

5 LIMITATIONS

Selection of evaluators in present study may not be representative of the population for potential buyers in general because their online experience is only restricted to one minimal booking experience. On another hand, majority of the evaluator's academic and working profiles indicate high level of familiarity for Internet usage, which could be above average compared to potential airline passengers. This could make the quality demand slightly higher than general users. Nonetheless, with the increasing growth of computer savvy around the globe, the effect might fade away comparing to precedent researches.

While the evaluation criteria are sourced from individual and leisure user's perspective, corporate business travelers proven statistically yield higher margin (Accenture,2000), should be included to their insight preference on the evaluation criterions. The web commerce opportunity from corporate clients still have much expansion before saturation, in fact, customer loyalty from this target market are relatively persistent than retail travelers.

On top of these areas, in the course of reservation, evaluators could not provide credit card details for those Web sites with online payment gateway and complete the entire settlement cycle. Although there is published statement that bookings confirmation will be forwarded in email notification, this study however could not possibly validate the process.

With all the findings in hand, a generalization for the world airlines web sites quality would have been made easily and the reliability of this study would have been more robust if there are sufficient supporting details on information for total online transactions

made within each carriers. However, this is part of the impediment that almost every researchers encounter when trying to reach for sensitive data.