cannon, 1997).

However, online purchasing does not need salespersons to present products and services. This physical salesperson was replaced by website designs and website features. This decreases the level of trust in online purchasing (Lohse & Spiller, 1998). Moreover, risk cloud occur in online purchasing because customers could not physically check for features, quality the products or might face problems with financial information of seller or using credit card information to purchase products and services by inline website (Lee & Turban, 2001).

It is very difficult to examine customer trust in online purchasing. It depends on the fact that online purchasing is concerned with trust not only between users and online website but also between website browsers such as Internet explorer provided by Microsoft or Safari provided by Apple computers (Institutional trust) (McKingt & Chervany, 2001-2002).

There are some factors such as privacy and security that impact customers intention to reuse online purchasing on the website (Lee & Turban, 2001). A high security system and private policy on the website has a positive effect on customers trust and also could lower risk customer exchange their personal information when their purchase products and services. Generally, interpersonal or institutional level of trust is positively related to customer intention to reuse online booking services. Infringement of customer trust in online purchasing, in terms of private policy of personal data, negatively impacts to customer intention for online purchasing too. This affects customer bargaining power, therefore online booking is based on trust and is very important for the relationship between customers intention to reuse online purchasing.

Karmar (1999) found that trust is a confusing statement because customers may not know the motivation or real intention of others. Kimery & McCard (2002) believe that trust is a customer willingness to accept weaknesses of purchasing online. To complete online transactions, customers make a decision based on their positive expectations according to online store behavior.

Baber (1983) also believed that trust is an individuals expectation that depend on customers' behavior within their society where they are living. Trust could be exchanged between parties, products or services, organizations and institution (Pavlou, 2003). There are some factors that important to online trust such as privacy, security, and reliability (Camp, 2001).

Security is one of factor that impacts customer trust. Without security the customer will not transmit personal information to compete online transactions (Kim & Shim, 2002). A crucial role for online purchasing is security on a website. This could be affected to customers' attitudes and purchase intentions (Salisbury, et. al., 2001).

Without a security system, risk could occur by transferring private information such as personal data, bank account numbers or credit card numbers across the online service (Janda, Trocchia & Gwinner, 2002).

Customers may be unable to share their personal information or transmitting sensitive information through the internet because it is difficult to physically check the quality of online transactions (Lee & Turban, 2001). Most customers assume that large enterprises have more capability to increase their online trust (Kourfaris & Hamption-Sosa, 2004).

The customer needs to share their personal data or credit card information for purchasing online booking. The personal data or credit cards information are deemed necessary to complete the online transaction process. The airline website must provide a security system to protect the customers' privacy. The customer will not purchase an online booking if the online booking service unable to prove that security system will protect all customer data. Trust is one of the factors that is very important to the role of online booking services.

If the airline could not create trust on their websites, the rate of customer satisfaction will drop and moreover the airline will lose opportunities to generate their revenues from their own website which is the distribution channel that could affect the company's cost of sales.

Therefore, there is relationship between trust and customer satisfaction. Customer satisfaction will increase if customer trusts their online booking services. On the other hand without trust, the customer satisfaction level decreases which means that the customers will have no intention to reuse online booking service also.

2.5 Conceptual Framework

This research is based on the above literature review presented in the study. It is concerned with measuring customer satisfaction on customer intention to reuse e-ticket services. This research explored the hypothesized logistic service quality, price perception and trust. The dependent variable of this research is the intention to reuse online booking services.

Figure 2.1: Research Framework
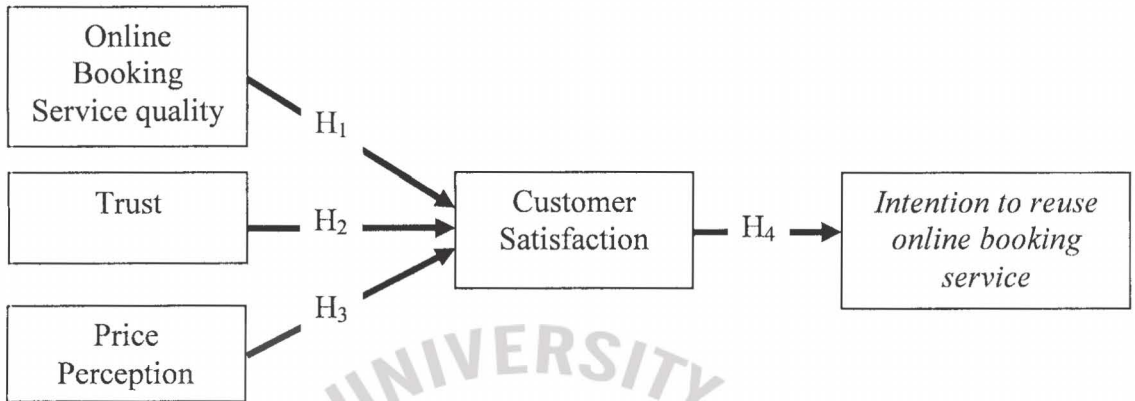
2.6 Research Hypotheses

This research studies the relationship between ease of use, service quality, lead time, price perception and trust on customer satisfaction.

Hypothesis 1: Online booking service quality is related to customer satisfaction in an airline.

Hypothesis 2: Trust is related to customer satisfaction in the airline

Hypothesis 3: Price perception is related to customer satisfaction in the airline

Hypothesis 4: Customer satisfaction in the airline is related to the customer intention to reuse online booking service.

Hypothesis 5: Customers perceive online booking service quality of G Airlines and others airlines.

CHAPTER III

RESEARCH METHODOLOGY

This chapter reviews the research approach and techniques used in this study. The population and sampling process is firstly discussed. Then, measurements of the online booking service quality, price perception, trust, customer satisfaction and intention to reuse online booking service are studied. Finally, data analysis, regression analysis and t-test are discussed.

3.1 Research Design

A questionnaire survey was designed to collect data. The questionnaire was developed to measure five key constructs which are online booking service quality, trust, price perception and customer satisfaction and customer intention to reuse online booking service.

3.2 Target Population and Sampling Method

Target population is the airline customers who purchased ticket through all airlines websites.

