E-WOM and airline e-ticket purchasing intention: Mediating effect of online passenger trust

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CHRONICLE	ABSTRACT
	The continues growth of online network is visible and obvious which extend the impact of electronic word of mouth (E-WOM) on different online platforms that has dramatically increased. Subsequently consumer buying decision will be affected as well. Online trust is a significant factor here due to its role in influencing airline e-ticket purchasing intention. The purpose of this research is to investigate the role of online trust on mediating the relationship between e-WOM and airline e-ticket purchasing intention. The online research questionnaire survey technique was used in this research to examine the dimensions on E-WOM, online trust, and purchasing intention on airline e-ticket purchasing intention towards 311 respondents. Purposive sampling techniques was used in this research and structural equation modeling was used to test the research hypotheses. The study results confirm that E-WOM has an impact on online trust and airline e-ticket purchasing intention. The findings of this research provide valuable information to future researchers and airline companies' marketers and managers who employ on booking system, also it is useful for individuals to pay more attention on the credibility of E-WOM and whether or not they should trust the source.

1. Introduction

Online users nowadays have much more awareness when it comes to satisfying their needs in a timeless and costless way. Airline companies was one of the industries that kept up with technological revolution and shifted their business strategies to focus not only on offline market but also in improving their operational skills to enter the digital market by accepting online booking through websites or applications, giving a chance to let consumer choose their favorite seat online in order to give customers great convenience with the lowest prices, with different selection of several facilities such as extra legroom, preferred seats and emergency exit seats. E-booking system has come as one of the most comprehensive tools for the airline companies and acts as one-stop solution for achieving the sales goal of an airline company. E-WOM is an electronic form of WOM done by consumers to express their personal experience or emotions toward a specific product or organization via social media platforms/ agenda, also it can influence consumers' behaviors (Hennig-Thurau et al., 2004) internet treated the world as a small village with no boundaries, increased connectivity, so the E-WOM is not tied when it comes to reaching people because it definitely expanded our scope/range. Unlike traditional WOM competency/capability/capacity, it reaches a very small division comparing to E-WOM. As a result, the outcomes of E-WOM will be enormously different and here we can notice the strength of it (Hennig-Thurau et al., 2004; Cheung & Thadani, 2010). Consumer buying decision is affected by many various factors especially when it comes to online purchasing because one of the unfavorable aspects of online marketing is the intangibility of products which decrease instant trust because some consumers like to see and feel the item to tell if it's good or bad. One of the ways consumer rely on is the reviews and other people's experience which impact their buying decision (Khammash, 2008; Abuhashesh et al., 2019a).

We take a look at how e-booking is impacted by several variables that can reduce or increase buying decision of customers. E-WOM that users seek for when attempting to make a purchase online play a major role in affecting positively or negatively (Abuhashesh et al., 2019b). E-WOM is searched for by consumer to get knowledge and gain information about certain booking. Therefore, this research was established to improve the relationship between airline companies with their target passengers through E-WOM. As a result, this study has been conducted to answer the following questions.

1- *How could e-WOM affect purchasing intention of airline e-ticket purchasing intention?*
2- *How could e-WOM affect airline e-ticket purchasing intention mediating by passenger online trust?*

This research seeks to make an original contribution by highlighting the most significant elements influencing passenger online trust on airline e-booking. This research will contribute in understanding customer moves and how business owners can gain their trust through indirect contact. The research highlights main variables affecting airline e-ticket purchasing intention which are source credibility, source expertise, source trustworthiness, tie relation strength, source similarity, source quality and source quantity.

2. Literature Review

2.1 E-WOM Determinants

Both WOM and E-WOM have their sturdy influence and there are several factors that make it more effective (Sweeney et al., 2008; Lin et al., 2013). Traditional WOM influence vary from E-WOM (Bansal & Voyer, 2000; López & Sicilia, 2011) but we can see that E-WOM effect is much powerful or we can say E-WOM influence capability is greater than traditional WOM. Here are some variables to compare between WOM and E-WOM such as information source, interaction process in passing the information in traditional WOM (Sweeney et al., 2008) affects attitude because the passer knows he/she is being recognized to the public so it might be hard on people sometimes to tell the full story and be honest hundred percent. On the other hand, E-WOM source of information is completely unknown/anonymous people this way would express themselves better, receivers will relate more to E-WOM because it is trustworthy, since they represent independent voices with no barriers from being genuine/authentic. Another character is receiver knowledge or experience, studies showed receiver expertise has a negative influence on E-WOM effectiveness, and other declared its positive influence. In general, with the technological advance people are getting more empowered, their potentials are growing. The capacity of WOM to work inside a consumer circle become visible when the power of social connection is strong between shoppers and by how identical or diverse their background, surroundings and preferences (Nam et al., 2019). The research likewise considers the attributes that are identified with the correspondence procedure as defined of E-WOM impact. Consequently, two important WOM characteristics were analyzed valence and volume (López & Sicilia, 2014) are going to be scrutinized. The ideas of valence are to catch the data, for example regardless of whether it is favorable or un favorable. Also, volume alludes to the quantity of posted messages (Rashedi & Siahi, 2020). These factors have typically been concentrated utilizing target information, consequently giving uncertain outcomes. A few examinations have indicated that positive E-WOM valence impacts on item deals while different researchers have discovered no proof for this connection (López & Sicilia, 2014). E-WOM is increasingly significant in the hospitality industry due to the product kinds (Sweeney, 2014). Additionally, researches assort products into complex or less complex, tangible or intangible, high risk or low risk merchandise (Litvin et al., 2008; Adjei et al., 2010; Karimi, 2013). For the purpose of this study, we have developed the following main hypothesis

