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Can Website quality Moderate the Relationship between Information-task-fit and Electronic word of mouth?

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Information technology expertise has comprehensively revamped and made well recognized, the hospitality and tourism industry. Electronic businesses, which are different type of commercial business was constructed and established with the help of the internet, and this now affects the way clients react. The current research seeks to explore the effect of information-task-fit, on electronic word of mouth (eWOM) of users of Turkish airlines. Furthermore, the present study examines the moderating role of website quality on the aforementioned relationship. Six hundred and four usable questionnaires were obtained online within a 6 month period with the use of Google forms The current study used a quantitative and cross-sectional type of research method. The anticipated interactions were estimated using structural equation modeling. All anticipated relationships were supported, with discernment that the availability of users required information on the website impacted them to engage in eWOM. As hypothesized, the quality of the website, moderated the relationship between information-task-fit (INTF) and eWOM. The consequences of the present research proposes comprehensions into maintaining and why not improving the website quality by making the website user friendly, so as to attract potential users and keep current users. This study's complete model is scare in the airline service literature. In consequence there should be an added research on the influence of information task fit website information and design on supposed service quality and internet word of mouth. Managers should also uphold an elevation website ethics by employing good professional website builders to attract their usage. This study offers inferences for airline website quality.

1 | INTRODUCTION

The knowledge of Information Technology and its expertise by professionals has extensively refurbished and established the hospitality and tourism industry (Wang, Law, Guillet, Hung, & Fong, 2015). The e-business, which includes a diverse type of commercial business was built via the internet and this now affects the way clients react. As a result of an elevated rate of expansion in electronic businesses and traveling online, the hospitality establishments and enterprizes are devoting heightened interest, time, moneys, and drive to advance and uphold the quality and ease or navigation of their websites. Nevertheless, with the coming up of e-commerce internet websites, there have

been rising improvement of innovative and significant stages for service providers' correspondence and delivery and their clients (Ponte, Carvajal-Trujillo, & Escobar-Rodríguez, 2015). A lot of past academic literature in addition revealed the customers recognize e-marketing technologies in the tourism sector (Usoro, Shoyelu, & Kuofie, 2010). Since the world has been reduced to a global village where people communicate with others from anywhere at any time. The internet with the use of social media connect countless number of individuals and it has been made a part of their everyday life routine. The role of social media in connecting people around the World, cannot be overemphasized. Past Works confirmed the effect of social media and the multiple use of social media on romantic relationships (Arikewuyo,

Lasisi, Abdulbaqi, Omoloso, & Arikewuyo, 2020; Alola, Arikewuyo, Ozad, Alola, & Arikewuyo, 2020).

The disposal of social media and e-commerce has provided countless selections to decide on, by existing and would-be buyers. Aakash and Aggarwal (2019). Preceding investigations have established that as consumers browse through website, future consumers will peruse the web pages in one session on travel websites to try to get the information they seek. Park, Lee, and Nicolau (2020). Consequently, the current study seeks to investigate a familiar, but uncommonly surveyed, concept called INTF on eWOM. The bottom line about INTF in the present study is that some will be built in a way that they will turn to have some amount of irrelevant information's that are useless to users, that is, absence of INTF (Loiacono, Watson, & Goodhue, 2007), elaborately defines INTF as the probability at which customers identify that information they seek in a website is actually available on that website and this information meet their needs. Previous studies defined INTF as the point at which a website's information is sufficiently in line user's suppositions about its quality. This explains the informativeness of the website, defined as the ability of a website to provide resourceful and helpful information (Pavlou, Liang, & Xue, 2007). Informations available have to fit consumer's tasks to impact consumer's experiences and performance. Against the backdrop, see into the sights task-information fit is important, incurrent literature and has been basically marginalized especially in the existing literature hospitality (Zha, Yang, Yan, Liu, & Huang, 2018).

