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# The relationship Between Service Quality, Customer's E-Satisfaction, and Overall Quality of Electronic Services with Airline Tickets Online Purchase Intention

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## ABSTRACT

Despite the increasing use of Internet in Iran, e-commerce and sales have been less prevalent in the country. In Iran, many Internet users seem reluctant to purchase electronic products and services from companies and organizations providing these facilities. Since inefficiencies of websites for effective and efficient communication with the users and Electronic services quality and quality of services is effective in communicating with users, we examined impact of e-service quality, services quality and customer e-satisfaction on process of customer purchasing intention. This research was conducted by using a questionnaire which were distributed through sales offices plane and distributed among the 370 people who have made at least one purchase online airline tickets. The results indicated that service quality, customer e-satisfaction, and overall quality of electronic services did not have significant impact on process of customer purchasing decision.

**Keywords:** E-Service Quality, Customer Satisfaction, E-Shopping Intention.

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## Introduction

Personal computers and the internet have changed the way people buy. Nowadays, many people buy goods and services via web sites and virtual channels. According to Forrester research, four factors which attract clients to the virtual stores are convenience, ease of data acquisition about quality of goods, Reasonable price and broad selection respectively. Websites have become more advanced and user-friendly every day. many companies like Egg Head company which is a retailer of computer and software has changed their sales method from physical to Internet method and also Amazon's Internet store considers itself as the largest

bookstore in the world; however, it does not have store( Love Lack, 2007).

Electronic commerce and sales have been less prevalent in the country despite the increasing use of Internet in Iran. In Iran, many Internet users seem reluctant to purchase electronic products and services from companies and organizations providing these facilities, although Iranian airlines are among the companies that make it possible for its customers through creating a Web site and e-ticket booking system so as to reduce their expenses by eliminating paper ticket and avoiding paying commissions to travel agencies and valuing its customers via saving

customer's money and time; in addition to, having more flexibility to change the itinerary for its customers, many passengers are still unwilling to use the web as a purchase channel. Since one of the reason for the low level of e-commerce is websites inefficiencies for effective and efficient communication with the users ,and Electronic services quality and quality of services are effective in communicating with users, we investigate impact of e-service quality, services quality and customer e-satisfaction on process of customer purchasing decision.

This study would be significant for airline companies to economize their customer's money and time through reducing referring customers to their travel agencies and offices, and customers can easily purchase via the Internet. Thereby, companies can create a sustainable competitive advantage than their competitors and also maintain their customer's loyalty through creating more value for their customers.

### **Previous Empirical Studies**

A study was conducted by Devi Permata Sari *et al.* (2013) with the aim of analyzing customer's intention to purchase electronic airline tickets. In this research, the factors influencing customers' purchase intention are online confidence and technology acceptance model which is included perceived usefulness and perceived ease of use. This research was done at the University of Indonesia's economy and its statistical population was 169 persons. The result indicated which perceived usefulness factor has the greatest impact on online purchase intention. It means people are more interested in the value getting by purchasing online tickets than any other factors such as online confidence and perceived ease of-use.

A study in the field of the passengers background of e-satisfaction and intention to purchase airline tickets online was done by Charles Dennis *et al.* (2013).They were

looking for a model which identifies the factors affecting on intention of online buying. By using the theory of consumer behavior and the quality of Web-scale, nine factors which effect on online buying intention were identified. These factors are information quality, system quality, perceived usefulness, perceived ease of use, e- Confidence, airline reputation, perception of price, e-satisfaction and intention to purchase.

A study was done by Enrique Bigne *et al.* (2009) so as to investigate how motivation, opportunity and ability can drive online airline ticket purchases. In this study, Motivation was measured through variables of convenience, financial benefits, Diversity of Services and creation of enjoyable experience. The results show that convenience, financial benefits and creation of enjoyable experience for buyers when buying online have the most impact on their repurchasing, but diversity of Services, does not have a significant impact on customer repurchasing. Additionally, Motivation and ability have the most effect on Customer repurchasing. They also stated that if travelers perceive whom they have the enough time to buy tickets on the internet, they are more willing to do it.

