



Dual core Evaluation :

# An Integrative Approach in Comparing and Measuring the Effectiveness of Airlines Web Sites

Wong Fei Khoon

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University of Malaya  
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**This is dedicated to SKY and My Family**

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## **EXECUTIVE SUMMARY**

Airline industry was one of the earliest venture in electronic market on both storefront and operations supports. With the rising trend of consumers demand and Internet usage, electronic interactions through Web site becomes driving force for better cost advantage transactions. Regrettably, the real scenario is not as ideal as anticipated. Various studies tried to investigate the source of disappointment through multidimensional assessments. Nonetheless, overcrowded theories and approaches, created even more confusion in deciding which is comprehensive and helpful to understand the real cause and effect.

In an attempt to close up the instrumental gap, this research proposed a dual core integrative approach in assessing airlines Web site effectiveness. The objective was to compare the results from measurement of two difference perspectives and establish a general statement about the competitiveness of current airlines Web site quality perceived and designs within the industry for latter benchmarking purposes. Comparative analysis performed is also intent to give brief and concise description of the existing problem or opportunity for reinforcing critical areas and competency against the challenges from cyber intermediaries and expeditious market movement.

The evaluation attributes developed are tested in 30 airlines web sites inclusive both traditional and low cost carriers across 7 regions. 65 Web features were refined base on Rachman & Buchanan's most expected features listing for tourism industry. As for subjective measurement, 71 attributes are extracted from marketing theory – the consumer buying process. The attributes are grouped in 5 distinct evaluation criterias: interface design, navigation, content quality, application reliability and system technicality. Web sites for 30 airlines were reviewed to determine if there empirical results significantly

different and correlated between two instruments, inter business models and inter geographical locations.

Overall empirical results indicate airlines are offering below satisfactory level, while features designs are not in favor of expectations. Significant differences are found within single profiles and inter-company profiles in two separate instruments. Nonetheless, there are also findings of relationship between designs and content quality, designs and application reliability.

The paper concludes with research implications on management and an agenda for future research in areas aside and beyond the Web applications and user perspectives.

I sincerely hope this study will enlighten those who wish for a simple and functional way to measure the effectiveness of any Web sites resemble to airline business.