Few studies have look at the quality of website design and its impact on INTF, the consequence of INTF on outcomes like website quality and intention to purchase in the service industry (Dedeke, 2016). But researches on the detailed model and the effects of task-fit knowledge on e-WOM is scare in the current literature related to the service industry in general, and airline industry to be more precise, thus there is the need for more robust investigations on the impact of INTF website information and e-WOM in the airline industry. This study will contribute its outcome to existing literature. The foremost intention for e-businesses requires heighten sales and connection with consumers, alongside the quest to arrest a considerably enormous segment in the internet marketing (Law, Qi, & Buhalis, 2010). The enhancement website service quality is quickly becoming intense in many sectors like service sectors, the service business such as the travel industry is manifesting greater province in this arena.

It is unquestionable that the internet and the service industry are becoming very mutual in existence. As a result, managers of these industries should comprehend the imperative role played by the value of the quality, genuineness, and consistency of their web site details and also the part played in affecting the way their customers act and make choices. Customers who consider a good standard of a website will communicate their familiarity to their friends, families, and the public by the use e-WOM (Tarkang Mary, Alola, Nange, & Öztüren, 2020). The effect of e-WOM depends simultaneously on the individual and the information (Knoll, 2016). The term WOM can be dated right back in the academic literature in the 1950s. It stressed on the manner in which front-runners encourage their subordinates

(Groeger & Buttle, 2016). Presently, the impression of WOM is becoming extremely prevalent in academics and industrially related markets (Kimmel & Kitchen, 2014).

WOM impact has gained growth in the past in existing marketing studies. All the same, the reputation of WOM in the airline tourism industry and the current Transport Industry research is limited. WOM is a head-on information interchange, on the other hand recently, it has advanced as internet based WOM, through the advancement of online access statistics (Qi, Law, & Buhalis, 2017). The increasing of e-commerce and e-WOM has had a crucial impact on the preference of customers. As a result, it is more important for executives and airline website experts to consider the actions of the e-WOM customers. Consumers may publish their thoughts, opinions, product and service state of mind from various communication systems (Cheung & Lee, 2012). E-WOM consists of a simple transfer of information. Between those who send and receive the information. Tourism and hospitality practitioners and scholars agree that social media has changed the ways people exchange knowledge and interact with e-WOM in these contexts. Current tourist fascination with e-WOM has intensified scholars' commitment to internet travel WOM, and online travel criticisms or travel diaries (Leung, Xue, & Bai, 2015). Online word of mouth requires 's vast, unspecified, and transient nature and creates a creative way of capturing, evaluating, interpreting, and managing the effect of hospitality services and tourism marketing (Yoo & Donthu, 2001). Users follow the comments posted by their current or prospective service providers by seasonal users who end up influencing their expectations on the websites. Past research on e-WOM suggested and verified by Black and Kelley (2009) that online reviews provide consumers with a forum for telling other consumers and information seekers their stories about product or service purchase experiences as a way of making decisions. The quality of e-WOM content can vary greatly due to the diverse backgrounds of e-WOM contributors. Many contents include unstructured messages, oversimplified sentences, or newly coined words. Both the traditional type of WOM and the e-WOM share the same three components namely source, message, and receiver in a communication model (Fedaghi, Alsaqa, & Fadel, 2009).

Most frequently, consumers hear from a number of people about a particular product or service through WOM (Zeithaml, Bitner, & Gremler, 2006). Nevertheless, a broader variety of readers from diverse backgrounds can read online product or service reviews on a web-based website (Litvin, Goldsmith, & Pan, 2008). Most visitors fly for recreation, schooling, entertainment, and so on. Digital review portals, and at the moment cyber societies are fast turning into very powerful sources that travelers and visitors use to schedule their trips. As assessment of past literature on tourism and travel shows the internet as a very powerful source of travel information tourists (Park, Wang, & Fesenmaier, 2011), since current and prospective customers may gather information about air travel items with ease. While past studies have looked at the website quality effects, a comprehensive knowledge of task information fit, website design, e-WOM, based on airlines websites, with a further contribution of website quality (WSQ) taking the role of a moderating variable in the relationship between

INTF and e-WOM, has been given very little attention in the above industry.

