

Website Usability, Content Marketing and Reuse Intention of Airline E-Tickets Services

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Abstract: The moderating role of content marketing on the relationship between website usability and reuse intention of Airline E-Tickets Services was examined in this study, utilizing theory of planned behaviour (TPB), and e-technology acceptance model (TAM). 216 questionnaires were analysed using partial least squares structural equation modelling. The results show a positive relationship between website usability and reuse intention, and that content marketing moderated website usability in increasing and strengthening the intent of customer's reuse of online E-Tickets services. This study proves the importance of adequate content marketing on the product and the online shopping procedure in motivating the intention of online services among customers. Decision-makers or marketing department planners of airline companies both will benefit from this study.

Keywords: Website Usability, Content Marketing, Reuse Intention, Jordan

I. Introduction

The market of airline services is highly competitive globally[1], presenting the customers with various options for travel. This has compelled airline services to consistently improve their services. [2] relevantly mentioned the efforts made by airline companies in maintaining their current userbase and in attracting users of other services. In line with the current phenomenon, most airline companies provide online services so that their customers could reserve their flights easily[3]. Also, the services allow customers to find information on other services that the companies offer as well [4], and interact with providers of airline service and evaluate their

experience online. As such, using customer feedback, airline companies can improve their online and mobile services by retaining their competitiveness through the provision of efficient environments [5].

Several theories and phenomena associated with online services have been deliberated for companies of airline service especially those that actively provide online and mobile services [6]. For this reason, airline services have been considering the theories associated with psychological and cognitive motivation. [1] specifically mentioned that the industry and academic researchers are currently interested in

the estimation of the intention of customers to reuse certain services.

Royal Jordanian implemented plans and programs in 2017 in order to keep expanding and demonstrating excellence in the aviation and air transport industry. The plans and programs allow the company to improve its air and ground services, and this has placed Royal Jordanian at a prominent position both locally and globally. Royal Jordanian has implemented strategies to ease the use of its customers of its online services and also retain the motivation of its customers to repurchase the tickets online, and this consequently leads to the increase of the company's profits, affecting the national economy as well[7].

In their study, [8]indicated the possibility of driving reuse intention (repurchasing) via the use and enhancement of Website usability. Relevantly in[9], content marketing affects Website traffic and website usability, while [10] found the impact of content marketing on reuse intention. The present study thus attempts to investigate the moderating role of content marketing on the relationship between the website usability and reuse intention.

II. Literature Reuse Intention

Reuse or continuance intention has been the subject of important theoretical progresses[11]. These include IS continuance ([12]; [13]; [14]; [15]; [16]; [17]), as well as post-adoption usage ([18];[19];[20]). In their study, [21] indicated that continuance intention echoes post-adoption behaviour and intention to continue with the utilization of an information system. Reuse intention also refers as an intention to continually purchase products or services following the first purchase. [22] further added the link between reuse intention and a personal decision to recurrently purchase products and services from

similar business by taking into account their current situations.

It was mentioned in[23] and [24] that the decision to reuse an information system (IS) (of IS continuance usage) is akin to the decision to repurchase the products and services. This owes to the fact that the initial use of IS affects reuse decision. This study thus defines reuse intention as the level of willingness of user to buy again the “flying E-Tickets. Other factors that affect include ease of use purchasing system, customer's impression on the purchasing system, and their intention to recommend others to utilize the system as well.

Website usability

There are various items classifiable as website usability, including time, ubiquity, personalization and interactivity [25]. These four factors are known to exist in a good website design. It was further mentioned in [26] and [27] that website design professionals also make available a vast gamut of factors of website usability, and these include the factors of fun, user response rate, content quality, transaction processing time, ease of use, completeness, and so forth. Furthermore, if most of online transactions have favourable ending, there purchase intention will be high. [28] additionally suggested reinforcing the customer to continue utilizing the website.

Website usability has been found to be linked to both usage and speed. In this regard, speed is represented by waiting time and website delay. [29] reported the high linkage between website usability to the customer's attitude towards the image of the company. The factor of website usability is represented by several items which have been scrutinized since the past decade. Conversely, a study proposed different items representing website usability with distinct feature and scope. In measuring the effectiveness and efficiency of website usability,

the present study hence utilizes the breadth of product information and transaction processing ability as demonstrated in [30].

Content marketing

Also called ‘advertorials,’ content marketing comprises advertisements about a product or service, in newspaper, magazine, or website ([31]; [32]). Usually, publishers are paid by brands to generate such type of article, and this method is used by marketers in conveying information on certain product to the target consumers. Appropriate media is used in order that the content marketing could reach the intended group of people. For instance, content marketing published in business newspapers can target those with interest in economics, markets or financial products. Meanwhile, the method of storytelling can allow brands to connect with target consumers. Somehow, storytelling cannot be executed through the conventional print advertising methods (e.g., magazines, newspapers), and neither it is possible to execute on websites.

