
ABSTRACT

The development of information and communication technology, especially internet fast enough this time to encourage many companies will begin to look forward business opportunities by enlarging its market via the Internet. The internet users increased 90-fold over a period of only in 13 years. Each year, the internet users grew 100 million people or 7-fold increase per year.

For airlines companies, the internet network facilities (*e-market*) allows companies do not have to pay expensive marketing costs, helping to create the image by reducing the cheap tickets that travel agents are not official and labor costs.

PT. Indonesia Air Asia is famous for a strategy very good price. This company needs to be focused on the development of network technology, namely the website www.airasia.com. In the sale of airline tickets and source of information for customers, this website until the end of March 2009 entered into a hundred thousand most visited websites in the world especially in Asia and Australia, averaging about 2000 visitors a day in which 32.1% visitors came from Indonesia ([http:// www.alex.com](http://www.alex.com)). But looking at the field , the company just less to serve customers in providing information and ticket reservations. It can be seen from the customers complaints in online ticket ordering

In the application of technology for the company, Airasia should not forget the important focus is that the customer is everything. Through this website technology, companies can help customers simplify obtain their needs, and utilize technology so that companies keep in touch with customers to keep them.

This research was conducted by questionnaire distribution to Airasia website visitors with target respondents spread across Indonesia. Some of the questionnaires distributed to respondents who had conducted Airasia *booking* tickets online. Attributes derived from Airasia customer complaint data that has ever bought a ticket online. From the process, obtained 29 attributes. After the calculations using SERVQUAL method, from 29 attributes, 22 attributes which are included in the category not meet customer expectations. SERVQUAL values obtained for the Airasia website service overall was -1.01.

Keywords: Airasia, SERVQUAL, online *ticket booking*