H1: *There is a significant positive relationship between E-WOM and airline e-ticket purchasing intention.*

2.1.1 Perceived Source Credibility

Researches declared that consumer before making any decision regarding to WOM they must inspect the source of information, its accuracy and whether or not they can rely on it (Cheung & Thadani, 2012). Also, source of credibility has an impact on correspondence (Akyüz, 2013). Consequently, source of credibility affects receiver perfection in making a decision during reviewing the WOM. Source of credibility is when recipient's perception of the source of the message is trustworthy (Chaiken, 1980; Park et al., 2011). Ayeh et al., (2013) mentioned that credibility is one's capability of being trustworthy and authentic. The idea was implied in various cases to several elements as individuals, media, data, and technology (Ayeh et al., 2013; Pham & Ahammad, 2017). Different terms and attributes were out to measure the source credibility as shown in previous studies like source, source trustworthiness, reviewer quality, reviewer reputation and sort of recommendation source. E-WOM can face some obstacles regarding to source of credibility specially in tourism and hospitality industry (Ayeh et al., 2013; López & Sicilia, 2014). Some people have little knowledge when it comes to social media scamming, they're not aware of paid commercials, they view all other networkers as being alike (Vermeulen & Seegers, 2009) what's different between WOM and E-WOM is the kind of connections, in E-WOM we're getting a feedback from random users we didn't even see, unlike traditional WOM, there's a strong bond between consumers (Cheung & Thadani, 2010) manipulation level would likely be very high because any online review may have been written by a wildly manipulated consumers (Litvin et al., 2008). Two attributes used to explain and depict source credibility which are source expertise and source trustworthiness. These factors determine credibility of sources (Wu, 2013; López & Sicilia, 2014). Therefore, based on the above literature it is hypothesized that:

H1a: *Perceived source credibility has a positive impact on airline e-ticket purchasing intention.*

2.1.2 Source Expertise

According to Ruiterkamp (2013) source expertise is the perceived ability of the source to make true claim. In another word how knowledgeable and accurate is the transmitter concerning the information given about a topic. Also, expertise is the ability to perform a task that is related to a product at high level of success (Wangenheim & Bayón, 2004). Research showed relevancy and expertise of the source impact consumer behavior (Sweeney et al., 2008). Consumer perceive information from expertise is likely to be more credible and trustworthy (Wu, 2013) and also explained expertise as "the ability to perform product related tasks successfully". Studies show consumer behavior is affected from source expertise (De Bruyn & Lilien, 2008; Albourini et al.,2020). Analyst who is specialist in a specific field ought to reveal more information with reference to particular product to gain people's trust. Moreover, the greater the knowledge is, the more qualify it can be seen in the eyes of receiver, which leads to persuade people faster (Ruiterkamp, 2013) and it expressed that, in situations where we have no clue or experience about specific product or service but other does we will most likely depend on his/her assessment and state his/her as a specialist (Sparks & Browning, 2011; Wu, 2013). Complexity can be found in a product or service as in hospitality services, intangibility often create high risk for prospects so they will depend on a surrogate to help them in their buying process (Ismagilova et al., 2020). Based on the literature discussed, we have generated the following hypothesis:

H1b: *Perceived source expertise has a positive impact on airline e-ticket purchasing intention.*

2.1.3 Source Trustworthiness

Source Trustworthiness Refers to "message source's perceived motivation to provide accurate and truthful information"; in addition, trustworthiness is a statement that is believed to be genuine (Cheung & Thadani, 2012; Rashedi & Siahi, 2020). Moorman et al. (1993) also defined as "*a* willingness to rely on an exchange partner in whom one has confidence". Trust is required when it comes to satisfying customer (Tseng & Hsu, 2010) and it plays a major role in letting consumer having thoughts about what they are expecting because trusting someone means relying on them without having any doubts or second opinion (Fan & Miao, 2012; Menkveld, 2013) as much as the digital world bring people together but at the same time we cannot actually meet them in person, neither when we make a purchase no when we feel the item could lead to lower level of trust (Chu & Kim, 2011; Braojos et al., 2019). Studies have proposed that trust is an important part while swapping information. It concludes that it is very necessary to build a strong trusting tie between airline companies and passengers as it affects their buying decision highly. For the purposes of this study; this hypothesis was developed:

H1c: *Perceived source trustworthiness has a positive impact on airline e-ticket purchasing intention.*

2.1.4 Tie Relation strength

Traditional WOM channels of information exchange come from close surroundings such as friends and family which by default there is a strong tie of relationship between them (Brown et al., 2007; Handarkho, 2020). According to Steffes and Burgee (2009) social tie is the degree of relationship between two individuals in the society. In addition, social tie can be defined as the bond between two or more members of a network (Mittal et al., 2008). When we ask people about what kind of relationship they have with a particular person, the answer won't be the same for all of them, they assess the bond based on each one's value and worth. Chu and Kim (2011) expressed that household and friends social tie are categorized as sturdy ties. Mostly they consider to be the closest to individual's social circle and can give genuine and sentimental backup. In opposition, weak ties are regularly and less close and impersonal (Han & Chen, 2018). In situation where we want to purchase a cell phone for example we would likely to hear a friend's counsel and take it, rather than listening to a random person guidance (López & Sicilia, 2014). There's a significant vary of affection in information exchange when the tie is strong, receiver will be more open are likely to take the advice, unlike weak ties affect information flow negatively because of weak distance between transmitter and receiver. For the purposes of the current study, a research hypothesis was formulated:

H1d: *Tie strength has a positive impact on airline e-ticket purchasing intention.*

2.1.5 Source similarity/ homophily

There are several definitions of source similarity or what they call it in a different word homophily. Also, it can be described as the similarities between two people's likes, values, experience, and dislikes (De Bruyn & Lilien, 2008). On the other hand, it can refer to the degree of individuals similarity in certain attributes (Wangenheim & Bayón, 2004). Individuals are likely to communicate with those who have similar personality, that is why the study comes to conclusion that interpersonal communications mostly happen with people who have similar interests (Gfrerer & Pokrywka, 2012). Furthermore, Wu, (2013) said that what encourage customers towards greater level of trust, interpersonal interaction and understanding is the similarities between them than what we expect of dissimilar people. On the other hand, one of the hypotheses of social comparison tends to compare the individual's attitudes and capabilities with others (Wangenheim & Bayón, 2004; Yahia et al., 2018; Beyari & Abareshi, 2019). Also, Cheng (2011) stated that people usually have similar needs and prefer similar choices. Online consumers can select their own communities and what are looking for in social media by sharing it with other online communities or social media regardless of the anonymous of internet users.

Wang et al. (2008) show that age and education play major role in character demographic that influence the process of online discussion group and website. In addition to that, Fan and Miao (2012) suggest that similarity increases E-WOM influence and trust. Furthermore, the level of confirmation/disconfirmation between who share E-WOM and who receive it from consumer might affect the product or the online services level of increasing or decreasing to show the positive impact of E-WOM on consumer decision while purchasing online (Filieri & McLeay, 2014; Filieri et al., 2018). Based on the above discussion, it is hypothesized that:

H1e: *Source similarity has a positive impact on airline e-ticket purchasing intention.*

2.1.6 Source Quality

Enormous amount of data and information can be found online because they are widely distributed through social network which means consumers must weigh the reliability of sources to define its quality (Ahn & Sura, 2020). Having the right trusted source matter to the receiver since it determines whether he/she is going to believe it or not. There is still a critical need for a methodology that assesses how well organizations share and manage information concerning their serving (Kahn et al., 2002). Popular opinions can affect positively customer's buying intention and overall brand estimation (Ruiterkamp, 2013). Therefore, it is hypothesized that:

H1f: *Perceived Source quality has a positive impact on airline e-ticket purchasing intention.*

2.1.7 Source Quantity

López and Sicilia (2014) defined volume as the number of posted messages that customers found about a certain product. Studies showed a connection between volume of E-WOM consumer gain online. Studies showed that the amount of information customer obtain from E-WOM is associated significantly with its impact on consumer buying decision (Blal & Sturman, 2014; Zahratu & Hurriyati, 2020). Popularity and volume are two substantial factors to scale the quality of E-WOM which impact customer buying decision. The larger the volume of E-WOM obtained online or the customer is expanding to, the more likely they will recall the brand. A high volume of E-WOM reflect number of buyers with earlier obtaining experience, also high volume implies more individuals have self-purportedly experienced it (López & Sicilia, 2014). Based on the above literature, we hypothesized that:

H1f *Perceived Source quality has a positive impact on airline e-ticket purchasing intention.*