3.2.1 Sampling technique

Equal numbers of questionnaires were distributed to G Airlines and other airlines customers since the quota sampling technique using 50:50 proportions is utilized. The researcher distributed the questionnaire around check-in counters areas at the international and domestic departures at Suvarnabhumi International Airport and Don Muang International Airport. The total questionnaires were 400. Both Suvarnabhumi International Airport and Don Muang International Airport were selected because most of the low cost airlines operate at the Don Muang International Airport.

The survey had to be completed by customers and information provided by respondents on their e-ticket purchase behavior revealed what they experienced.

To examine the sample size 95% confidence level was applied in the calculation as it is a commonly used significance level and provides adequate survey results. As the total number of customers cannot be approximated, the sampling size is calculated as follows:

3.2.2 Sample Size Determination

To determine the sample size 95% confidence level will be applied in the calculation as it is a commonly used significance level and provides adequate survey results. As the total number of customer cannot be approximated, the sampling size is calculated as below:

The formula to determine the sample size success or failure was recommended by Zikmund and Babin (2010) is as follows.

Formula:

$$n = \frac{Z^2\,pq}{E^2}$$

Where:

n = Sample Size

Z = z-score at the selected confidence level of 95% = 1.96

p = proportion of success (Airlines customers) = 0.5.

q = proportion of failure (Airlines customers) = 1-p = 0.5

e = Limited of error not more than 5% or 0.05

So:

$$n = \frac{(1.96)^2 \times 5 \times 5}{(0.05)^2}$$

$$n = 385 \text{ persons}$$

The sample size for this research was 385 persons but to avoid some missing questionnaires and errors, the researcher decided to distribute the questionnaire to 400 respondents.

3.3 Questionnaire development

The questionnaire was implemented to receive information from respondents. It is a set of questions provided to generate necessary information to reach the prospect of the survey goal (Parasuraman, 1991).

The questionnaire is divided into 3 parts i.e. Part I measures Trust, Price perception, and online booking service quality. Part II measures customer satisfaction and intention to reuse online booking. Part III focused on the personal data.

A five-point likert scale varying from strongly disagree (1) to strongly agree (5) was utilized. Details of each measurement are discussed in the following section

3.3.1 Measurement of Trust

Trust is one of many factors that is used to identify customer satisfaction on customer intention to reuse online booking service. Respondents answered their level of satisfaction by ranking. This part is concerned about trust to reuse online booking channels.

Table 3.1: Measurement Items of Trust

Adapted from	Items
Chen & Barneset, (2001).	- The online booking service of this airline is trustworthy and honest. - The airline keeps promises and obligations as proposed on the online booking service. - The online booking of this airline offers secure personal privacy. - The performance of the online booking service of the airline fulfills my expectations. - The information provided by online booking service of the airline is ample and of adequate quality. - You can ensure that the ticket price booked via online booking service can be granted for accuracy to the airline any time.

3.3.2 Measurement of Price Perception

The second part of the questionnaire was developed to measure price perception that is related to the online booking service. In this part respondents rank their satisfaction levels about price perception.

Table 3.2: Measurement Items of Price perception

Adapted from	Items
Ferguson, (2008); Tang, (2008).	- The price of online booking offered is reasonable. - The price of online booking is justified. - There is no any questionable when you purchase E-ticket through online booking service of the airline. - There is a price discrepancy between what you paid for online booking and what you have to pay if book through travel management companies. - You compare prices between online booking and travel management companies before making a purchasing decision. - Most of special prices normally needs to be reserved through online booking channel.

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3.3.3 Measurement of Online Booking Service Quality

In this research, the researcher focused on 3 dimensions of logistic service quality that are related to the online booking services. Thus, the term "online booking service quality" is used instead of the logistics service quality.

This part is concerned with timeliness, ordering procedures and information quality. In this part respondents rank their satisfaction levels on logistic service quality.

Table 3.3: Measurement Items of Online Booking Service Quality

Adapted from	Items
Mentzer et al. (2001).	- The information about the online booking is available and appropriate for its purpose. - The knowledge on online booking service /experience of the airline is adequate. - You can use online booking tools 24 hours a day unlike normal business hours generally set by travel agencies. - You can more easily and conveniently purchase airlines tickets via online booking channel than through travel agencies. - The time between making online booking and receiving E-ticket is short. - Terms and Conditions of online booking service information are available.

3.3.4 Measurement of Customer Satisfaction

This part of the questionnaire was developed to measure customer satisfaction that is related to the online booking service. In this part respondents rank their satisfaction levels on price perception.

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Table 3.4: Measurement Items of Customer Satisfaction

Adapted from	Items
EIPA (2008).	- You satisfied with the overall online booking service that is provided by airlines. - You feel good any time to use online booking services. - Online booking services can fulfill my personal requirements. - You have very good impression of online booking services. - You have had positive experiences with online booking service.

3.3.5 Measurement of Intention to Reuse the Online Booking Services

This part of the questionnaire was developed to measure the intention related to the online booking services. In this part respondents rank their satisfaction levels on intention of customer to reuse online booking services.

Table 3.5: Measurement Items of Intention to Reuse the online booking service

Adapted from	Items
Chen & Barneset, (2001).	- It is likely that you will transact with online booking service through airline websites in the near future. - Given the chance, you intend to reuse online booking services through airline websites. - Given the chance, you predict that you should reuse online booking services in the future.

3.3.6 Personal information of respondents.

This part is concerned with personal information of respondents such as age, status, gender, monthly income, highest education level etc.

3.4 Pre-test Questionnaire

Thirty questionnaires were distributed to the respondents for testing the reliability and making sure that all the questions are easy to understand for the respondents.

The pre-test questionnaire is very important for measuring and seeking an opportunity to develop a questionnaire or possibility to complete the research.

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3.5 Reliability

Reliability is a tool for identifying the relationship of independent variables and dependent variables by random errors (Zikmund, 2000). This technique is used to measure the consistency of the respondents' answers using certain variables. Normally, in the second part of the questionnaire the respondents rank their mark of agree or disagree on five scales. Cronbach's alpha is a kind of reliability coefficient that used to examine the questionnaire reliability. Normally, the alpha should range from zero to one. The highest alpha is mean highest reliability of the questionnaire too. Nunnaly (1978) found that Cronbach's alpha must not be less than 0.70 to show that the questionnaire is reliable to use for the survey.