Through content marketing, details can be provided, allowing consumers to understand the product much deeper. In general, the agents of advertising or the actual firms are those that generate the actual content. There are various methods and media of content marketing as the use of the Internet is extensive. Online content marketing generally has an educational component and it needs to be attractively presented across the Internet in order that the audience can easily capture and understand the content. Hence, online content marketing has greater effectiveness when compared to the traditional advertisements ([33][34]; [35]).

[36] reported that it is undesirable to conceal content marketing, while the independence of news media fosters trust among people. In addition to media experts of company or

broadcasters, blogger and Internet celebrity content which are a form of content marketing, can increase the customer’s perceived value of the products, also content marketing posted on an e-commerce platform eases the customer’s shopping efforts as it provides customers with valuable data on a product or service and on how to utilize the site.

Within the context of this study, content marketing perception follows [35] and [36], whereby consumer is acclimatized with the product through the provision of information on the benefits of the product. Also, the consumer is provided with information on how to utilize the tools of the organization's sites. All of these are for establishing powerful marketing content.

III. The relationship between (Website usability, Content marketing, Reuse Intention)

The relationship between Website usability and reuse intention (purchasing) has been examined by various studies with various conclusions. For instance, [37], [38], [8] and [39] concluded a positive link between Website usability and reuse intention (repurchasing), while [40] and [41] reported the negative impact of complexity of website usage on reuse intention.

The impact of content marketing on Website traffic and website usability was reported in [9], while the impact of content marketing on reuse intention was found in [10]. Furthermore, as past studies have presented inconclusive findings, and in line with [42] and [36], this study proposes the use of moderating variable to resolve the inconsistency of relationship between the predictors and the dependent variables. In this study, Content marketing has been chosen as moderator between Website usability and Reuse Intention. Hence, the following hypotheses are presented:

H1: Website usability has a positive impact on Reuse Intention.

H2: Content marketing moderates the relationship between Website usability and Reuse Intention

IV. Methodology

This descriptive paper provides a depiction of pertinent conditions and phenomena, followed by a process of decision-making. Next, hypotheses are formulated and tested. Accordingly, the data were obtained through questionnaires distributed to airline passengers at the airport, and these passengers were those who purchased e-tickets. The respondents were obtained through convenience sampling technique. There were four sections in the questionnaire, with the first one containing items on the respondent's personal and demographic information (i.e., age, gender, status and education), followed by a section containing six items on website usability based on the models presented in [43]. The third section contains five items on content marketing based on [35] and [36], while the fourth and last section comprises three items that represent the construct of reuse intention based on [44].

The items in sections 2, 3 and four are equipped with 5-point Likert scales. Also, the items were all amended in order to fit with the study purposes. Prior to the actual data collection, external academics were sought to evaluate and validate the questionnaire. Then, the internal consistency of the questionnaire was determined using the Cronbach alpha, and the results were as follows: website usability = 0.91; content marketing = 0.84; reuse intention = 0.81. All of the obtained values affirmed the reliability and validity of the questionnaire. Also, the sample size must follow the power of analysis, through which a minimum sample size for the study is encompassed in accordance with the model's complexity.

In this study, 68 was determined as the minimum sample size, based on [45]. Also, this study included two predictors from the research framework with medium effect [46]. Then, following the suggestion in [47] where proposed using sample size that is larger than 100 in order to assure accurate results, this study distributed 300 questionnaires to the respondents. The model was analysed using partial least squares method run with Smart PLS 3.0 software.

V. Result

From the 300 questionnaires distributed, 245 were returned, and from the 245 returned questionnaires, 216 were usable because 29 were excluded as they were incomplete.

Moderating Analysis Approach

Partial least squares method was used in data analysis. This method shows a number of approaches in analysing the potential interaction term (moderator). Product indicator approach with reflective indicators is one of the approaches. Notably, this approach has weak statistical potency. Another approach is two-stage approach with formative indicators but this limitation not mandatory [48]. [49] and [50] relevantly proposed the use of two-stage method, considering that this study attempted to affirm the significance level of the moderation effect.

A two-stage method was hence employed in this study in analysing the moderator through the present reflective constructs and indicators. This will eradicate the issue related to the approach of product indicator, that is, weak statistical power. As can be viewed in Figure 1, the first stage involved the extraction of convergent validity and discriminant validity (excluding the interaction term), followed by the second stage which involved the extraction of the structural model requirements (see Figure 2). The computation of product indicator associated with the second-stage analysis is based on [50], and it

exhibits the interaction term along with the predictor and moderator variables.