A study about drivers and obstacles toonline airline ticket purchasing was examined by Silvia Sanz- Blas *et al.* (2009). In this research, effect of risk, perceived usefulness and perceived ease of use on the airline ticket online purchase intention was reviewed by providing a conceptual model. Additionally, Risk variable have been included psychological risk, time loss risk, social risk, performance risk and privacy risk. They wanted to know which one has the greatest impact on online purchase intention. The survey results indicated that perceived usefulness has a direct influence on airline ticket purchasing intentions, but perceived ease of use impacts on online purchase

intention through Perceived usefulness. The findings also show that psychological risk, performance risk, and privacy risks have the greatest impact on online purchase intention, whereas social risk and time loss risk have little effect on online purchase intention.

### Methodology

We studied books and articles in order to explain the literature of the research; moreover, questionnaire is used to collect the required information. Since this research investigate the performance of a dynamic organization and its aim is to assess e-service quality and its results are used by organizations, this research is in terms of practical; furthermore, it has a descriptive – analytical approach investigating the relationship among e-service quality, services quality and customer e-satisfaction with consumer purchasing decision.

### Hypotheses

**H1:** There is a meaningful relationship between quality of services and online purchase intention.

**H2:** There is a meaningful relationship between customer satisfaction of online shoppers and online purchase intention.

**H3:** There is a meaningful relationship between e-service quality and online purchase intention.

### Sample

Airline companies e-tickets buyers in Tehran city are statistical population of the research which due to the extent of statistical population and Lack of accessing to information of airlines e-tickets shoppers was divided into four clusters of North, South, East, West and then cluster of the West is selected randomly Which 370 samples are obtained by using Cochran formula.

$$n = \frac{t^2 P(1-P)}{d^2}$$

$$= \frac{(1.93)^2 \times 0.5 \times 0.5}{0.05^2} = 370$$

### Research Model

The relationship between quality of services variables and online purchase intention can be shown in figure 1. The five quality of services dimensions which are Tangibility, responsiveness, reliability, assurance, empathy have been selected from the Parasuraman *et al.* (1988) model ; furthermore, in order to measure online purchase intention, we use kotler model which is consist s of needed feeling, Collection of information, evaluation of alternatives, purchase and post-purchase behavior.

Additionally, in order to measure e-service quality, Bauer and Grether (2002) model is used in which key factors of e-satisfaction are Access to information, integration of information, communication structure and Personalizing.

And finally, model of Schiffmanetal (2000) is used so as to measure customer e-satisfaction. They divided effective factors on customer satisfaction into three categories which are indexes of technology, purchasing conditions, commodity.

### Validity and Reliability of Measurement Instruments

#### Validity of Questionnaire

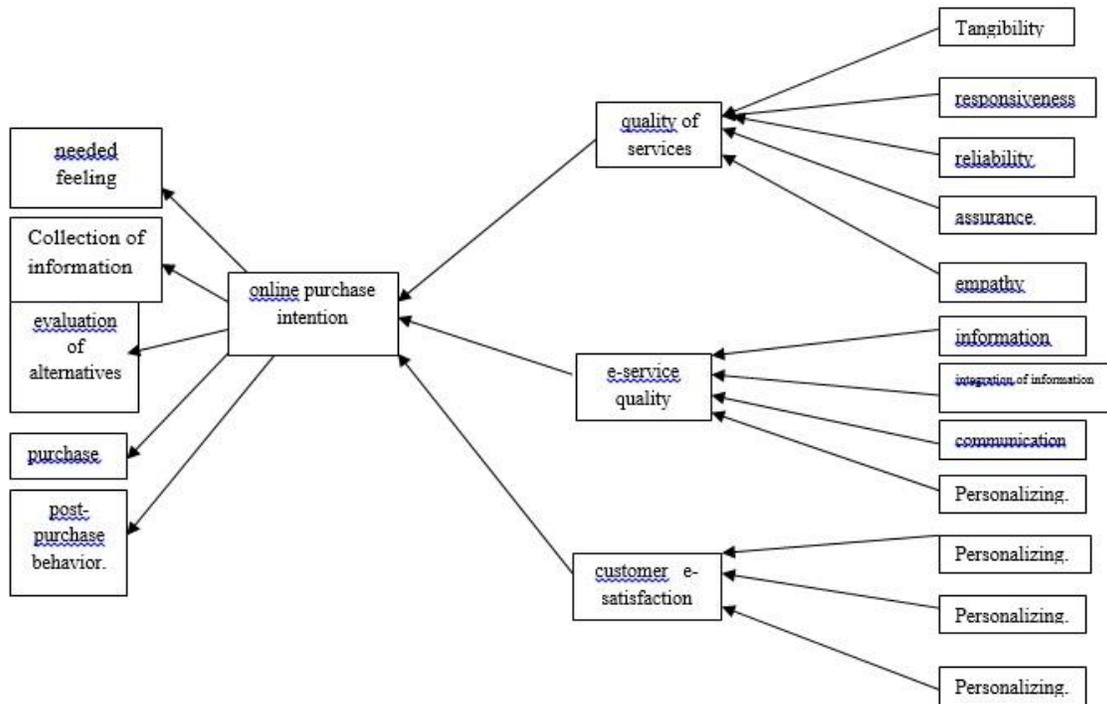
In this study, method of content validity was used to assess the validity of the questionnaire, so that questionnaire was given to experts and asked them to express their opinions about that. Then, validity of questionnaire was confirmed by reviewing comments and guidance of universities professors.