The researcher distributed thirty questionnaires to airlines customers who had experienced to use online booking services at Suvarnabhumi Airport and Don Muang Airport. The outcome of results were satisfactory affect using by Cronbach's alpha coefficient.

Table 3.6: Reliability of the Measurement

Constructs	No. of Items	Cronbach's Alpha
Online booking service quality	6	0.713
Trust	6	0.812
Price perception	6	0.776
Customer satisfaction	5	0.815
Intention to reuse online booking service	3	0.760

3.6 Data Collection Procedures

After the pretesting and revising the measurement items, the questionnaires were then distributed to four-hundred persons using airline websites, who have experience using online booking service. However, the target group was received the questionnaires by hand with explanation from the researcher. Once all the questionnaires were completed by the respondents then statistical technique was used to analyze the relationship between dependent variable and independent variables.

3.7 Data Analysis Plan

Since the data would be evaluated and analyzed using statistical techniques to test the hypotheses i.e. Hypothesis 1 to Hypothesis 4 will be tested by the simple and multiple regression analysis while Hypothesis 5 will be tested by the t-test technique.

3.7.1 Descriptive statistic

The purpose is to present the results in percentage used in the general data analysis of the sample and indicate factors that affects customer satisfaction on intention to reuse online booking service.

Descriptive analyses used standard deviation and mean which explains the quantitative variables, which are marketing mix factors and purchasing behavior factors.

3.7.2 Simple Linear Regression Analysis Method

Simple linear regression is a methodology that is used to predict or examine the dependent variable. In this research, the dependent variable is customer intention to reuse online booking services. Customer satisfaction is the independent variable.

To identify relationship between the customers satisfaction as the independent variable and customer intention to reuse online booking service as dependent variables the regression equation is as follows;

$$y = a + bx$$

Where

y	=	dependent variable
a	=	y-axis interception, predicted y where x is equal to zero
b	=	the regression coefficients
x	=	independent variable

3.7.3 Multiple Linear Regression Analysis Method

This method is used to predict the dependent variable by using multiple independent variables to predict the dependent variable. Normally, there are several dimensions that impact the customers' intention to reuse online booking services.

To identify the relationship between the customer satisfaction as a dependent variable and online booking service quality, trust and price perception as independent variables the following equation is used.

$$y = a + b_1x_1 + b_2x_2 + b_3x_3 + \dots + b_nx_n$$

Where

y	=	dependent variable
a	=	y-axis interception, predicted y where x is equal to zero
b_n	=	the regression coefficients
x_n	=	independent variable

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Multiple linear regression analysis is used in this research's conceptual framework. Customer satisfaction is the dependent variable and three dimensions which are online booking service quality, trust and price perception are considered as independent variables.

3.7.4 t-Test

Paired t-test was applied to test hypotheses 5 by comparing the mean of two groups. In this research the two groups are the customer of G Airlines and Others Airlines.

However, this statistical method can be used when the distribution is normal, and the mean or standard deviation of two groups should be approximately the same. The *t-test* statistics to test whether the means are different can be calculated as follows.

$$H_0 : \overline{X}_1 = \overline{X}_2$$

$$H_1 : \overline{X}_1 \neq \overline{X}_2$$

$$t = \frac{\overline{X}_1 - \overline{X}_2}{s\overline{X}_1 - \overline{X}_2}$$

Where

$$S\overline{x}_1 - \overline{x}_2 = \sqrt{\frac{s^2_1}{n_1} + \frac{s^2_2}{n_2}}$$

t	=	t-score
n	=	the number of sample sizes
$\overline{X}_1$	=	group 1
$\overline{X}_2$	=	group 2

A hypothesis is rejected when $t \leq 0.05$, because the equal variances is not assumed. Thus, the hypothesis H_1 is accepted.

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The hypothesis is accepted when t ≥ 0.05, because the equal variances is assumed. Therefore, the results of this test will show that there are some differences on customer satisfaction between customers who use G Airlines website and customer who use others airline websites.

3.8 Summary

This chapter is related to the methodology of the research. This research is used the survey method. This chapter also included details on research designs, collection of data and population size. The researcher gathered four hundred set of questionnaires and the analysis of data using statistical technique single multiple linear regression and t-test was used.

CHAPTER IV

PRESENTATION AND CRITICAL DISCUSSION OF RESULTS

This chapter provides the results of descriptive statistics and analysis of primary data collected from two hundred fifty customers who had experienced purchasing air tickets through online booking services.

Multiple linear regression was used to test hypotheses 1 to hypotheses 3, while simple linear regression was used to test hypotheses 4 the t-test was used to identify differences of the major constructs between the customers of the G Airlines' and other airlines.

The data analysis is divided into three parts; 1) descriptive data analysis and sample profile, 2) test of relationships among key constructs and 3) test of differences of the key constructs between two customer groups. The details are as follows:

4.1 Descriptive Analysis and Sample Profiles

Four hundred sets of data were collected from 400 respondents who had used online booking services through airline websites. Descriptive analysis was used to describe characteristics of the respondents such as gender, age, education level, occupation and monthly income as well as general information regarding about the airline concerned with respondents. The details are shown in the Table 4.1.

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Table 4.1: Sample Profiles

Sample Profiles		Percent
Gender	Male	34.8
	Female	65.2
Age	Under 20 years old	11.3
	20-30 years old	38.3
	31-40 years old	41.0
	Higher than 40 years old	9.4
Status	Single	39.3
	Married / Living together	60.7
	Others	0
Education Level	Lower than Bachelor's	5.3
	Bachelor's Degree	59.5
	Higher than Bachelor's Degree	35.2
Occupation	Student	11.3
	Government / State Enterprise	6.5
	Employee	63.8
	Business Owner / Trader	18.4
Monthly Income	Below 10,000 THB (<USD 300)	6.0
	10,001-30,000 THB (USD301-1,000)	41.0
	30,001-50,000 THB (USD1,001-1,700)	42.2
	Over 50,000 THB (>USD 1,700)	10.8

The sample profile shown in Table 4.1, which indicates that the majority of the respondents were female (65.2%) and the rest of the respondents were male (34.8%).

In terms of age of the respondents 41.0% of the respondents were between 31-40 years, 38.3% of the respondents were between 20-30 years and 11.3% of the respondents were under 20 years old.