Measurement Model

This study included the main variables of website usability, reuse intention and content marketing as first-order constructs (reflective). Based on [51], in extracting the values of measurement model, repeated indicator approach was used via PLS. Accordingly, the convergent validity and

discriminant validity were used in evaluating the measurement model. In convergent validity evaluation, composite reliability, average variance extract (AVE) and factor loading were analysed. The results (see Figure 1 and Table 1) show that, aside from CON 1 that were taken out for its insufficient loading value (less than 0.6), each item's loading was higher than 0.6; AVE figures were higher than 0.5, while CR figures were higher than the value of 0.7.

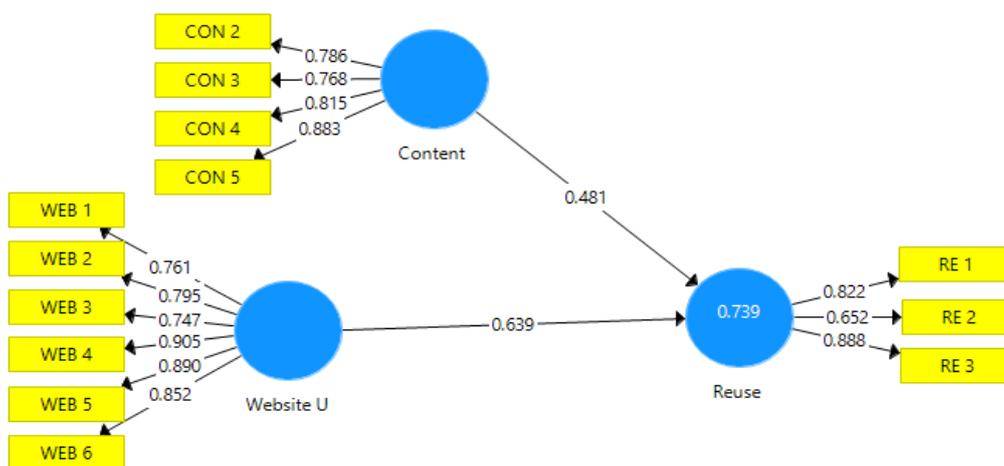


Fig 1. The Measurement Model

Table 1: Measurement model

First order Construct	Items	Factor loading	CR	AVE
Website U	Web 1	0.761	0.930	0.680
	Web 2	0.795		
	Web 3	0.747		
	Web 4	0.905		
	Web 5	0.890		
	Web 6	0.825		
Content marketing	Con 1	0.557	0.890	0.660
	Con 2	0.786		

	Con 3	0.768		
	Con 4	0.815		
	Con 5	0.883		
Reuse intention	Re1	0.822	0.830	0.630
	Re 2	0.652		
	Re3	0.888		

This study employed HTMT in measuring the model’s discriminant validity, as demonstrated in [52] where HTMT construct values were less than 0.90 -the values fell in the range between 0.210

and 0.890, as can be observed in Table 2. As can be construed, each latent construct measurement was fully discriminant against each of the others [52].

Table 2: Discriminant validity (HTMT)

	Content	Reuse	Website U
Contentmarketing			
Reuse intention	0.700		
Website U	0.210	0.890	

Table 1 displays the analysis of convergent validity while Table 2 displays the analysis of discriminant validity of the measurement model. Both tables prove the reliability and validity of the

utilized scale of measurement in evaluating the constructs and their relative items in the CFA mode.

Structural Model

Based on [51], the evaluation of the structural model, R², beta, t-values through bootstrapping with a 1,000 resample, the predictive relevance

(Q²), (VIF) was performed. As displayed in Figure 2, evaluation was performed on social media interaction on the second-order construct.

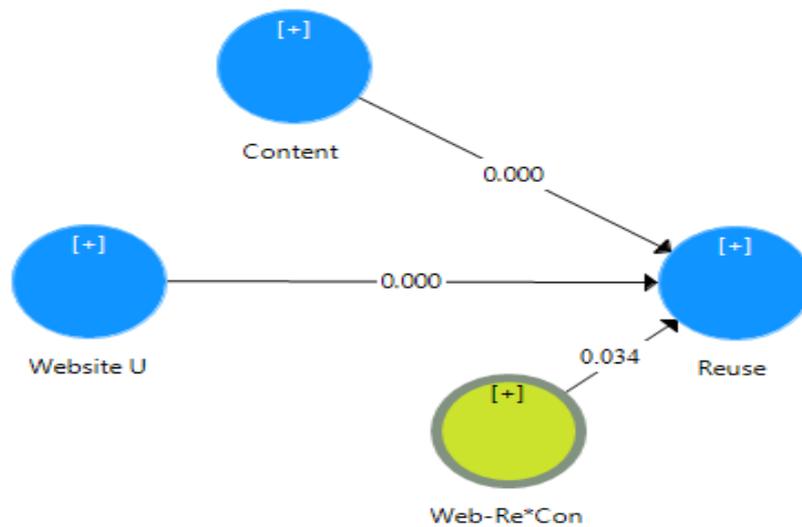


Fig2: Structural model.