2.2 Online Trust

Online trust occurs when people believe and rely on each other, absence of trust affects negatively especially when we are talking about buyer-seller relationship. Online trust is an attitude of online service user who placed his/her credence in somebody or service provider that offers services via the online purchasing, with the hope that he/she will receive the service purchased in accordance with the promised expectation (Seo et al., 2020). Many consumers are skeptical or suspicious about the functional mechanisms of electronic commerce. Trust is an integrity that must be passed from the buyer to seller and Vis versa, it's an essential part in every buyer seller agreement. Trusting each other facilitates long term relationship on the other hand lacking trust will cause relationship deterioration. Consumers have to believe that the other party they're communicating which is reliable and trustworthy. Dishonesty can cause emotional harm and lead to getting offended. Ladhari and Michaud (2015), Syafaruddin et al. (2016), state that the form of e-WOM communication effect on trust is positive and significant which means that increasing of e-WOM will also affect in increasing consumers' trust to shop online. Warkey and Wardana (2019) analyzed the influence of website quality and e-WOM on purchase decisions through online trust on travel ticket sites and online hotel reservations in Indonesia. Mansour et al. (2014) concluded that regarding the consequences of online trust found that there was a direct impact of online trust on online purchase intentions. In contrast, many studies found a surprising result that online trust had no significant effect on purchase intentions (Everard & Galleta, 2005; Ling et al., 2011; Chang & Chen, 2008). For the purposes of the current study; this hypothesis was developed:

H2: *Online trust is mediating the impact of e-WOM and airline e-ticket purchasing intention.*

2.3 Airline e-ticket purchasing intention

According to Sam and Tahir (2009), online purchase intention is the probability that customer is willing to purchase a product. Also, other studies have defined purchase intention as the prediction of actual customers' buying behavior. Thus, companies can use customers' prediction as a guidance tools to anticipate actual customers' purchase behaviors (Abdul-Muhmin, 2010; Thongpapanl & Ashraf, 201; Yin-Fah et al., 2011). In addition, marketers can consider purchase intention as part of customers' cognitive behaviors that can cause a brand to be customers' top choice for selection (Huang & Su, 2011). Furthermore, purchase intention in the digital context refers to situations where customers getting involve in online transaction (Zaki & Rodríguez, 2020). Besides, it refers on the desire that customers can make a purchase on company's website (Ku, 2012).

Also, it can be defined as customers' readiness to undertake online transactions (Wu & Hsu, 2010). It should be mentioned that the positive outcomes refer to customers' criteria assessment about website quality, information search and product evaluation (Abdul-Muhmin, 2010). Based on Zarrad and Debabi (2012) online purchase intention will be formed, when customer considers the usage of internet as an additional advantage that can give a positive outcome. In summary we can briefly point out the effectiveness of E-WOM from different several components on e-commerce which are source credibility, Source Expertise Source Trustworthiness, Tie Relation Strength, Source Similarity, Source Quality and Source Quantity. Online consumers can relate to those factors as our statistics shows. Online retailers should pay more attention to what is being written about them electronically to clarify their position and understand customer perspective. Online reviewers who had past experience with Airline Company impact other prospect customers through e-WOM.

3. Research Framework

Based on the hypotheses mentioned above, the conceptual model was developed and shown in Fig. 1. The model depicts the impact of E-WOM on airline e-ticket purchasing intention and online trust as mediating effect.
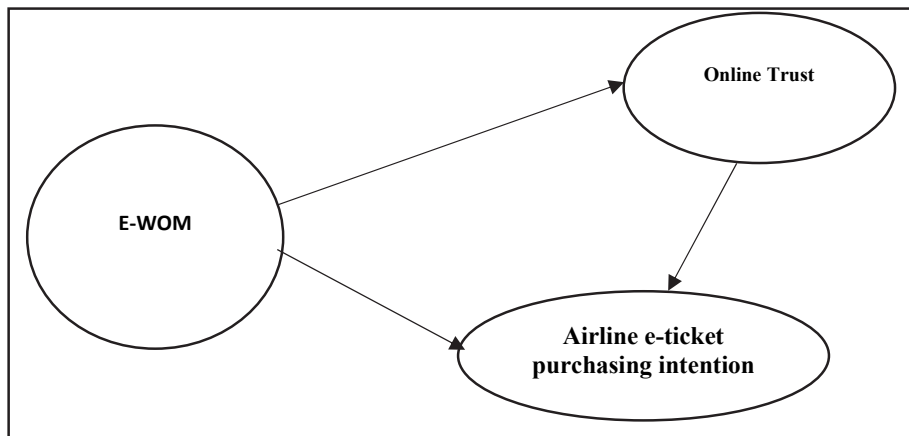

Fig. 1. Conceptual Model

The conceptual framework in the current research is built on the different previous studies (Adapted from Luo et al., 2013; Lin et al., 2013; Wu, 2013; Cheung et al. 2008; Park et al. 2007; Doney and Cannon. 1997; Chiu et al. 2012; Yaylı & Bayram, 2012) as shown in Table 1. Independent variables are clarified as factors of the E-WOM dimensions: perceived source credibility, source expertise, source trustworthiness, tie relation strength, source similarity, source quality and source quantity, and a dependent variable represented by airline e-ticket purchasing intention and a mediating variable represented by passenger online trust.

