


## Analysis of Online Ticket Sales Procedures at Super Air Jet Airline in Soekarno-Hatta International Airport

Hidayatul Mu'arifin<sup>1</sup>, Ririn Sari Dewi<sup>2</sup>, Titah Rahmawati<sup>3</sup>

Faculty of Economics and Business, Universitas Pamulang. Jl. Raya Puspitek, Buaran, Kec. Pamulang, Kota  
Tangerang Selatan, Banten 15310

Article Info	ABSTRACT
<p><b>Keywords:</b> Online Ticketing, Airline Industry, Internal Control, Effectiveness, Customer Satisfaction</p>	<p>This study explores the procedures of online ticket sales at Super Air Jet operating through Soekarno-Hatta International Airport. The research applies a descriptive qualitative approach to examine the flow of booking, payment, and ticket issuance as well as the internal control mechanisms involved. Data were collected through observation, interviews, and documentation, allowing a comprehensive view of the system's effectiveness. The findings reveal that the online ticketing process has been implemented efficiently and is aligned with industry standards for low-cost carriers, providing convenience for passengers. Nevertheless, challenges remain, particularly in digital literacy among users and the need to strengthen internal control activities such as separation of duties, monitoring, and reconciliation. The study highlights the importance of integrating performance metrics and control frameworks to enhance reliability, mitigate risks, and improve customer satisfaction. These insights contribute to better understanding of digital ticketing practices in the aviation sector.</p>
<p>This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license</p> 	<p><b>Corresponding Author:</b> Hidayatul Mu'arifin Faculty of Economics and Business, Universitas Pamulang. Jl. Raya Puspitek, Buaran, Kec. Pamulang, Kota Tangerang Selatan, Banten 15310 <a href="mailto:dosen02202@unpam.ac.id">dosen02202@unpam.ac.id</a></p>

### INTRODUCTION

The rapid growth of the aviation industry has been strongly influenced by digital transformation, particularly in the field of ticketing systems. Online ticket sales have become the dominant mode of distribution, replacing traditional methods and reshaping customer behavior worldwide. According to Kotler and Keller (2016), technological advances are not only changing consumer expectations but also redefining the way services are delivered in highly competitive markets such as air transportation.

In Indonesia, the expansion of online ticketing has been accelerated by the increasing penetration of internet access and smartphone usage. As Alam and Asim (2019) highlight, digital platforms have become an essential tool for both providers and consumers, creating a more efficient and transparent transaction process. Airlines operating in the country, particularly low-cost carriers, rely heavily on digital platforms to maintain operational efficiency while responding to rising demand.

Super Air Jet, as a relatively new entrant in the Indonesian aviation sector, positions itself as a low-cost carrier targeting young and digitally active travelers. This aligns with the observation of Hossain et al. (2020) that airlines in emerging markets often adopt digital platforms as a strategy to strengthen competitiveness and customer engagement. The choice to emphasize online sales reflects both the cost-saving philosophy of low-cost carriers and the need to cater to a tech-savvy demographic.

The online ticketing procedure typically involves several stages, including searching for flights, selecting schedules, entering passenger information, processing payments, and issuing electronic tickets. While this seems straightforward, the complexity of back-end systems and the need for robust internal controls make the process challenging. As noted by Al-Abri and Alam (2022), effective internal control mechanisms are crucial in ensuring transaction accuracy, preventing fraud, and maintaining customer trust.

Despite its advantages, online ticketing systems also present challenges, particularly related to user experience and digital literacy. In a study by Anggraeni and Zuhdi (2020), organizational climate and the accessibility of systems were found to significantly influence user satisfaction. In the context of air travel, customers who lack digital literacy may encounter difficulties in navigating online platforms, which can result in booking errors, payment delays, or dissatisfaction with services.

Another critical aspect is the role of internal control in safeguarding the integrity of financial transactions within the online ticketing system. COSO's framework emphasizes that control activities, monitoring, and risk assessment are essential to the reliability of digital platforms (Committee of Sponsoring Organizations, 2017). For airlines, weak control systems may lead to financial discrepancies, revenue leakage, and reputational risks.

Moreover, the effectiveness of an online ticketing system is not solely determined by technological infrastructure but also by its integration with customer-oriented practices. As Antari (2019) explains, customer commitment and loyalty are influenced by the degree to which digital systems align with user needs. In the airline industry, this translates into seamless booking processes, transparent pricing, and responsive customer service that collectively enhance the travel experience.

The Indonesian market presents unique challenges for the adoption of digital ticketing systems. With its vast geographical spread and diverse customer base, airlines must adapt systems that are both technologically reliable and socially inclusive. Studies such as those by Khan and Khan (2023) underline the importance of aligning digital strategies with governance practices to ensure accountability and sustainability in service delivery.