In terms of status of the respondent 60.7% were married or living together, 39.3% of the respondents were single and 0.0% of the respondents for others.

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In terms of education level of the respondents 59.5% had a bachelor's degree, 35.2% of respondents had higher than a bachelor's degree and 5.3% of respondents had lower than a bachelor's degree.

With regards to occupation of the respondents, 63.8% of the respondents were employees, 18.4% of the respondents were business owners, 11.3% of the respondents were students and 6.5% of the respondents were working for government / state enterprises.

With regards to monthly income of the respondents, 42.2% of the respondents generated a monthly income of around 30,001-50,000 THB (USD 1,001-1,700), 41.0% of the respondents generated monthly income of around 10,001-30,000 THB (USD 301-1,000), 10.8% of the respondents generated monthly income over 50,000 THB (> USD 1,700) and lastly 6% of the respondents generated monthly income below 10,000 THB (< USD 300).

Table 4.2: Type of Airline Customers

Type of Airlines Customer	Percent
United Airlines	50.0
Thai Airways	18.5
Thai Air Asia	11.5
Nok Air	12.5
Bangkok Airways	1.5
Qatar Airways	1.0
Others Airlines	5.0
Total	100.0

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Table 4.2, indicates that out of the 400 respondents of airlines customers, those using United Airlines (50%), Thai Airways (18.5%), Thai Air Asia (11.5 %), Nok Air (12.5%), Bangkok Airways (1.5%), Qatar Airways (1.0%) and other Airlines (5.0%).

Table 4.3: Service Type

Type of Service	Percent
Normally use online booking service	99.5
Purchase air ticket on their own	100.0
Book air tickets online	100.0
Book air tickets online more than once a year.	90.0
Use credit card to purchase online tickets.	79.2
Use travel agency to book air tickets.	45.5
The reason to use agency - No time to search and buy online - The agency can offer many choices - The agency can rebook the air ticket - The agency price is more attractive	 30.3 0.5 11.8 3.0

Table 4.3, show that respondent at 99.5% of the respondents stated that they normally use online booking service, while only 0.5% of the respondents did not. Meanwhile, most of them at the same proportion also purchased the air tickets themselves and had used online booking services of the airline. 99.5% of the respondents purchased tickets by themselves and purchased the tickets through online booking channels.

There were 90% who had ever bought air tickets more than once a year, and only 40 of the respondents or 10% who had bought the air ticket less than once a year. It was founded that 79.2% used credit cards to purchase the air tickets through online booking channels. 20.8% did not use credit cards to pay for the air tickets because some airlines such as Nok Air, Thai Air Asia allow customers to make payments by credit cards, counter service plus, bank counters, ATM and direct debits.

45.5% of the respondents also bought air tickets through travel agencies. Most of them stated that they had no time to search and buy online tickets (30.3%), the agency can rebook the air tickets (11.8%), variety of choice (0.5%), and more attractive prices from agency (0.3%).

4.2 Test of Relationships among Key Constructs

Five hypotheses were proposed to examine the relationships between all related constructs. Hypothesis 1 to 3 proposed the relationship between online booking service quality, trust and price and customer satisfaction with the airline while Hypothesis 4 proposed the relationship between customer satisfaction with the airline and their intention to reuse online booking services. Multiple regression analysis was performed using customer satisfaction as a dependent variable and online booking service quality, trust and price perception as the explanatory variables. The results are shown in Table 4.4 is as follows:

Table 4.4: Multiple Regression Analysis Results

Variables	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t	p-value
(Constant)	2.121		0.719	0.000
Online booking service quality	0.365	0.278	3.658	0.000
Trust	0.399	0.396	6.020	0.000
Price perception	-0.300	-0.233	-3.063	0.002

Remark: a. Dependent Variable: Customer Satisfaction
b. $F = 30.311$; $p < .000$
c. Adjusted $R^2 = .181$

Table 4.4, indicated that the significance of p-value is less than 0.05 showing that independent variables can used to predict the dependent variable, which is the customer satisfaction. From the coefficients table, the variables that significantly affected customer satisfaction were trust, price perception and online booking service quality, given the significant value of less than 0.05.

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Thus, the multiple linear regression equation for the prediction of customer satisfaction for online booking services can be defined in the equation which is as follows:

$$Y = 2.121 + 0.365 (X_1) + 0.399 (X_2) + -0.300 (X_3)$$

Where:

Y = Customer satisfaction

X_1 = Online booking service quality

X_2 = Trust

X_3 = Price perception

To test each hypothesis, the unstandardized coefficient of each factor together with the t-value and its significance is considered. The p-value must be less than 0.05 because this indicates that the independent variables has a relationship, with the dependent variable, such as, trust, price perception, online booking service quality are all significant with customer satisfaction.

Hypothesis 1: There is a positive relationship between online booking service quality and customer satisfaction. The coefficient .365, the t-value is 3.658 with p-value of less than 0.001, which means that there is relationship between online booking service quality and customer satisfaction. Thus, Hypothesis 1 is supported by the data.

Hypothesis 2: There is a positive relationship between trust and customer satisfaction. The coefficient is 0.399, the t-value is 6.020 with p-value of less than 0.001, which means that there is a significant relationship between trust and customer satisfaction. Thus, Hypothesis 2 is supported by the data.

Hypothesis 3: There is a negative relationship between price perception and customer satisfaction. The coefficient is -0.300, the t-value is -3.063 with p-value of 0.002, which means that there is significant negative relationship between price perception and customer satisfaction.

Hypothesis 4: Simple regression analysis was performed to test hypothesis 4. There is positive relationship between customer satisfaction and intention to reuse online booking service. The coefficient is .646, the t-value is 24.413 with p-value of 0.000, which means that there is significant relationship between customer satisfaction with intention to reuse online booking service. Hypothesis 4 is supported by the data. The results are shown in Table 4.5 and are as follows:

Table 4.5: Simple Regression Analysis Results

Variables	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t	p-value
(Constant)	1.691		14.796	0.000
Customer Satisfaction	.646	.774	24.413	0.000

Remarks: a. Dependent Variable: Intention to Reuse the Online Booking
b. F = 596.007; p < .000
c. Adjusted R^2 = .599

Trust significantly influenced customer satisfaction (unstandardized β= 0.399, p<.001), followed by online booking service quality (unstandardized β= 0.365, p<.001), while price perception has a negative relationship with customer satisfaction (unstandardized β= -0.300, p<0.002). Moreover, the standardized regression coefficient, indicates that the highest influence on customer satisfaction is trust, followed by online booking service quality and price perception (standardized β= 0.399, 0.365 and -0.300 respectively).

