A Study of Online Market in Airline: A Case Study in Mongolia

Bayanmunkh Nandinchimeg¹, Ganzorig Munkhjin¹, Tsevegdorj Battsetseg²

¹Master of Business Administration, College of Management, Da-Yeh University, Taiwan
²School of Public Affairs and Management, National academy of governance, Mongolia

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ABSTRACT
This study defines customer satisfaction (CS) of Mongolia with the experience of the online market (OM) by technology acceptance (AT). The factors of CS include ease of use, payment security, interactivity, and the quality of the information on the website. The goal of this study is to examine to what extent these 4 factors affect the satisfaction of passengers in Mongolian Airlines (MA). The survey was based on 2 airlines: the airline Hunnu, the airline MIAT and the data collected from 98 passengers of those airlines. The results show that there are three essential factors: interactivity, the security of payment and ease of use, which affects satisfaction with OM’s experience in CS in Mongolia.

Keywords: customer satisfaction, online market, airlines, Mongolia

I. INTRODUCTION
The airline market (OM) is one of the fastest growing industries in the world. The airline industry's ticket distribution channel is changed to OM. This distribution channel allows customers to buy OM quickly and has cost savings for both the company and customers [1]. Even virtual distributors on the Internet can be unsafe and reliable, but even so, one of the most important channels for airlines to sell tickets [2]. This study used the AT model and can be explained by two prominent beliefs: perceived utility and perceived ease of use. This study examines OM's CS about ease of use, quality of information, payment security and interactivity that affect passenger satisfaction levels of Mongolian airlines.
METHOD & RESULTS

1.1 Measurement
This study is measured by 4 variables that affect the satisfaction levels of airline passengers in Mongolia. The dependent variable in this study is CS and the independent variables are ease of use, quality of information, interactivity, and payment security.

The questionnaire has two parts; the first part is designed by the questions of the Likert scale, which consists in that the items are based on the research variables and the measurement of each element in the Likert range of 5 points.

1.2 Data collection
Before developing a formal questionnaire, a pilot test was conducted. The subjects for the pilot test were among airline employees and customers who were known to have used an airline's website, which included Hunnu and MIAT to reserve their ticket. The pilot questionnaire had 44 items that were reduced to 24 for the final survey. There were 22 invalid responses out of a total of 98 completed responses. One hundred thirty-eight valid questionnaires were used to prove they are adequate to test our hypotheses.

1.3 Data analysis
Demographic characteristics include age, gender, status, and income level. The statistics of the respondents show that most respondents are students (62.2%) and non-managerial employees (18.4%). Many of the respondents are between 21 and 35 years old (84.7%) because most of the respondents are students and buy OM to study. Some demographic characteristics of the respondents are shown in Tab-1.

| Measure      | Item     | Frequency | Percentage |
|--------------|----------|-----------|------------|
| Age          | Less than 21 | 7         | 7.1%       |
|              | 21-35    | 83        | 84.7%      |
|              | 36-50    | 7         | 7.1%       |
|              | 51 and over | 1        | 1%         |
| Gender       | Male     | 42        | 42.9%      |
|              | Female   | 56        | 57.1%      |
| Current status | Managerial level | 13 | 13.2% |
|              | Non-managerial level | 18 | 18.4% |
|              | Student  | 61        | 62.2%      |
|              | Unemployed | 6        | 6.1%       |

Tab 1: Statistics of respondents' profiles

The hypotheses of the research model were tested using ANOVA and multiple regression equations provided by the SPSS computer program. Tab-2 shows that the correlation of the relationships between the study variables that are the 4 independent variables positively influence CS.

| IQ  | PS  | I  | PEOU | SF  |
|-----|-----|----|------|-----|
| .658** | 1    | .380** | 1   | .622** |
| .593** | .360** | .280** | 1   | .718** |
| .775** | .460** | .616** | 1   | .746** |

Tab-2: Correlation matrix of variables

CONCLUSION

This study tried to examine the determinants of OM CS in Mongolia. The result of the investigation was supported by three factors and rejected two factors, the hypotheses are shown in Tab-4. In Mongolia's customers, the ease of use, interactivity and payment security of OM services are important determinants of OM CS.

| Hypotheses | Result     |
|------------|------------|
| H1         | Supported  |
| H2         | Not Supported |
| H3         | Supported  |
| H4         | Supported  |

Tab-4: Result of Research Hypotheses

Customers of the Mongolian airline focus more on the interactivity and security of OM buys due to the lack of experience in the use of OM of the airline and feel more comfortable with the face-to-face interaction with the personnel of the airline. the airline and the more traditional payment system. It is also one of the reasons for the use of the Internet and OM is not common in Mongolia.

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