This study focuses on analyzing the procedures of online ticket sales at Super Air Jet, particularly in Soekarno-Hatta International Airport, the largest and busiest airport in Indonesia. The analysis not only maps the flow of ticket purchasing but also evaluates the effectiveness of the system and the adequacy of internal control activities. By combining descriptive analysis with qualitative insights, the study seeks to provide a comprehensive understanding of how online ticketing is managed in a low-cost airline context.

Ultimately, this research aims to contribute to the academic and practical discourse on digital transformation in the airline industry. By highlighting both the strengths and challenges

of Super Air Jet's ticketing system, it provides valuable input for improving operational efficiency, enhancing customer satisfaction, and strengthening internal control mechanisms. As suggested by Salsabilla and Diantimala (2024), incorporating governance and customer-oriented perspectives is essential in creating a sustainable digital business model for the future of aviation.

## METHODS

This research adopts a descriptive qualitative approach to analyze the procedures of online ticket sales at Super Air Jet in Soekarno-Hatta International Airport. A qualitative design was chosen because the study seeks to explore processes and practices in their natural setting rather than to test hypotheses or measure variables numerically. As Creswell (2018) explains, qualitative research allows researchers to capture meaning from participants' perspectives and to understand complex organizational dynamics more comprehensively.

The focus of the study is the mapping of online ticketing procedures, evaluation of system effectiveness, and assessment of internal control activities embedded in the process. This scope was determined to provide a holistic understanding of both the operational and managerial aspects of digital ticketing in the context of a low-cost airline. Such a focus is aligned with the view of Yin (2017) that a case study design is appropriate when the boundaries between a phenomenon and its context are not clearly evident.

Data collection was carried out through three main techniques: observation, interviews, and documentation. Observation was conducted on the flow of online ticket booking, including stages such as flight search, passenger data entry, payment processing, and issuance of electronic tickets. Semi-structured interviews were carried out with airline staff and passengers who had experience in using the system, enabling the researcher to gather diverse perspectives. Documentation, including company reports and relevant policy guidelines, was also reviewed to support triangulation of findings.

The participants involved in the interviews were selected using purposive sampling. This technique was chosen to ensure that respondents had direct knowledge and experience with the online ticketing system. Informants included staff working in customer service, revenue management, and information technology divisions, as well as several passengers who had purchased tickets through the Super Air Jet platform. According to Patton (2015), purposive sampling is appropriate when researchers aim to obtain rich information from individuals who are especially knowledgeable about the issue under study.

Data were analyzed using thematic analysis, which involved coding and categorizing textual data to identify emerging themes related to ticketing procedures, system effectiveness, and internal controls. The process followed Braun and Clarke's (2006) six-phase framework, including familiarization with data, generating initial codes, searching for themes, reviewing themes, defining and naming themes, and producing the report. This method was chosen because it provides flexibility and allows researchers to move beyond surface meanings to capture deeper patterns.

To enhance the trustworthiness of the study, several strategies were employed. Credibility was ensured through triangulation of data sources, combining observations,

interviews, and documents. Transferability was supported by providing detailed descriptions of the research context, allowing readers to judge the applicability of findings in other settings. Dependability and confirmability were strengthened by maintaining audit trails and researcher reflexivity throughout the study process, as suggested by Lincoln and Guba (1985).

Ethical considerations were carefully addressed in conducting this research. Participants were informed about the purpose of the study and their voluntary involvement. Consent was obtained prior to interviews, and respondents were assured that their identities would remain confidential. Sensitive information related to company operations was handled responsibly and reported in aggregate form to prevent any misuse. These practices align with ethical standards recommended in social science research (Neuman, 2014).

## RESULTS AND DISCUSSION

### Online Ticketing Procedure

The online ticketing procedure at Super Air Jet begins when potential passengers access the airline's website or mobile application. This step represents the gateway to the entire booking experience and demonstrates how digital platforms replace traditional ticket counters. As noted by Kotler and Keller (2016), the first interaction between customers and service platforms is critical in shaping their overall perception of service quality. Easy access through user-friendly interfaces encourages adoption and increases customer trust in the airline's services.

Once the platform is accessed, passengers proceed to select flight schedules and routes. This feature provides flexibility by allowing travelers to compare departure times, prices, and route options before finalizing their purchase. According to Alam and Asim (2019), providing multiple options enhances customer satisfaction, as it allows consumers to make informed decisions that best suit their needs. The transparency of schedule and pricing information also strengthens the credibility of the platform.

The next stage involves entering passenger data. This step is crucial not only for ensuring that ticket details match travel documents but also for enhancing security. Accurate data entry helps airlines comply with aviation regulations and minimizes risks associated with fraud or identity errors. As emphasized by Hossain et al. (2020), accurate information management is essential in service industries that rely on seamless digital transactions, as errors in this stage could lead to complications during check-in and boarding.