2 | LITERATURE

2.1 | Theoretical background

The present study seats on the foundation of the theory of Stimulus Organism Response (S-O-R). This concept was originally developed by Donovan, Rossiter, Marcoolyn, and Nesdale (1994) as a framework in a retail environment.

This theory is directed toward environmental psychology, and aims to understand atmospherics influence on consumer behavior, centered on environmental psychology (Mehrabian & Russell, 1974). Theory is a concept in psychology that refers to the belief that behavior manifests as a result of the interplay between stimulus and response. In other words, behavior cannot exist without a stimulus of some sort.

The atmospheric stimuli are made of characteristics that influences consumers' sensitivities to react to particular situations. Such components are the prerequisite to consumer behavioral cycle and these are signals that go into the minds of consumers and cause them to react. Hsin Chang and Wen Chen (2008) Stated that the website design and its layout compose the online store atmosphere. Based on our study, the atmospheric signals include the information's that are present in the website that consumers seek to find the quality of the ease of use of the website, which is related to some of the dimensions of the quality of a website. All these are cues or signals that will push consumers to react by expressing their satisfaction and fulfilments in using the website by engaging in word of mouth through the internet.

The organism in this case brings up to consumers' Emotional reaction that connects the stimulus to each other, which include needed and found information on the website and its ease of use as mentioned above) and the individual's responses, in this case, is the expression of e-WOM as indication of fulfilment in using the website. It is an inner cycle that captures the consumer's emotional state with satisfaction, anticipation, and superiority.

2.2 | Hypotheses

2.2.1 | The impact of information fit to task on internet word of mouth

The study of Gregg and Walczak (2008) offered Product statistics, and historical information, to impacted user's disposition to accomplish business on a web. Preceding readings looked at the effect of INTF on product quality but little there is a limitation regarding this construction and its effect in the service industry (Dedeke, 2016).

Preceding research by Tarkang Mary et al. (2020) confirmed that when information that customers seek on a website is available and

satisfactory, they perceived the website to be of high quality. Hypermedia device setups finish with effect on the experience of the user website (Hultén, Broweus, & Van Dijk, 2009). Travelers still have the urge to find useful details about different tourist destinations on the Internet and, of course, better airlines with good and satisfactory services, in order to make decisions on which to patronize. Furthermore, as earlier mentioned the standard of the knowledge has a significant influence on their choices and decisions (Elci, Abubakar, Ilkan, Kolawole, & Lasisi, 2017). Past user's information's should be accessibility on airline websites to possible and existing clients for them to easily and comfortably explore services like bookings, reservations, and intentions to use and purchase from these websites of make decision (Jeong, Oh, & Gregoire, 2003). Thus the standard for information quality, on an airline website has always been and will continue to remain a crucial element that will influence the minds and values of travelers and future consumers (Smith, 2004).

The modern form of WOM communication is known as e-WOM or word-of-mouse communication. Traditional offline WOM has thus developed into a modern way of exchanging knowledge, which can happen on various online platforms. As regards the e-WOM program, marketers, particularly those in the highly competitive tourism and hospitality market, such as aviation, as is the case in the current study, business opportunities of impacts interpersonal online have recently begun to be pursued.

Websites hosting e-WOM activities profit from promotion such as associated cost-per-click or banner adverts. Businesses will have to exploit this opportunity with a more open-mind, listen to the needs of the consumers, and promoting their goods and services and creating a popular brand name through imagery. The Internet, one of the ultimate sources to easily get knowledge, is now changing the marketing landscape entirely (Yang, 2017).

