

**THE ANALYSIS OF THE IMPACTS OF INDONESIAN  
CUSTOMERS READINESS ON ONLINE TICKETING SYSTEM  
IN INDONESIAN AIRLINES, CASE STUDY: MANDALA  
AIRLINES**

By

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, not material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

# THE ANALYSIS OF THE IMPACTS OF INDONESIAN CUSTOMERS READINESS ON ONLINE TICKETING SYSTEM IN INDONESIAN AIRLINES, CASE STUDY: “X” AIRLINES

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This research is about the customers' acceptance on online reservation system of Indonesian Airlines, case study: Mandala Airlines. The purpose of this research is to determine whether Indonesian people have been accepted the online reservation system very well or not. This research is a descriptive-inductive research where the data is collected using questionnaire to Mandala Airlines' customers and interview to Mandala Airlines management team. The literature review defines about the theory of e-marketing and online ticketing system. The main result of this research is that the online reservation system of Mandala Airlines is widely accepted by Indonesian customers. There are several factors that supported the tendency of customers to use the online reservation system, which include price and special promotion from the airlines.

Keywords: e-ticketing, e-marketing, airlines, online-reservation, Mandala

## **DEDICATION**

I dedicate this thesis to all of the readers who anticipate the growth and development of technology to be applied in the service industry and in our daily life.



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