To examine the research hypotheses, the researchers addressed the variables through an extensive literature review.

4. Methodology

4.1 Data Collection

The population of this study consists of Jordanian and non-Jordanian airlines passengers, during the time period November-December 2019. A random sampling technique was used in this research. Data was collected through a web-based survey. The survey was posted online for two weeks and retrieved 311 valid questionnaires responses among Jordanian. An English-language questionnaire was published on social media platform through Facebook, also we sent privately to some respondents on messenger.

4.2 Measures

The English-language questionnaire contains five-point Likert-type scales, anchored by 1 = 'strongly disagree' and 5 = 'strongly agree'. For the study we distributed survey questionnaire that consisted of 31 questions for each of the seven variables we assigned 3-4 questions, out of the 31 questions 26 were measured using the Likert scale. However, the first 5 questions where multiple-choice questions that were demographic based (Age, gender, nationality, education level, monthly income and traveling frequency). The researchers conducted some tests before testing the study hypotheses. To ensure the acceptability of the data for the analysis of the assumption regression, it was concluded that there is no high connection between the independent multicollinearity variables using the Variance Inflation Factor (VIF) and Test Acceptance for each variable of the study variance inflation factor (10) and that the tolerance value exceeds (0.05).

Table 1
Results of Variance Inflation Factor, Tolerance

Tolerance	VIF	Independent Variables	No.	Tolerance	VIF	Independent Variables	No.
0.505	1.98	Source credibility	1	0.445	2.24	Source similarity	5
0.445	2.24	Source expertise	2	0.381	2.66	Source quantity	6
0.381	2.66	Source trustworthiness	3	0.421	2.1	Source quality	7
0.505	1.98	Tie (relationship) strength	4				

Marked from the results listed in Table 1, the independent variables do not show multicollinearity, confirming that the dimensional values of the Variance Inflation Factor (2.24, 2.66 and 1.98) are less than (10), respectively. As can be seen, the tolerance values are higher than (0.05) (0.445, 0.381, and 0.505). This is an indication that Multicollinearity does not exist between the independent variables.

5. Descriptive Analyses of Demographic Characteristics

The descriptive analysis shows all respondents' main characteristics as 311 respondents to describe the frequencies of all response gathered from demographic characteristics, namely gender, nationality, age, educational level, monthly income and travel frequency (per year).

Table 2
Demographic Characteristics

	Frequency	Percentage		Frequency	Percentage
Age			**Educational Level**		
Less than 25	77	24.7%	Diploma	16	5.1%
25 – 35	87	27.9%	Bachelor's Degree	206	66.2%
36 – 45	94	30.2%	Postgraduate Degree	89	28.6%
More than 45	55	17.6%			
Total	**311**	**100%**	**Total**	**311**	**100%**
Gender			**Nationality**		
Female	131	42.1%	Jordanians	291	93.5%
Male	180	57.8%	Non-Jordanians	20	6.4%
Total	**311**	**100%**	**Total**	**311**	**100%**
Monthly Income			**Travelling Frequency**		
Less than 700	13	4.1%	Once	106	34%
700 – 1200	78	25%	Twice	104	33.4%
1201 – 1700	102	32.7%	Three Times	77	24.7%
1701 – 2200	77	24.7%	More Than Three Times	24	7.7%
2201 – 2700	27	8.6%	**Total**	**311**	**100%**
More than 2700	14	4.5%			
Total	**311**	**100%**			

Table 2 illustrates the age of the respondents. The age of the sample's largest group was from (36-45) years of age with a percentage of 30.2%. The second largest group (25-35) was 27.9 percent years old. The third largest group was (less than 24) years old with 24.7 %. The smallest group was aged (more than 45) with 17.6 per cent. Table 2 shows the respondents' gender. The sample of study includes 131 Female with a 42.1% percentage and 180 males with 57.8 percentage. Table 2 shows the nationality of the respondent. The study sample consists of 291 Jordanians with 93.5 percent and 20 non-Jordanians with 6.4 percent. The educational levels of the respondents. The most common educational level for respondents was reported as a 66.2% bachelor. The second most frequent level 89 with a percentage of 28.6% percent was reported as a graduate. While the third group of respondents was reported as a diploma with a percentage of 5.1% in terms of education level 16. The most common level of monthly income of respondents was reported as 102 (1201-1700) with 32.7% %. The second most frequently reported level of monthly income for respondents was 78 (700-1200 JD) with a percentage of 25 %. While a percentage of 24.7 percent was reported as the third largest group of respondents (1701-2200 JD). The fourth most common level 27 of the respondent's monthly income was reported as (2201-2700 JD) with 8.6 %, The lowest common level of monthly income of respondents was reported as (less than JD) refers to 13 with 4.1 %. The most common level of traveling frequency of respondents was reported as (Once) with a 34%. The second largest group was (two times) with 33.4%. The third largest group was (Three Times) with a 24.7% ratio. The smallest group was (more than three times) with the percentage of 7.7%.

