

Service Quality Analysis of “E-ticketing” Services by UK’s Low Cost Airlines

**Michele CANO, Athanassios KOUROUKLIS, Gaurav
KHURANA**

MSc BEng (Hons), University of Paisley; PhD, BSc (Hons), University of Paisley; MSc, University
of Paisley

michele.cano@paisley.ac.uk, kour-em0@paisley.ac.uk, gk031954@student.paisley.ac.uk

Abstract

Book, pay and fly! That’s what almost all low cost airlines are offering their customers today. But is the whole process of “e-ticketing” so easy and are these low cost airlines able to provide customers with quality “e-ticketing” services? There is a clear need to develop better understanding of how consumers evaluate these “e-ticketing” services and whether these services meet customer expectations. This paper presents an e-ticketing service offering model that was developed from an empirical study of “e-ticketing” services, coupled to extant theories about service quality, customer satisfaction and loyalty. Additionally, this paper highlights managerial implications and makes recommendations, which suggest avenues for improving service quality of “e-ticketing”, service offerings and, as a corollary, enhancing consumer experiences and perceptions.

Keywords: Service Quality, “e-ticketing”, Low Cost Airlines

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Proceedings of the 11th International Conference on Quality and Dependability

Sinaia, Romania, September 24th-26th, 2008

ISSN 1842-3566

Pages 323-328

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