

ONLINE AIRLINE TICKETING PREFERRENTION AT SURABAYA

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Abstract

Airlines become a market with many alternatives for consumers to take a trip. Now, there are 46 airlines companies for 2008, likes Air Asia, Batavia Air, Garuda Indonesia, Lion Air, Mandala Air, Merpati, Sriwijaya Air, so on. Those result a strive competition between the airline company. Some airlines offer online ticketing for improving the convinience of their services, so consumers who want to reservation online airline ticketing may access through www.tiket88.com. There are four dimensions for online preferrention; time, price, services and alternatives (Hollensen, 2003). This research to describe students' preferrention on airline ticketing. Sampel for 204 students of university at Surabaya are taken with probability sampling. Analysis used descriptive statistics such as, mean, standard deviation, cosstabulation and frequencies. Results of this research show there are many diverse dimensions of preferrention that students of university at Surabaya said important for online airline ticketing, its different for gender, age, and the year of they entry to the university. Futhermore, airlines company should coordinate their online service accurately and friendly, further research can be done with bigger sample or another object.

Keywords: online airline ticketing preferrention, price, time, services and alternatives.