Customer satisfaction influences customer intention to reuse online booking service (unstandardized β= 0.646, p<0.001). This means that customer satisfaction has an impact on customer intention to reuse online booking services.

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4.3 Test of Differences in Customer Perception of online booking Service Quality of the G Airline and Other Airlines

To compare customer perception of online booking service quality of the G Airlines and Other Airlines, the independent sample t-test was performed. Hypothesis 5 is tested by this analysis. The comparison of the online booking service quality results between G Airlines and other airlines are illustrated in Table 4.6.

Table 4.6: t-test results of Customer Perceive online booking Service Quality of the G Airlines and Other Airlines

Airline	N	Service Quality		Mean Difference	t-test for Equality of Means	
		Mean	SD		t-score	p-value
G Airlines	200	4.77	0.29	0.11	3.69	.000
Others	200	4.66	0.31			

Remarks: Levene's Test for Equality of Variances: F= 6.008; p=.015

Table 4.6, indicates shows the results of comparing of customer perception of online booking service quality of the G Airlines and other airlines. The significant of t-score was 3.69 with p< 0.001, indicating that the level of satisfaction of G Airline's was different from other airlines.

The mean score of G Airlines was 4.77 but other airlines was 4.66. This is means that customer perception on G Airline's online booking service quality was significantly higher than that of other airlines. The mean difference between G Airlines and other airlines is 0.11.

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The results of all hypotheses testing are concluded in Table 4.7 as follows:

Table 4.7: Summary of Research Hypotheses

	Hypothesis Statements	Results
H1	Online booking service quality is related to customer satisfaction on an airline.	Supported
H2	Trust is related to customer satisfaction on the airline	Supported
H3	Price perception is related to customer satisfaction on the airline	Supported
H4	Customer satisfaction on the airline is related to the customer intention to reuse online booking service	Supported
H5	Customers perceive online booking service quality of the G Airline and Others airlines differently	Supported

In conclusion, four factors out of five positively supported customer intention to reuse online booking service. These are online booking service quality, trust and customer satisfaction on intention to reuse online booking. Price perception is the only one factor that shows as a negative relationship to customer satisfaction.

4.4 Summary

Online booking service quality, trust and customer satisfaction were found to influence customer intention to reuse online booking service significantly and positively, as expected. Price perception is one of those factors that shows as a negative relationship with customer satisfaction. It could be said that intention to reuse online booking service is more or less. It depends on price, if price of air tickets increase, the customer satisfaction level to reuse online booking service is decrease.

All five hypotheses were supported by the data. However, the regression model indicated that trust is most important key factor to customer satisfaction on intention to reuse online booking service, followed by online booking service quality and price perception.

CHAPTER V

SUMMARY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter presents data analysis, managerial implications and the recommendations for future research. The conclusion interprets and summarizes the data analysis results mentioned in the previous chapter.

5.1 Conclusions and Summary of the Findings

According to the results from the statistical technique analysis, there are three significant factors that impact customer satisfaction on intention to reuse online booking service. There are online booking service quality, trust and price perception.

Trust is the factor that was toward to leave the highest influence on customer satisfaction. The customer needs to share their personal data or credit card information for purchasing online booking. The personal data or credit cards information are necessary to complete the online transaction processes and airline websites must provide security systems to protect the customers' privacy. The customer will not purchase online booking if the online booking services unable to prove that security systems exists to protect all customer data. Trust is one of the factors that is very important for the online booking service.

Online booking service quality is another significant factor that impacts customer satisfaction on intention to reuse online booking service. This research focused on three areas of online booking service quality. There are information quality, timeliness and order quality. To drive the success of online booking channel, G Airlines should improve their service quality of the three above factors of online booking service quality.

Price perception, affects customer satisfaction and intention to reuse online booking service, meaning that the customer mainly relies on price and price is the one of factor that could create uncertainty on customer satisfaction levels. Moreover, there is a negative relationship between price perception and customer satisfaction. The negative relationship may result from the high price of the air tickets. Even though, the online booking price is perceived as reasonable and comparable or even cheaper than that of other channels, customers still feel dissatisfied with the price of the air tickets. Moreover, the cheaper price of online tickets means the customers have to pay immediately and money cannot be refunded. The changes of flight plans lead to some extra pay or even unavailability and the flight changes and rebooking services are usually provided by the travel agencies. As such, the price alone may be negatively related to customer satisfaction unless the other factors are also considered, because they increase customer satisfaction level. Price is one of the key factors that affect customer intention to reuse online booking service.

5.2 Managerial Implications

This research mainly focused on three factors that contribute on customer intention to reuse online booking service of the airline websites. Airlines could use the results of this survey for improving its strength in particular areas to increase their service level and customer satisfaction. Three main areas that must be considered are online booking service quality, trust and price perception.

G Airlines has to invest more on security systems on their website to create trust. There is a relationship between trust and customer satisfaction on intention to reuse online booking service. This shows that if the online website of G Airlines could not provide high security systems to protect personal information such as credit card information, bank account or personal identify data, the customer will be unhappy and dissatisfied.

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G Airlines will lose opportunities to sell their air tickets on the website. The customer will not purchase air tickets by online distribution channels if they are not sure about the security system of online service providers. This is a very critical part of online booking service channels.

In terms of price perception, G Airlines has more focus on the pricing to be competitive in the market. G Airlines might share this factor to a pricing team for analyzing and setting the pricing strategy.

G Airlines could create promotional prices on their websites to boost up sales on distribution channels when the market has low demand there are some or weakness in service.

G Airlines could maintain their online booking service quality on their website and always improving their security systems for protecting their customers' privacy. If G Airlines could create trust on their website the customer will purchase air ticket by online booking channels only.

In terms of online booking service quality, G Airlines has to focus on timeliness, information quality and order quality. The information of online booking channel is very important for customers to purchase air tickets. Customers deserve their right to receive correct information from the airlines on their website. If G Airlines does not communicate well to the customers on their online distribution channels, this could decrease their customer satisfaction levels. When the customer has a received bad experience from their website, it is very difficult for the customer to reuse the airline website again.