6. Descriptive Analysis

6.1 Means and Standard Deviation

Deviations variables measured in this study were considered to evoke the definition of several data amounts, descriptive information, mean, standard deviations, severity, and rank. Five possible responses were included in the scale of independent, dependent and mediating variables: 1: Strongly disagree-5: Strongly agree in this research to assess dimension perception. The level sort is considered as: [(5-1)/3= 1.33], giving the three-level ranges: low (1.00 –2.33), medium (2.34 –3.66) and high (3.67 –5.00).

The mean score of the total e-WOM variable is 3.42 with a standard deviation of 0.616 while the descriptive data is as follows for e-WOM dimensions. All dimensions are medium except source expertise is high (3.70).

Table 3
Means and standard deviations of E-WOM dimensions

No	Dimensions	Mean	SD	Importance	Rank
1	Source credibility	3.54	0.785	Medium	3
2	Source expertise	3.70	0.579	High	1
3	Source trustworthiness	3.31	0.792	Medium	7
4	Tie (relationship) strength	3.62	0.785	Medium	2
5	Source similarity	3.43	0.579	Medium	6
6	Source quantity	3.53	0.792	Medium	4
7	Source quality	3.51	0.765	Medium	5
	E-WOM	3.42	0.616	Medium	
8	Online trust	3.81	1.165	High	
9	airline e-ticket purchasing intention	3.32	1.123	Medium	

6.2 Testing hypotheses

To know whether the hypotheses of this research are accepted or not, the research was based on multiple linear regressions. Significance is also used in this research to detect if the hypotheses are accepted or not with a percentage not exceeding 0.05 in order to approve the substitution hypotheses and refuse the void ones since the researchers applied the coefficient of determination value (R^2) to illustrate the preciseness in explaining the dependent variable responding to each independent variable. A principle states that if the Significance's value ($p < 0.05$) is not exceeding 0.05, the hypotheses "H" is accepted. Multiple Linear regressions were used to verify the first hypothesis of the current research (table 4) as follows.

Table 4
The Results of the first Hypothesis

Hypotheses	Coefficient (β)	T-value	Sig. T. Level	R^2	Decision
Source credibility → airline e-ticket purchasing intention	0.286	2.382	$P \leq 0.05$ = 0.018		Accept
Source expertise → airline e-ticket purchasing intention	0.315	3.906	$P \leq 0.05$ = 0.000		Accept
Trustworthiness → airline e-ticket purchasing intention	0.324	2.954	$P \leq 0.05$ = 0.001		Accept
Tie (relationship) strength → airline e-ticket purchasing intention	0.093	1.261	$P \geq 0.05$ = 0.209	**0.320**	Accept
Similarity/Hemophily → airline e-ticket purchasing intention	0.192	1.399	$P \geq 0.05$ = 0.012		Accept
Source quantity → airline e-ticket purchasing intention	0.315	3.906	$P \leq 0.05$ = 0.018		Accept
Source quality → airline e-ticket purchasing intention	0.207	1.399	$P \leq 0.05$ = 0.001		Accept
E-WOM → airline e-ticket purchasing intention	**Sig. F = 0.000**		**F-value = 17.970**		Accept

Table 4 shows obviously the outcomes of multiple regressions of E-WOM dimensions and the way it can affect airline e-ticket purchasing intention as a dependent variable as follows:

H1a: Perceived source credibility has a positive impact on airline e-ticket purchasing intention at the level of <0.05. The findings provide support for this hypothesis (β=0.286; Sig= p < 0.05, = 0.018), thus the hypothesis is accepted. This means that if applied of source credibility, then airline e-ticket purchasing intention will increase.
H1b: Source expertise has a positive impact on airline e-ticket purchasing intention at the level of <0.05. The findings provide support for this hypothesis (β=0.315; Sig= p < 0.05, = 0.000), thus the hypothesis is accepted. This means that if applied of source expertise, then airline e-ticket purchasing intention will increase.
H1c: Trustworthiness has a positive impact on airline e-ticket purchasing intention at the level of <0.05. The findings provide support for this hypothesis (β=0.324; Sig= p < 0.05, = 0.001), thus the hypothesis is accepted. This means that if applied of trustworthiness, then airline e-ticket purchasing intention will increase.
H1d: Source similarity/ homophily has a positive impact on airline e-ticket purchasing intention at the level of <0.05. The findings provide support for this hypothesis (β=0.192; Sig= p < 0.05, = 0.012), thus the hypothesis is accepted. This means that if applied of source similarity/ homophily, then airline e-ticket purchasing intention will increase.
H1e: Quantity has a positive impact on airline e-ticket purchasing intention at the level of <0.05. The findings provide support for this hypothesis (β=0.315; Sig= p < 0.05, = 0.018), thus the hypothesis is accepted. This means that if applied of quantity, then airline e-ticket purchasing intention will increase.
H1f: Quality has a positive impact on airline e-ticket purchasing intention at the level of <0.05. The findings provide support for this hypothesis (β=0.207; Sig= p < 0.05, = 0.001), thus the hypothesis is accepted. This means that if applied of quality, then airline e-ticket purchasing intention will increase.

