

Faktor-faktor yang memengaruhi intensi penggunaan website low cost carrier dalam pembelian tiket secara online: perbandingan website Air Asia dan Lion Air = Factors affecting use intention of low cost carrier website on online ticket purchasing comparison between Air Asia and Lion Air website

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Abstrak

ABSTRAK

Maskapai penerbangan berbiaya murah atau Low Cost Carriers (LCC) saat ini tengah menjadi primadona ditambah di dengan penetrasi internet dan e-commerce yang terus mengalami perkembangan signifikan, konsumen digital Indonesia pun sangat menikmati belanja online terutama jika menyangkut tentang berpergian travelling. Penelitian ini dilakukan untuk menganalisis sekaligus membandingkan faktor-faktor apa saja yang memengaruhi intensi penggunaan Website Low Cost Carrier dalam pembelian tiket secara online dengan mengaplikasikan the unified theory of acceptance and use of technology (UTAUT 2) yang menggunakan variabel dasar seperti performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, habit, consumers' innovativeness, trust (information quality, perceived security, perceived privacy), dan price value. Penelitian ini menggunakan dua studi kasus yakni Air Asia dan Lion Air Indonesia. Responden merupakan orang-orang yang pernah melakukan pembelian secara online melalui kedua website tersebut dalam kurun waktu 6 (enam) bulan terakhir. Metode pengolahan data menggunakan Structural Equation Modelling (SEM). Hasil dari penelitian menunjukkan bahwa kedua website sama-sama memiliki pengaruh yang signifikan pada variabel performance expectancy, trust (information quality dan perceived security) serta habit untuk website Air Asia dan price saving untuk website Lion Air.

ABSTRACT

Low budget airlines or low cost carriers (LCC) has now become a new sensation plus the significant development of internet penetration & e-commerce, digital consumers in Indonesia are really enjoying to purchase online especially to purchase travelling things. The aim of this research is to analyzing and also comparing factors which affect the use intention of low cost carrier website on online ticket purchasing by applying the unified theory of acceptance and use of technology (UTAUT 2) which use primary variables such as performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, habit, consumers' innovativeness, trust (information quality, perceived security, perceived privacy), and price value. This research use two study cases, Air Asia and Lion Air Indonesia. The respondents are people who had been using Air Asia or/and Lion Air website for purchasing ticket during the last six months. Structural Equation Modelling (SEM) is used to process the data. The results of this research shows that both Air Asia and Lion Air website has positive effects on performance expectancy, trust (information quality dan perceived security) also habit for Air Asia website only and price saving for Lion Air website only;