5.3 Limitations and Recommendations for Further Research

This research enables the researcher to generate a number of recommendations for business, especially for using of airlines on online booking service in Thailand that are currently engaging in online booking reservations.

It is clear that trust, price perception and online booking service quality are important factors for enhancing customers intention to reuse online booking services. These factors should be emphasized for service improvement. Without these factors, it would occur to decreases in customers' intention to reuse online booking service in the future. At the same time, maintaining these basic competitive advantages will be the key factor to growing revenues of airlines by online distribution channels.

Among the three factors, perceived trust was obviously the most important factor for G Airlines. In addition, the statistic results and the finding also showed that most respondents have used online booking services to purchase air ticket. Therefore, online booking is a main distribution channel in today's airline industry.

Another recommendation for the airline business is to consider the online booking service quality of online booking channels. Airlines should focus to improving online booking service quality for increasing the quality of its service. This issue is important so that the airline organizations can improve their online reservation to promote a better service and improve their systems with more acceptance from users as well as create strategic plans to capture the market share in the future.

This research cannot cover all airlines, since the researcher focused only on 400 respondents who depart from Bangkok. This might not be representative to all customers who have experienced buying air tickets through online booking services of airlines.

A further study might focus on other factors that could affect customer intention to reuse online booking service of airline's website. There are some factors that the researcher did not examine in this research, such as relationship between credibility of online booking service, in terms of marketing strategies.

A further study can be developed with truly representative samples. In addition, the researcher selected only particular independent variables including trust, price perception, and service quality. These factors may change over time and there could be more variables that can be studied further to expand this research in Thailand and other countries.

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APPENDICES

APPENDIX A

Questionnaire

Airline Booking Survey

I am graduate student completing my Master of Science in Supply Chain Management the Assumption University. As part of my graduation requirement, I need to conduct an Individual Research as my final subject. I have chosen the topic of "The effect of online booking service quality, trust and price perception on customer satisfaction and intention to reuse online service". All the information gathered will be kept confidential and will be used to assist with the research study only. I greatly appreciate your assistance with my research. Once again, I greatly appreciate your time,

Mr. Paul Rattanaponmeta
Martin de tours School of Management, Assumption University

For this trip, which airlines are you traveling with?

_____

1. Do you normally use online booking service as a channel for ticket purchase? ☐ Yes ☐ No

2. Do you purchase a ticket by yourself? ☐ Yes ☐ No

3. Do you purchase the ticket via online booking channel? ☐ Yes ☐ No

4. Do you buy airline tickets via online booking channels more than once a year? ☐ Yes ☐ No

5. Have you used credit card to purchase the ticket via online booking channel? ☐ Yes ☐ No

6. Normally, do you use agency service to book the air ticket? ☐ Yes ☐ No

7. If your answer id "yes" for Question 6, what is your main reason?

☐ No time to search and buy online

☐ The agency can offer you many choices

☐ The agency can rebook the air ticket so that you can make decision at the latest time.

☐ The agency price is more attractive

☐ Others, specify_____

Please rate your perception and satisfaction towards online booking service by marking ✓ in the box that represents your opinion

Your opinion on your selected airline booking service	Level of opinion				
	Strongly ← Agree		→	Strongly Disagree	
Trust					
1. The online booking service of this airline is trustworthy and honest.	(5)	(4)	(3)	(2)	(1)
2. The airline keeps promises and obligations as proposed on the online booking service.	(5)	(4)	(3)	(2)	(1)
3. The online booking of this airline offers secure personal privacy.	(5)	(4)	(3)	(2)	(1)
4. The performance of the online booking service of the airline fulfills my expectation.	(5)	(4)	(3)	(2)	(1)
5. The information provided by online booking service of the airline is ample and of adequately quality.	(5)	(4)	(3)	(2)	(1)
6. You can ensure that the ticket price booked via online booking service can be granted for accuracy to the airline any times.	(5)	(4)	(3)	(2)	(1)
Price Perception					
1. The price of online booking offered is reasonable.	(5)	(4)	(3)	(2)	(1)
2. The price of online booking is justified.	(5)	(4)	(3)	(2)	(1)
3. There is no any questionable when you purchase e-ticket via online booking service of the airline.	(5)	(4)	(3)	(2)	(1)
4. There is a price discrepancy between what you paid for online booking and what you have to pay if book through travel management companies.	(5)	(4)	(3)	(2)	(1)
5. You compare prices between online booking and travel management companies before making a purchasing decision.	(5)	(4)	(3)	(2)	(1)
6. Most of special prices normally need to be reserved through online booking channel.	(5)	(4)	(3)	(2)	(1)
Online Booking Service Quality					
1. The information about the online booking is available and appropriate for it is purpose.	(5)	(4)	(3)	(2)	(1)
2. The knowledge on online booking service / experience of the airline is adequate.	(5)	(4)	(3)	(2)	(1)
3. You can use online booking tools 24 hours a day unlike normal business hours generally set by travel agencies.	(5)	(4)	(3)	(2)	(1)
4. You can more easily and conveniently purchase airline tickets via online booking channel than through travel agencies.	(5)	(4)	(3)	(2)	(1)
5. Time between make online booking and receiving e-ticket is shortly.	(5)	(4)	(3)	(2)	(1)

Your opinion on your selected airline booking service	Level of opinion				
	Strongly Agree ←	→		Strongly Disagree	
6. Term & Conditions of online booking service information are available.	(5)	(4)	(3)	(2)	(1)

Customer Satisfaction and Intention to Reuse Online Booking Service

1. You am satisfied with overall online booking service that provided by the airline.	(5)	(4)	(3)	(2)	(1)
2. You feel good any times to use online booking service.	(5)	(4)	(3)	(2)	(1)
3. Online booking service can fulfill my personal requirements.	(5)	(4)	(3)	(2)	(1)
4. You have very good impression of online booking service.	(5)	(4)	(3)	(2)	(1)
5. Mostly, you have had positive experiences with online booking service.	(5)	(4)	(3)	(2)	(1)
6. It is likely that you will transact with online booking service through the airline website in the near future.	(5)	(4)	(3)	(2)	(1)
7. Given the chance, you intend to reuse online booking service through the airline website.	(5)	(4)	(3)	(2)	(1)
8. Given the chance, you predict that you should reuse online booking service in the future.	(5)	(4)	(3)	(2)	(1)