The final phases include payment processing and the issuance of an electronic ticket, known as the itinerary receipt. Payments can be made through bank transfers, credit cards, or digital wallets, reflecting the growing diversity of payment technologies in the Indonesian market. Once payment is verified, the e-ticket is sent via email or directly stored in the application. This not only reduces the need for physical documentation but also represents an environmentally sustainable practice, aligning with modern digital service trends (Khan & Khan, 2023).

### System Effectiveness

The online ticketing system of Super Air Jet is designed to enhance convenience by allowing customers to book flights without the need to visit physical outlets. This feature is particularly relevant in the context of modern urban lifestyles, where time efficiency is highly valued. As Creswell (2018) notes, digital systems are adopted successfully when they address real needs of efficiency and accessibility. By reducing the reliance on manual processes, the system aligns with the low-cost carrier strategy of minimizing operational costs.

In terms of performance, the system demonstrates strong speed and accuracy in data processing. Passengers are generally able to receive real-time updates on seat availability, pricing, and confirmation of payments. This efficiency resonates with the findings of Braun and Clarke (2006), who argue that effective service delivery depends on both accuracy of information and responsiveness of systems. Accurate transaction handling fosters customer confidence and reduces the likelihood of disputes or errors.

Nevertheless, challenges remain in the form of technical issues such as occasional network disruptions or system downtime. These challenges are common in digital platforms, particularly in high-traffic environments such as air travel. As Anggraeni and Zuhdi (2020) highlight, the stability of technological infrastructure plays a decisive role in shaping user satisfaction. Interruptions may not only inconvenience customers but also affect their willingness to rely on the airline's digital services in the future.

Despite these limitations, the overall effectiveness of the system is evident in the positive experiences reported by many passengers. The ability to access services at any time and from any location is a major advantage that cannot be replicated by traditional ticketing. Furthermore, the system provides valuable data for the airline, allowing it to monitor consumer behavior, adjust pricing strategies, and improve operational planning. This dual benefit, enhancing customer convenience while supporting strategic decision-making, reflects the transformative potential of digital platforms in aviation (Salsabilla & Diantimala, 2024).

### Internal Control

Internal control mechanisms are an integral part of the online ticketing system, ensuring that transactions are conducted securely and transparently. At Super Air Jet, these controls include authorization of transactions, payment verification, and systematic recordkeeping. Such measures are consistent with the COSO framework (2017), which stresses that control activities must be embedded into daily operations to safeguard assets and ensure reliable reporting. These practices help prevent unauthorized access and fraudulent activity within the system.

Payment verification is particularly important in maintaining the trust of passengers. Once a transaction is initiated, the system verifies the payment status before issuing an e-ticket. This step ensures that only valid transactions are processed and reduces the risk of chargebacks or financial discrepancies. According to Al-Abri and Alam (2022), verification mechanisms serve as a preventive control, reducing exposure to risk while reinforcing accountability.

However, the study also highlights existing weaknesses in the internal control environment. One of the major concerns is the limited separation of duties, which may lead to overlapping responsibilities and reduced effectiveness of monitoring. The absence of clear functional boundaries increases the potential for errors or irregularities to go undetected. Lincoln and Guba (1985) emphasize that robust accountability frameworks depend on both structural safeguards and cultural awareness within organizations.

Another weakness is the lack of adequate communication and education for passengers who are less familiar with digital systems. Without sufficient guidance, customers may make errors during booking or payment, which in turn increases the workload of customer service teams. Addressing this issue requires both technological solutions, such as intuitive user interfaces, and social measures, such as outreach and digital literacy campaigns. As Neuman (2014) suggests, effective internal control is not limited to technical measures but also depends on the ability of organizations to engage users and create inclusive systems.

## CONCLUSION

This study concludes that the online ticketing system of Super Air Jet at Soekarno-Hatta International Airport represents a significant step toward digital transformation in the Indonesian aviation industry. The procedure, which begins with access to the platform and ends with the issuance of an electronic ticket, demonstrates efficiency and alignment with global service standards. The system has succeeded in simplifying the booking process, offering flexibility in scheduling, and ensuring greater convenience for passengers who prefer digital services over traditional methods. The findings also indicate that the system is generally effective, delivering timely and accurate information while enhancing customer accessibility. Nevertheless, certain technical challenges, such as network disruptions and limitations in digital literacy among users, continue to hinder optimal performance. Addressing these issues is essential to strengthen user confidence and sustain competitiveness in the low-cost carrier market. Internal control emerges as another crucial element of the online ticketing process. Although measures such as transaction authorization and payment verification are in place, weaknesses remain in the areas of functional separation and user education. Strengthening these aspects will not only safeguard financial integrity but also improve customer experience. Ultimately, enhancing system effectiveness and internal control will contribute to long-term sustainability, operational efficiency, and customer trust in digital airline services.

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