

Impact of Motivation, Opportunity, and Ability to Customer Loyalty in Using Airline Online Ticket Facilities

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The Internet has become an integral part of human life. Asia recorded as the region with the most Internet users in the world, which is about 825.1 million users in 2010 and increased to 1,076,681,059 in 2012 (44,8% of internet users in the world). One of internet usage is for online ticket activity.

Airline company in Indonesia is one of the first to implement the online ticketing system, so the data traffic for some airline websites in Indonesia continues to increase. This study aims to analyze the impact of motivation, opportunity, ability, ticket purchases of air transportation online, e-service quality, and value to online customer loyalty.

170 respondents were collected through surveys in Surabaya and Jakarta in 2012. Structural Equation Modelling use as Data Analysis Method. The result show that only motivation that affect online transaction, while opportunity and ability did not impact. Web design, Responsiveness and Trust influence the perceived value of using online ticket facilities.

In practice the results of this study indicate that companies should encourage and motivate users of the website in order to conduct transactions online. Customer education also need to be considered by the company. Customers do not access the website could be due to not understanding how to conduct transactions online.

1. Pendahuluan

Kehadiran dan tingkat kebutuhan internet hingga saat ini makin meningkat seiring dengan perkembangan teknologi yang ada di dunia. Data statistik internet (September 2009) menunjukkan bahwa peningkatan jumlah pengguna internet di seluruh dunia meningkat tajam dari 2000 hingga 2010, yang bersifat eksponensial.

Asia tercatat sebagai wilayah dengan pengguna internet terbanyak di dunia, yaitu sekitar 825,1 juta pengguna di tahun 2010 dan meningkat menjadi 1.076.681.059 di tahun 2012 (44,8% dari seluruh pengguna internet) (www.internetworldstats.com, 2010-2012). Pertumbuhan selama 10 tahun terakhir juga menunjukkan bahwa kawasan Asia memiliki pertumbuhan yang cukup besar,