Personal Information
Please make √ symbol in the box that best represent you

Gender
☐ Male   ☐ Female

Age
☐ Under 20 years old   ☐ 20-30 years old   ☐ 31-40 years old
☐ Higher than 40 years old

Status
☐ Single   ☐ Married / Living together   ☐ Others

Education level
☐ Lower than Bachelor's   ☐ Bachelor's Degree   ☐ Higher than Bachelor's

Occupation
☐ Student   ☐ Government/State Enterprise   ☐ Employee
☐ Business Owner / Trader   ☐ Unemployed   ☐ Others,_____

Monthly Income
☐ Below 10,000 THB (<USD 300)   ☐ 10,001-30,000 THB (USD 300 -1000)
☐ 30,001-50,000 THB (USD 1000-1700)   ☐ Over 50,000 THB (>USD 1700)

●●

Thank you for your time.

แบบสำรวจเกี่ยวกับช่องทางการตัดสินใจเลือกซื้อบัตรโดยสาร

แบบสอบถามนี้เป็นส่วนหนึ่งของงานวิจัยระดับมหาบัณฑิตของมหาวิทยาลัยอัสสัมชัญผลของการวิจัย
นี้จะได้นำมาเพื่อประโยชน์ทางการศึกษาของวิชาการจัดการโซ่อุปทานโดยคำตอบจะไม่มีผลต่อผู้ตอบ
แบบสอบถามหรือธุรกิจที่เกี่ยวข้องกับแบบสอบถามนี้แต่อย่างใดขอขอบพระคุณที่ท่านกรุณาสละเวลา
ให้ข้อมูล

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นายพล รัตนพลเมธา

คณะบริหารธุรกิจ มหาวิทยาลัยอัสสัมชัญ

</div>

สายการบินที่ท่านใช้บริการในครั้งนี้

_____

1. ท่านใช้บริการสำรองที่นั่งออนไลน์ในการออกบัตรโดยสารเลยใช่หรือไม่ ☐ ใช่ ☐ ไม่ใช่

2. ท่านจองตั๋วเครื่องบินด้วยตัวเองหรือไม่ ☐ ใช่ ☐ ไม่ใช่

3. ท่านซื้อบัตรโดยสารสายการบินผ่านระบบออนไลน์ในเที่ยวบินนี้หรือไม่ ☐ ใช่ ☐ ไม่ใช่

4. ท่านใช้ระบบออนไลน์ในการซื้อบัตรโดยสารมากกว่า 1 ครั้งต่อปี ☐ ใช่ ☐ ไม่ใช่

5. ท่านใช้บัตรเครดิตในการชำระค่าบัตรโดยสารผ่านระบบออนไลน์หรือไม่ ☐ ใช่ ☐ ไม่ใช่

6. โดยปกติท่านใช้บริการสำรองที่นั่งผ่านบริษัทเอเจนซี่/บริษัทท่องเที่ยวใช่หรือไม่ ☐ ใช่ ☐ ไม่ใช่

7.ท่านมีเหตุผลหลักอย่างไรในการเลือกใช้บริการสำรองที่นั่งผ่านบริษัทเอเจนซี่/บริษัทตัวแทนท่องเที่ยว

☐ ไม่มีเวลาในการหาข้อมูลเกี่ยวกับเที่ยวบินและจองบัตรโดยสารออนไลน์ด้วยตนเอง

☐ บริษัทเอเจนซี่/บริษัทตัวแทนท่องเที่ยวนำเสนอทางเลือกที่หลากหลายกว่า

☐ บริษัทตัวแทนท่องเที่ยวสามารถ rebook ที่นั่งได้ทำให้ท่านมีเวลาในการตัดสินใจมากขึ้น

☐ ท่านสามารถยกเลิกการจองได้หากสำรองที่นั่งผ่านบริษัทเอเจนซี่/บริษัทตัวแทนท่องเที่ยว

☐ ราคาของบัตรโดยสารถูกกว่าเมื่อการซื้อบัตรโดยสารผ่านบริษัทเอเจนซี่/บริษัทตัวแทนท่องเที่ยว

☐ อื่นๆ โปรดระบุ _____

กรุณาแสดงความคิดเห็นเกี่ยวกับบริการซื้อบัตรโดยสารสายการบินผ่านระบบออนไลน์
โดยทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