**Reliability of Questionnaire**

Cronbach's alpha was used to determine the reliability of questionnaire. Alpha was equal to 0.8, so we can say that the questionnaire has a high reliability.

**Method of Data Analysis**

Pearson's correlation coefficient was used in order to investigate the relationship between quality of services and online purchase intention.



**First Hypothesis:** There is a meaningful relationship between quality of services and online purchase intention.

As it is shown in the following figure (Table 1), The Pearson correlation coefficient is - 0.028 and the amount of meaningfulness level is more than 0/05, so we conclude quality of services does not effect on online purchase intention.

**Table 1.** Result of first hypothesis Analysis

Samples	p-value	The correlation coefficient	Result
370	0.597	-0.028	rejected

**Second Hypothesis:** There is a meaningful relationship between customer satisfaction of online shoppers and online purchase intention.

As it is shown in the following figure (Table 2), The Pearson correlation coefficient is - 0.032 and the amount of meaningfulness level is more than 0/05, we conclude there is not significant relationship between customer e-satisfaction and online purchase intention.

**Table 2.** Result of second hypothesis Analysis

Samples	p-value	The correlation coefficient	Result
370	0/536	-0.032	rejected

**Third Hypothesis:** There is a meaningful relationship between Quality of e- service and online purchase intention.

As it is shown in the following figure (Table 3), The Pearson correlation coefficient is 0.068 and the amount of meaningfulness level is more than 0/05, we conclude there is

not significant relationship between Quality of e- service and online purchase intention.

**Table 3.** Result of third hypothesis Analysis

Samples	p-value	The correlation coefficient	Result
370	0.191	0.068	rejected

### Conclusion

The main purpose in this article is to study effect of e-service quality, services quality and customer e-satisfaction on customer purchasing intention.

1-5. the results of testing the first hypothesis indicated that there is not significant relationship between services quality and customer purchasing intention. Therefore, services quality of these companies can be increased by reducing the gap between customer expectations of service believing the airlines should done and services that these companies offer to their customers . Customer's confidence can be created by Airlines companies through rapid response to buyers having difficulty during the shopping process And resolve the problem as soon as possible and establish communication lines that customers can easily contact the company and express their comments and their problems . This trust which is created in the minds of customers about company will cause customers to have a Positive impression of the company, and they will be encouraged to purchase from airlines websites.

2.5. The results of testing the second hypothesis indicated that there is not significant relationship between customer satisfaction of online shoppers and customer purchasing intention. Airlines companies contribute to purchaser in order to have a quick and easy access to their requirement through providing the required information for buyers on their website. Effective interaction with customers can be created by Improving and updating their website design.

Customer satisfaction with e-services which will have effect on customer shopping behavior can be increased via paying attention to differences among customers and providing services which are accordance with their needs through customizing their website.

3.5. The results of testing the third hypothesis indicated that there is not significant relationship between e-service quality and customer purchasing intention. Airlines must effect on behavior of their customers and persuade them to buy from their website by ameliorating performance of their websites. Airlines firms can attract and retain customers through providing secure electronic payment systems and Establishing effective mechanisms to track customer's shopping and making the customers sure which their recorded information on the company's website will be kept confidential. As a result, Airlines firms can affect the purchasing behavior of their customers which it influences on their customer purchasing decision by increasing their electronic service quality.

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