

Determinants of E-Customer Satisfaction and Loyalty in Airline Sector (A Case Study - Royal Jordanian Airlines)

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Abstract

The aim of this study was to identify the determinants of e-customer satisfaction and loyalty in the airline sector. Specifically, to explore the impact of security, purchasing experience, ease of use, response on e-customer loyalty. In addition to examine the effect of e-customer satisfaction on e-customer loyalty for Royal Jordanian Airlines.

The study population consists of Royal Jordanian Airlines customers and travellers who used the company website and live currently in Jordan. The sample consisted of 300 subjects. A questionnaire, contained 28 items, was developed to achieve the study goals.

The study revealed a statistically significant relationship between e-customer satisfaction and e-loyalty. Also, the study concluded a statistically significant relationships between safety, ease of use, response and e-customer satisfaction.

Overall, the study recommends going on with of Royal Jordanian Airlines electronic current strategy. In addition, there is a vital need to develop, activate and participate the customer in everything that is new. Also, it is central for Royal Jordanian Airlines to continue and to move forward by being

committed to satisfy customers electronically and to give attention to online customers' loyalty. Creating competitive advantage by focusing on security, ease of use and response while dealing with customers electronically.

Keywords: determinants of e-customer satisfaction and loyalty, e-customer satisfaction, e-customer loyalty, Royal Jordanian Airlines.