ความคิดเห็นของท่าน	ระดับความคิดเห็น				
	เห็นด้วยอย่างยิ่ง ← → ไม่เห็นด้วยอย่างยิ่ง				
ความเชื่อมั่นในการซื้อบัตรโดยสารสายการบินผ่านระบบออนไลน์					
1. บริการสำรองที่นั่งผ่านระบบออนไลน์ของสายการบินที่ใช้บริการในครั้งนี้เชื่อถือได้	(5)	(4)	(3)	(2)	(1)
2. สินค้าและบริการที่ได้รับตรงตามที่สายการบินได้ระบุในข้อกำหนดและเงื่อนไข ของบัตรโดยสารที่ซื้อผ่านระบบออนไลน์	(5)	(4)	(3)	(2)	(1)
3. ท่านมั่นใจในระบบรักษาความปลอดภัยด้านการป้องกันการโจรกรรมข้อมูลของ ผู้โดยสารที่ได้ทำการซื้อบัตรโดยสารผ่านระบบออนไลน์	(5)	(4)	(3)	(2)	(1)
4. ท่านมั่นใจในประสิทธิภาพการให้บริการออนไลน์ของสายการบินที่ใช้บริการซึ่ง สามารถตอบสนองความต้องการได้	(5)	(4)	(3)	(2)	(1)
5. ท่านมั่นใจในข้อมูลที่สายการบินได้จัดเตรียมไว้ให้บริการผ่านระบบออนไลน์ของทาง สายการบินโดยตรง	(5)	(4)	(3)	(2)	(1)
6. ท่านมั่นใจว่าราคาบัตรโดยสารที่ทำการสำรองที่นั่งผ่านระบบออนไลน์สามารถ ตรวจสอบเพื่อยืนยันความถูกต้องกับสายการบินได้ทุกเวลา	(5)	(4)	(3)	(2)	(1)
ราคา					
1. ราคาบัตรโดยสารผ่านช่องทางออนไลน์มีราคาที่เหมาะสม	(5)	(4)	(3)	(2)	(1)
2. ราคาบัตรโดยสารผ่านช่องทางออนไลน์สามารถตรวจสอบได้	(5)	(4)	(3)	(2)	(1)
3. ท่านไม่มีข้อสงสัยในราคาของบัตรโดยสารที่ทำการซื้อผ่านระบบออนไลน์ของสายการ บินโดยตรงว่าจะมีการขายเกินกว่าราคาที่กำหนด	(5)	(4)	(3)	(2)	(1)
4. ราคาของบัตรโดยสารผ่านช่องทางออนไลน์มักมีราคาถูกกว่าการซื้อบัตรโดยสารผ่าน บริษัทตัวแทนท่องเที่ยว	(5)	(4)	(3)	(2)	(1)
5. ราคาของบัตรโดยสารผ่านช่องทางออนไลน์สามารถใช้เป็นมาตรฐานอันเป็นส่วนช่วย ในการตัดสินใจในการเลือกช่องทางการซื้อบัตรโดยสาร	(5)	(4)	(3)	(2)	(1)
6. บัตรโดยสารราคาพิเศษส่วนใหญ่ต้องทำการสำรองผ่านระบบออนไลน์	(5)	(4)	(3)	(2)	(1)
คุณภาพการให้บริการผ่านระบบออนไลน์					
1. ข้อมูลในการสำรองที่นั่งผ่านระบบออนไลน์มีความเหมาะสมและสามารถตอบสนองต่อ ความต้องการของลูกค้าได้	(5)	(4)	(3)	(2)	(1)
2. สายการบินที่ใช้บริการมีความเชี่ยวชาญและชำนาญในการให้บริการระบบสำรองที่นั่ง ออนไลน์	(5)	(4)	(3)	(2)	(1)
3. ฉันสามารถใช้บริการสำรองที่นั่งผ่านระบบออนไลน์ได้ตลอด 24 ช.ม. ตราบเท่าใดที่ฉัน ต้องการโดยไม่มีเวลาทำการเปิดปิดเหมือนบริษัทนำเที่ยวทั่วไป	(5)	(4)	(3)	(2)	(1)
4. ฉันสามารถซื้อบัตรโดยสารได้โดยง่ายและสะดวกรวดเร็วกว่าการซื้อบัตรโดยสารผ่าน บริษัทตัวแทนนำเที่ยวต่าง ๆ	(5)	(4)	(3)	(2)	(1)
5. ท่านสามารถรับบัตรโดยสารได้ทันทีเมื่อทำการซื้อผ่านระบบออนไลน์	(5)	(4)	(3)	(2)	(1)

ความคิดเห็นของท่าน	ระดับความคิดเห็น				
	เห็นด้วยอย่างยิ่ง ← → ไม่เห็นด้วยอย่างยิ่ง				
6. ฉันสามารถตรวจสอบข้อกำหนดและเงื่อนไขของบัตรโดยสารผ่านระบบออนไลน์ได้	(5)	(4)	(3)	(2)	(1)

ความพึงพอใจและโอกาสในการซื้อบัตรโดยสารสายการบินผ่านระบบออนไลน์ในครั้งต่อไป

1. ในภาพรวมท่านพอใจในบริการซื้อบัตรโดยสารผ่านระบบออนไลน์	(5)	(4)	(3)	(2)	(1)
2. ท่านรู้สึกดีทุกครั้งใช้บริการซื้อบัตรโดยสารผ่านระบบออนไลน์	(5)	(4)	(3)	(2)	(1)
3. ระบบสำรองที่นั่งออนไลน์ของสายการบินตอบสนองสิ่งที่ท่านต้องการได้	(5)	(4)	(3)	(2)	(1)
4. ท่านประทับใจกับการใช้บริการซื้อบัตรโดยสารผ่านระบบออนไลน์	(5)	(4)	(3)	(2)	(1)
5. ท่านมีประสบการณ์ที่ดีกับการใช้บริการซื้อบัตรโดยสารผ่านระบบออนไลน์	(5)	(4)	(3)	(2)	(1)
6. ท่านจะใช้บริการซื้อบัตรโดยสารผ่านระบบออนไลน์ในการเดินทางครั้งต่อไป	(5)	(4)	(3)	(2)	(1)
7. ท่านจะซื้อบัตรโดยสารสายการบินผ่านระบบออนไลน์ทุกครั้งหากเลือกได้	(5)	(4)	(3)	(2)	(1)
8. หากมีโอกาสท่านไม่ลังเลใจที่จะใช้บริการซื้อบัตรโดยสารผ่านระบบออนไลน์	(5)	(4)	(3)	(2)	(1)

ข้อมูลส่วนบุคคล

โปรดเขียนเครื่องหมาย √ ลงในช่องที่ตรงตามความเป็นจริง

เพศ
- [ ] ชาย
- [ ] หญิง

อายุ
- [ ] ต่ำกว่า 20 ปี
- [ ] 20-30 ปี
- [ ] 31-40ปี
- [ ] มากกว่า 40 ปี

สถานภาพสมรส
- [ ] โสด
- [ ] สมรส/อยู่ด้วยกัน
- [ ] อื่นๆ

ระดับการศึกษา
- [ ] ต่ำกว่าปริญญาตรี
- [ ] ปริญญาตรี
- [ ] สูงกว่าปริญญาตรี

อาชีพ
- [ ] นักเรียน / นักศึกษา
- [ ] ข้าราชการ / รัฐวิสาหกิจ
- [ ] พนักงานบริษัทเอกชน
- [ ] ธุรกิจส่วนตัว/ค้าขาย
- [ ] ว่างงาน
- [ ] อื่นๆ,_____

รายได้เฉลี่ยต่อเดือน
- [ ] ต่ำกว่า 10,000 บาท
- [ ] 10,001-30,000 บาท
- [ ] 30,001-50,000 บาท
- [ ] มากกว่า 50,000 บาท

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ขอบคุณที่ท่านกรุณาสละเวลาให้ข้อมูล