H1: e-WOM has a positive impact on airline e-ticket purchasing intention at the level of <0.05. The findings provide support for this hypothesis (Sig. F = 0.000), thus the hypothesis is accepted. This means that if applied E-WOM dimensions, then e-booking will increase.

Also, besides that this table number (4) shows the R^2 rate is (0.320) which points to the precision in airline e-ticket purchasing intention that relies on E-WOM (Source credibility, Source expertise, Source trustworthiness, Tie(relationship) strength, similarity/ hemophily, Source quantity, and Source quality), this value is good and reliable in the process of interpretation and prediction.

Table 5
The Results of the second Hypothesis

EWOM →airline e-ticket purchasing intention					
Direct Effect	**Path Coefficients**	**F²**	**P-value**	**R²**	**Decision**
	0.561	Substantial effect	P < 0.05 = 0.000	**0.315**	Accept
E-WOM → Trust → e-booking					
Mediated Effect	**Path Coefficients**	**F²**	**P-value**	**R²**	**Decision**
	0.35	Moderate effect	P > 0.05 = 0.009	**0.314**	Accepted

R^2: 0.51= Strong; 0.33= Moderate; 0.20= Weak
Effect size: 0.02 = Small effect; 0.15 = Moderate effect; 0.35 = Substantial effect

Table 5 shows obviously the outcomes of Path Analysis of trust mediated the effect between E-WOM and making as follows:

H2: Trust is mediating the impact of e-WOM and airline e-ticket purchasing intention. Noted from the table above that E-WOM affects e-booking at (β = 0561; p < 0.05, = 0.000), and with insert the mediated variable (online trust) the positively affect has appeared become a positively affect and statistically significant (β = 0.35; p < 0.05, = 0.009) which mean that trust mediated the effect between E-WOM dimensions and e-booking, thus the hypothesis is accepted. Hence, trust variable can be judged as mediated the relationship between E-WOM and airline e-ticket purchasing intention.

7. Discussion of results

There are seven hypotheses proposed in this research. The seven hypotheses tested and all were found supported. There are seven major determinants. Source credibility is positively associated with role of trust on e-booking. Customers are searching for information everywhere and there are tons of data displayed online but which one is more reliable and believable. The source must be credible to allow the receiver to accept it and trust the source its coming from. So, we can tell how much the source of credibility affects receiver perfection in making a decision during reviewing the WOM (Menkveld, 2013; Sweeney et al., 2008). For example, the source will be more credible should a family member or friend were to use e booking for purchasing airline tickets previously and recommended e-booking for future purchases.

Source expertise

Number of comments and feedback online is extremely huge, E-WOM can sometimes be misleading since its written by unknown person or strange source that might be deceptive, posting random opinions without having a clue about the topic. The development of transportation has opened a door for all airline companies to enhance consumer buying process by facilitating online methods to purchase tickets but with impact of E-WOM, more effort must be used to minimize and utilize the unsatisfied customers. Literatures suggested that expertise of the source would affect the consumers' attitudes (De Bruyn & Lilien, 2008; Sweeney et al., 2008; Wu, 2013).

Source trustworthiness

Trust is essential between any relationships with common shared interests. Gaining customer trust on e-booking is not easy because of indirect communication. Prospects might be affected by hidden variables to seller, that's why e-booking is impacted by consumer confidence. The deeper the relationship the more it will be trusted, it plays a major role in letting consumer having thoughts about what they are expecting because trusting someone means relying on them without having any doubts or second opinion (Fan & Miao, 2012; Menkveld, 2013).

Tie relationship

Tie reflects a bond shared with two parties or more, each give value and status to the other. A strong buyer-seller relationship is required to hold and keep sturdy tie. This theory is applied also on visual users. A negative E-WOM read by online customer who has strong tie relationship with company will automatically erase and not consider it and vice versa. There's a 2736 significant vary of affection in information exchange when the tie is strong, receiver will be more open are likely to take the advice, unlike weak ties affect information flow negatively because of weak distance between transmitter and receiver (Chu & Kim, 2011; Fan & Miao, 2012; Pedersen et al., 2014).

