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Marketing Major
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**BUYING ENVIROMENT CHARACTERISTICS IN THE CONTEXT OF E-SERVICE
WITHIN AIRLINE COMPANIES IN JABODETABEK
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Abstract

Objectives - This research seeks to accomplish two objectives; to examine how buying characteristics, which are not related to price or product information, are overall related to e-satisfaction and how e-satisfaction related to e-loyalty.

Method - The questionnaires were distributed through online. SPSS 19.0 was used to analyze the reliability, validity, linear regression that consist of multiple linear regressions and simple linear regression was used to conduct for hypotheses testing, cross tabulation and chi square analysis was used to gain additional information to analyze gender and last education toward e-loyalty.

Results - Out of six hypotheses, two were rejected and four was accepted. The results that convenience, customization, communication has a significant relation toward the e-satisfaction and e-satisfaction has a significant relation toward the e-loyalty.

Conclusion - The e-satisfaction has a significant relation from convenience, customization, communication, the most significant relation is customization. The e-satisfaction is significant relate toward e-loyalty. This finding will bring beneficial information for the airlines e- ticketing.

Keyword – E-ticket, Airlines, E-services, E-satisfaction, E-loyalty.