An empirical investigation into e-shopping excitement towards ticketing industry: antecedents and effects in Indonesia

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Abstract

Objectives - This research seeks to accomplish two objectives; to determine the relation between online excitement and the antecedents; and to investigate the effects of online excitement towards online ticketing customers in Indonesia. The investigation is also compared the excitement and effects between airline and entertainment ticketing industries.

Method - The questionnaires were distributed through online and personal approach to mailing list of a ticket box in Jakarta and author’s personal link through social media. SPSS 19.0 was used for the reliability, validity, Independent T- statistics and both simple and multiple regression analysis for hypotheses testing.

Results - Out of seven hypotheses, all was accepted. The results facilitate the comprehension of the role that online excitement antecedents have on online excitement and the effect of online excitement among the two industries. In addition, the results expand the e-marketers knowledge on online consumer behavior.

Conclusion – Four antecedents of online excitement (convenience, attributes of the web, merchandising, and involvement) are positively related to online excitement. Moreover, positive word of mouth and intention to return to the web are the effect of e-shoppers who experienced excitement feeling in online environment. The result also showed that entertainment ticketing service, produce higher excitement and word of mouth compared to airline ticketing industry.

Keyword – Online excitement, attributes of the web, convenience, involvement, intention to return, word of mouth, online customer behaviour, Indonesia.