Source similarity

People usually are more attracted to others who share similar values and experiences with, by default trust will occur due to similar minds of communication. In addition to that, Fan and Miao, (2012) suggest that similarity increase E-WOM influence and trust (Cheung et al., 2007). On social media similar thoughts tend to be more trusted.

Source quality

Consumers can sometimes determine the quality of E-WOM, for examples if its popular review formed by celebrity or well reputed person it is more likely to be credible than unknown source. Popular opinions can affect positively customer's buying intention and overall brand estimation (Ruiterkamp, 2013).

Source quantity

The volume of information customer obtains from E-WOM influence buying behavior. The more the customer is exposed to large quantity of E-WOM the more he/she fully cover unanswered questions they have. The larger the volume of E-WOM obtained online or the customer is expanded to, the more likely they will recall the brand (Litvin et al., 2008; Cheung and Thadani, 2012).

8. Conclusion

We cannot minimize or overlook the importance of E-WOM communication, people these days spend more time on their cell phone surfing the internet, interacting with anonymous users rather than talking to actual human-beings. Social media added more value to E-WOM, prospects are now more motivated to observe more about item they're purchasing to ensure their satisfaction specially from past users. The research primary target is to answer two research questions. First, how could E-WOM affect airline passengers' e-booking? Second, how could E-WOM affect airline passengers booking mediating by trust? Factors identified previously can both build up and encourage consumer intention to purchase or discourage it based on specific standers customer determine regarding to its need and demand. In result, airline companies who interact with their customers through social media networks are facing obstacles from keeping up with every customer online where there are millions of users but also gaining advantages if the word is spread positively. E-WOM matter can't be controlled efficiently easily it requires a full-time job to not let any mistake pass by.

8.1 Managerial implication

In the light of the previous results, the current study recommends that the airline managements, under the present circumstances, have to pay a special attention to the elements that encourage customers to book online. Based on our study, all variables were supported to our theory. Thus, airline managements can focus on implementing these variables in their operation in order to increase online booking and customers' satisfaction. Customers are looking for reliable and believable information, therefore, managers need to provide source of credibility to their customers in order to gain their trust. In addition, source expertise of E-WOM would positively affect consumers' attitudes toward e-booking and spread positive WOM to other customers. Moreover, airlines' management can gain customers' trust and build stronger relationship through Source of trustworthiness. In this case, customers can rely on e-booking without any doubts. Airline managers should focus on keeping tie relationship with their customers to continue longer relationship and to gain more loyal customers. Customers usually more attracted to customers that share similar values and experiences; therefore, managers should focus on spreading positive e-WOM to influence trust among customers. Likewise, customers can determine the quality of E-WOM by its popular reviews, especially when it is formed by celebrity, so managers can use endorsement from popular celebrity to increase trust and buying intention. Meanwhile volume of information obtains from E-WOM influence buying behavior and recall on brand, managers can use source of quantity to expose customers with large amount of information in order to answer all questions in customers' mind.

8.2 Theoretical Implications

The research stated and cleared out a number of factors influence e-booking through E-WOM and how customers and their purchase intentions are affected. In terms of the airlines industry, the research was one of the few found that took into account many different variables went in depth about E-WOM specifically in the airline industry. ‹his study and its conceptual model can assess other researchers in e-booking domain. Internet becoming a significant part of the buying process as customers are always seeking out reviews specially for high priced product such as airline ticket, this could help future marketing researchers build upon it. As for the airline industry, this might help sales and marketing department in different airline companies to refer back to this research and place more care on E-WOM and to have a better understanding of how it influences their customer buying decisions. Regarding to future researchers, this research provides a detailed basis on many different aspects that influences buying behavior in the airline industry, researchers can refer back to it and build upon it.

It also suggests expanding this study and evaluating the effect of factors influence e-booking through E-WOM in different places and different services or other organizations.

8.3 Limitations

There were some limitations experienced in this research such as Access which consumers are widely spread out, and it's difficult to access each consumer personal account to follow their buying attitude, some of them consider it as privacy invasion and sometimes it goes beyond that to entering customer personal contacts and examine the relationship between relatives and friends   to define their influence on buying behavior. Also, Lack of available and reliable data which is due to non-response questions or unread clearly and dishonest respondent's errors will occur and the analysis will contain flaws. Likewise, due to uneven standards of understanding the issue. Moreover, the study was limited in Jordan only which limit our ability to gather various results. A comparison between business purchasing online versus regular customer buying was not made nor among the mediating role of trust.

8.4 future research

The growth in e-commerce is noticeable and believe of new methods of purchasing online will come out by time and impact of E-WOM will continue to expand. This research studied a small and abbreviated section of E-WOM impact on airline e-ticket purchasing intention. This research concentrated on tests gathered from people living in Jordan, there's a chance that the results taken from different country may generate distinct outcome. In addition, increasing data collection methods to justify inaccurate information, and fill missing answers. Thus, the researcher can invest money to obtain data and access information related to customer buying behavior.

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