As can be observed in Table 3, reuse intention (RE) achieved an R^2 value of 0.778 which means a 77.8% degree of variation in (Re). This value is within the cut-off value of 0.19 proposed by [53]. Hence, RE is clarified by its predictors. Meanwhile, Q^2 value of RE was 0.370. This denotes the relevance of the predictive model as proposed in [54]; it is expressively greater than zero. The model is therefore acceptable and has predictive relevance of high level. Further, the VIF values are 1.060 and 1.040, and these values are smaller than 5, in line with the recommendation of [51].

As displayed in Table 3, Reuse intention (RE) shows a positive impact by the Website

usability (Website U) predictor, and the obtained values are $\beta = 0.641$ and $p = 0.000 < 0.05$. Website U on RE (H1) is thus supported. In terms of H2 on the moderating effect of content marketing on the relationship between Website U and RE, the obtained values are: $\beta = 0.227$ and $p = 0.034 < 0.05$. As can be observed in Figure 3, the lines are not parallel. It has been proposed that the positive relationship between Website U and RE is strengthened by content marketing, along with the change happening in R^2 prior to the inclusion of the interaction effect of 0.734 as shown in Figure 1, and increased upon entering an interaction figure of 0.778. It appears that the relationship between Website U and RE is moderated, lending support for H2.

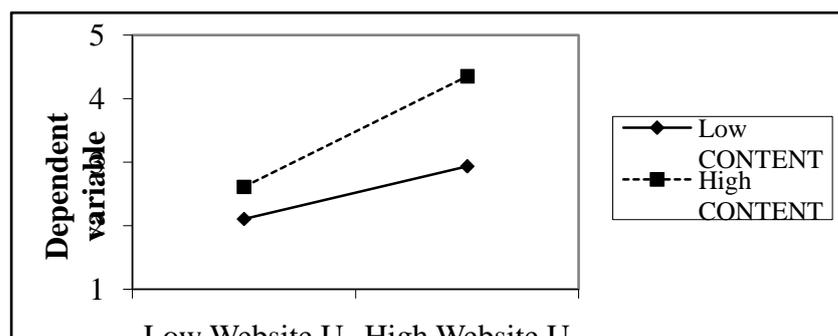


Fig3: Moderation Effect of Content on the Relationship between Website U and the (RE)

Table 3 Structural model.

	S. B	S, D	R2	Q2	VIF	F2	T-value	P Values
Website U > RE	0.641	0.143	0.778	0.370	1.060	0.063	4.482	0.000
Website U-Re*Con	0.227	0.121			1.040	0.039	1.876	0.034

VI. Conclusion and Future Work

This study is in line with [37] and [38] who reported the positive impact of website usability on customers' intentions, lending support to H1. In affecting the intent of customers toward reusing the online services and purchasing E-Tickets, Website usability is hence a crucial factor. Furthermore, effective website offers easy interaction and information processing, and an excellent range of choices of product and service. Meanwhile, customers can autonomously surf the website which will provide them with a sense of joy in surfing, and this increases their intention to reuse the website and repeat purchase.

In addition, in reinforcing the connection between website usability and their intention to reuse the services and repurchase the product, content marketing appears to affect. This supports H2. Content marketing shows a potential effect by strengthening the relationship between website usability and reuse intention by providing customer with ease of use of the website, which in turn will increase reuse intention of customers. In this context, the customers would repurchase the E-Tickets.

In essence, this study looks into the role of certain variables in evaluating the moderating influence of content marketing on website usability and intention to reuse among customers. For the purpose, Technology Acceptance Model (TAM) [55], and Theory of Planned Behaviour (TPB) [56] were utilized. PLS-SEM methods comprising a two-stage approach were used in analysing and interpreting the (reflective) moderating constructs.

Accordingly, this study has a number of recommendations for future works. Firstly, since this study was carried out in the context of Jordan, similar study should be carried out in other countries as well to allow comparison of results. Also, considering that this study looked into the moderating impact of content marketing in the process of decision-making of customers, other variables should be used as well, for instance, past experience of customers on the moderation process. Another point worth noting is the use of two-stage approach in this study in analysing the reflective constructs and indicators, which can also be used in other similar studies.

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