Bestowing to the S-O-R theory, consumers who perceive that the information's they get from an airline website ties with what they actually seek to find, will express their pleasure by engage in e-WOM. This information's will act as a stimulus that will stimulate to act in response by e-WOM advertisements to the public, which comprises potential and current consumers. Furthermore, the type, amount, and importance of information from websites like airline websites speaks the quality of the websites as perceived by users. More so, the quality of a website is a big concern in e-commerce, because the opinions of customers regarding website efficiency, is perceived by users to provide all the information they seek, and also the user friendly nature of a website can trigger e-WOM. Past research by Parsad, Prashar, Vijay, and Sahay (2019) implemented the above theory to evaluate consumers Impulsive Buying on their Post-Purchase Regret in departmental stores. Furthermore, based on the same theory, Phan and Pilík (2018). tested and confirmed Relation between website design and positive e-WOM intent with a mediating effect of website attitude. Based on the above explanation similar to the current research, therefore, we hypothesize that,

Hypothesis 1 *Information task fit will have a positive influence on consumers electronic word of mouth.*

2.2.2 | Website quality as a moderator

Websites are the major sources for the supply of information that can help consumers who seek valuable and needed information (Akram et al., 2018). Childers, Carr, Peck, and Carsoni (2001) in his study called this "web atmospherics" in online sites. These atmospherics include website design signals such as pop-up windows, search engine configuration, frames, text, hypertext links, "one click," graphics, and media dimensions to name a few. These web design features trigger online impulse buying at a different level. Loiacono et al. (2007). All these are supposed to impact their motivation to express their experiences through online word of mouth.

Studies associated to factors that predict website quality and website quality itself, dated back in late 1990s. However, the constraint of this construct has been experiencing serious inconsistency. Website efficiency is a multi-dimensional construct related to service quality and information, system,. The attributes of website quality is a noteworthy concept in electronic-commerce because the manner in which consumers perceive a professional web site and ease of use affects their intents to use it (Chen, Huang, & Davison, 2017), and as such their motivation to recommend it through eWOM. The tourism and hospitality segment is the most evolving, which makes use of the internet. The internet in this day and age has several returns because information is made available to the public at anytime from anywhere (Díaz & Koutra, 2013; Winnie, 2014), website quality can influence e-WOM. Prior exploration according to Tarkang Mary et al. (2020) confirmed the impact of INTF on WSQ in airline industry. They further concluded that high quality website as viewed by users will motivate them to advertise to potential as well as current customers through internet word of mouth. Based on the above explanation, WSQ can be considered to moderate the relationship between INFT and e-WOM. The study of Yang (2017) underlined that just a hand full of studies have examined the factors that predict customers' intent to participate in online reviews in the form of e-WOM about their experiences about products/services. Past research has also confirmed predictors of e-WOM to stimulus such as aesthetics and usability through attitude toward website (Phan & Pilík, 2018). Therefore, this study will add its own quota of academic writing to the above relationships. As a result, conferring to the S-O-R as well elaborated above website quality can moderate the relationship between INTF and e-WOM (Figure 1).

Hypothesis 2 *The quality of a website as supposed by users will moderate the relationship between information-task-fit and electronic word of mouth.*

3 | RESEARCH METHODOLOGY

The present study embraced a quantitative and cross-sectional data collection method with single time data collection. A descriptive research method through an online survey and Google forms was used as the online platform. The sample population was users of the Turkishairlines.com website. Data were collected online in English language using Google forms through online social network sites Facebook and email. A convenient and snowball methods were used to sample respondents. Snowball methods in addition because the population was hard to reach one, since respondents were scattered everywhere(Atkinson & Flint, 2001). Thus forwarding to other respondents by respondents themselves increased the sample size. A prior survey of 20 Turkishairlines.com users was conducted, to confirm readability, avoid dual meaning of the same item and error items, and reliability issues.

The survey spanned eight (8) months from mid 2017–2018. Resends from the survey and reminder messages constantly reminded the participants. In all, 700 surveys were sent directly and indirectly via Facebook and e-mail to the respondents. Six hundred and four fully filled and usable surveys were returned and some were discarded for incompleteness. The final response rate was 86.29%.

