4. Security aspect of Indonesian airlines website had significant influence to customer e-satisfaction. Research result shows that as far as the website had proper security features, it allows the customer to feel secure and satisfy in doing online transaction. This is comply with the previous research result, which done in other markets.

5. E-satisfaction of Indonesian airlines website significantly lead the customer e-loyalty. Research results indicate a great score of Indonesian airlines website customer's opinion on their e-loyalty, if they pass over the e-satisfaction stage. According to the theory – there is no doubt – as well as satisfaction on service quality leads the customer loyalty (Lovelock and Wirtz, 2007: 371), e-satisfaction leads the e-loyalty on online environment.

6.2   Suggestion for Future Research

With regard on research limitation, following suggestions are recommended for future research:

1. To study the balance condition on SITEQUAL dimension of Indonesian airlines website after a period of time.

2. To focus on the different point of view, relate to the problem aspects that influence quality of processing speed on Indonesian airlines website.

3. To compare the influence of SITEQUAL dimensions through customer e-loyalty intercompany of Indonesian airlines website.

4. To use other models in order to confirm and continuing the research result.

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