

7 RESEARCH IMPLICATIONS

Alike to other scholars, the purpose of this study is an attempt to enlighten grey areas that previously subsist due to multiple research methodology and evaluations metrics. It is also to provide some helpful indicators for the benefits of academic perspective as well as economy values to the airlines and Web commerce industries.

In line with that, I foresee two significant impact should the management be attentive to, primarily from the aspect of selecting measurement instrument and metrics. Both objective and subjective attributes are not to be ignorant on either side. As there are empirical result showing strong correlations among the criteria, thereof it will be unfeasible to disregards any of them. An integration of subjective and objective measure ensure possible research errors are covered as much as possible.

Besides, there are also statistics that indicate weak value delivery especially in areas of furnishing helpful search mechanism, product and services related content and more robust features for transactional task. Carriers that already strengthen themselves in these areas should promote even more aggressive on the leverage they have in converting even more new users whereas, for the poor online store, changes and improvement are inevitable. Consistent benchmarking is part of the strategy in progressing suppliers negotiation power. (Porter, 1989)

Corresponding to the analysis of competency, this report is also endowed substantial prove in cost advantage strategy. Although low cost airlines show a weaker result in feature reviews, but the overall quality perceived by users are still relatively greater than traditional carriers.

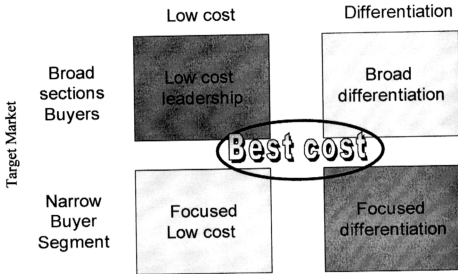


Figure 12 : Adopted from Michael E. Porter, Competitive Strategy, (New York Free Press, 1980), pp.35-40

Figure 12 is drawn from Michael Porter's model on cost advantage strategy. Virtual market captures definition of broad sections buyers, it is why general perception for online selling means lower price in order to be more dominant than offline models. The fact that low cost carriers can win more market share is practically not due to its positioning in the 'low cost leadership' box, rather, it has successfully relocate itself at the central of differentiation and low cost strategy. Slashing prices could probably the initial marketing gimmick, but weapon in maintaining strong online selling, is only determined by combining both strategies. Interestingly, virtual market is one of the rare market condition that enable balancing of cost and differentiation at minimal opportunity cost. In most cases, lowering cost contribute significant draw down on offering qualities and further deteriorate the differentiation frontiers.

CONCLUSION

The issue of Web quality is no longer a concern to only Web master, the global impact of Web presence has gradually provoked management's sensitivity because of the prominent potential cost and benefits. In a heavy duty industry like airlines, shareholders are careful assessing the return of investment are yielding desired proceeds. In this study, I have examined an outcome of their investment – the online storefront.

Evidently Web sites provide an excellent method for passengers and airliners for more efficiency and superior services level, but unless accurate evaluations are put in place, otherwise, carriers will still risk drowning as a poor service provider. Improved technology is not the only answer in making better use of prevailing creation of Web site. Carriers need to know the customers' need, it's own need and develop a sensible and constructive methods of measurement, so to produce only precision in the process of making improvements.

Consensus has long been established there is no standard metric that a company can rely on for its Web site and metrics will be different from company to company, the most valuable metrics will depend on what you are trying to do with your site. While features design, is an outcome of creativity, an idea to create better online experience is considerable as production of management creativity. Neither can be under estimate. Combining these robust spirits into a business tool shall highlight a sound business practice.

The present investigation empirically evaluated and verified dual dimensional instruments for assessing web design and value perceived of transactional web sites specifically for airlines. In conclusion, this study contributes an important sighting on different assessment

platforms to help airlines companies comprehend its current Web positioning. In hope, revealed weaknesses and strengths will provide ideas for designing adaptive techniques under the volatile Web environment.

While the virtuous of discussion revolve much on the domain, domain itself, the users and the technical advancement, perhaps, it is good to expand the horizon of focus, towards exogenous factors, such as social, cultural, and the management's strategy in opening wider this effective and attributive windows of communications to more business opportunities.

Acknowledgement

Especially thanking Dr Ainin for her valuable guidance; and to the evaluators with great support and ideas that contributed to the development and completion of this paper.