3.1 | The questionnaire development

The current work used indicators, which were assumed and some, modified where necessary from past literature to fit this research. The questionnaire was composed of four parts. The first three parts comprise information-task-fit. Quality of the website, e-WOM, and the last part comprise demographic variables. The task-fit was validated
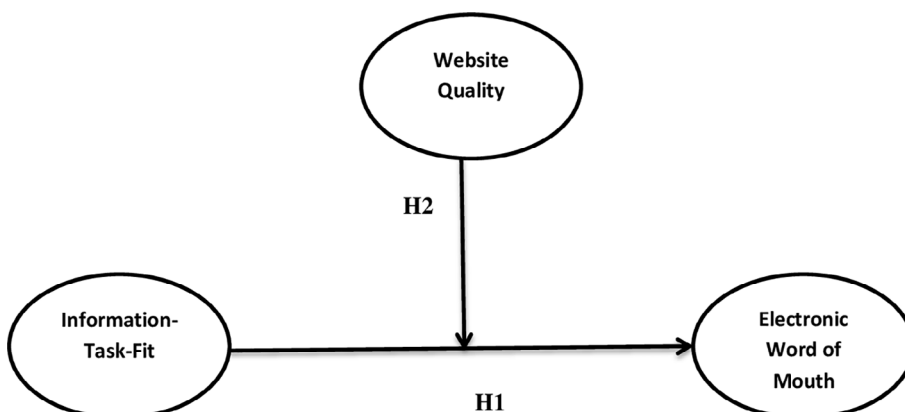

FIGURE 1 Research model

using three items assumed from Loiacono et al. (2007). Sample item is "The website adequately meets my information needs." The quality of the website has been assessed by three items with one reversed item making four from Yoo and Donthu (2001), with sample item as "The quality of this website is extremely high." Six indicator adopted for online word of mouth Jalilvand and Samiei (2012). An example of item adapted from the above reference is "To make sure I choose this airline, I often read other users' online travel reviews." All responses were graded on a five-point likert style scale from one to five as strongly disagree, to strongly agree.

4 | ANALYSIS AND RESULTS

The demographic variables are presented in Table 1, the age distribution of the respondents cut across all ages. For the ages that are less than 20 years were 61 (10.1%). The highest respondents were between the ages of 20 and 29 making up 46.9% of the responses. The remaining respondents are between the ages of 30 and above making 43% of the total responses (260). Three hundred forty three represents the male while the females are 258. For the educational qualification, most of the respondents were university degree holders, and 132 were master's degree holders, the rest were either high school holder or Ph.D.

4.1 | Data validity and reliability

The Confirmatory factory analysis (CFA) was analyzed using AMOS version 22. For the three variables, all the loadings loaded in their right proportion ranging from .896 to .505. The model fit statistics ($x2$ = 241.88, df = 62, CFI = .950, GFI = .943, AGFI = .916, IFI = .961, SRMR = 0.13, RMSEA = 0.06) shows a good fit (Alola, Asongu, & Alola, 2019; Alola, Avci, & Ozturen, 2018). In addition, for the composite reliability (CR) and the average variance extracted (AVE) were all observed. In Table 2, the CR and the AVE were above the accepted threshold of 0.50 and 0.70, respectively. This shows a confirmation of the convergent reliability. The t-statistics also shows that the entire factor loaded above 1.96.

The study conducted a Bivariate Pearson Correlation with a two test significant test, showing that all constructs were well correlated. The bold-faced is a figure representing the diagonal square root of AVE that shows more than the inter-construct correlation. According to Anderson and Gerbing (1988), this result confirms that discriminate validity was observed.

Pragmatically, all the checks show that there is a significant relationship between the variables. Specifically, each dimension of INTF, WSQ, and e-WOM was significantly related. Thus providing support for further investigation of the proposed hypothesized relationships (Figure 2).

4.2 | Hypothesis testing

In testing the hypothesis, we first tested the correlation of the study, as seen in Table 3, the correlation of the observed variables, INTF positively correlated with e-WOM and WSQ (.325** p < .05) and (.843** p < .05), respectively. In addition, the e-WOM has a positive correlation with WSQ (.325** p < .5).

