ABSTRACT

ANALYSIS EFFECTS OF ELECTRONIC WORD-OF-MOUTH TOWARDS CONSUMER’S DECISION MAKING FOR CHOOSING AIRPLANE E-TICKETING AGENCY

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The purposes of this research are: 1) to know consumer’s needs about e-ticketing, 2) to analyze relationship between consumer’s characteristic and decision making for choosing e-ticketing agency, 3) to know the contribution of internal and external information to decision making, and 4) to create managerial implication for agency based on results of this research. Data collection has been done from May-July 2011. The numbers of this research were 160 people. The results of the importance analysis to know consumer’s needs for ten variables compared to paper ticket showed that nine variables are in important level. So on average, consumers think e-ticketing is more important than paper ticket. Crosstabs analysis showed a relationship among decision and the level of education, spending for internet per month, the last time shopping online, the last time bought an e-ticketing, and the number of agents that usually visited. SEM is used to analyze the effect of internal and external information and it showed that external information (e-WOM) is giving the biggest contribution to decision. The biggest contribution of external information comes from product perception, followed by opinion leader, risk perception, and product testimonial. Strategies that can be done by the agency or organization that embodies agency (ASITA) are a strengthening positioning of e-ticketing is cheaper than common ticket and also to inform the benefits when customers buying e-ticketing through advertisement that advertised by people experts in the information technology or famous artist.