The final hypothesis proposed a moderating effect of WSQ on the relationship between INTF and e-WOM. In investigating this

TABLE 1 Respondent's profile (n = 604)

	Frequency	%
Age		
Less than 20 years	61	10.1
20-29	283	46.9
30-39	159	26.3
40-49	66	10.9
50-59	29	4.8
60 and above	6	1.0
Total	604	100.0
Gender		
Male	343	56.8
Female	258	42.7
Total	604	100.0
Edu. Status		
High school	113	18.7
University	291	48.2
Master's degree	132	21.9
PhD	68	11.3
Total	604	100.0

TABLE 2 Scale items and measurements properties

Construct	Loading	t-values	AVE	CR
Information task fit				
INTF1	.860	Fixed	**0.729**	**0.890**
INTF2	.896	23.91		
INTF3	.803	25.05		
Electronic word of mouth				
e-WOM	.741	Fixed	**0.557**	**0.881**
e-WOM	.844	12.93		
e-WOM	.826	17.50		
e-WOM4	.764	18.80		
e-WOM5	.560	19.17		
e-WOM6	.709	16.99		
Website quality				
WSQ1	.879	Fixed	**0.581**	**0.701**
WSQ2	.849	12.88		
WSQ3	759	12.72		
WSQ4	.505	12.13		

TABLE 3 Correlation of the study variables

Correlation of the study variables	1	2	3
INTF	—		
e-WOM	.325**	—	
WSQ	.843**	.325**	—

FIGURE 3 Moderation graph

relationship, we used the moderated hierarchical regression. To investigate the analysis we mean-centered all the variables to investigate the interaction effect in order to minimize the multicollinearity effect. A sample slope regression was plotted with unstandardized regression weights (Cohen, Cohen, West, & Aiken, 2003). The result suggests that website quality strengthens the relationship between INTF and e-WOM (Figure 3). Therefore, Hypothesis 1 and Hypothesis 2 were all supported (Table 4).
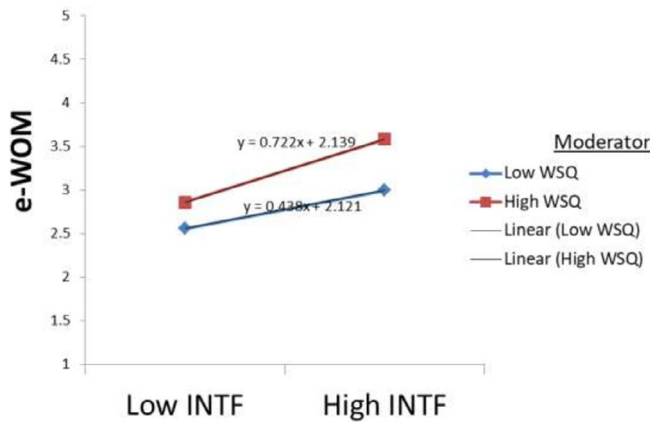
5 | DISCUSSION

Drawing form Stimulus Organism Response theory (SOR), the theory is important in terms of individual responses. The study investigates the effect of INTF, website quality, and e-WOM. Based on the result, the study found that WSQ moderates the positive relationship between information tax fit and e-WOM (Phan & Pilík, 2018).

The model explains how stimuli in the outside environment can influence the inner state of an individual action (Zhai, Wang, & Ghani, 2020). The indirect relationship between the variables was supported. The proposed hypothesis that INTF will have a positive relationship with e-WOM was found to support the proposed hypothesis. The degree of the effective perception of a site by customers

Variables	e-WOM		
	Model 1 (β)	Model 2 (β)	Model 3 (β)
Information task fit	.290**	.133**	.134**
Website quality		.222**	.243**
Information task fit x website quality			.071**
R^2	.091	.112	.116
Change in R^2	.091	.112	.116
Change in F	60.09	37.74	26.26
Significant F change ($p < .5$)		.001	.001

TABLE 4 Moderated hierarchical regression analysis predicting eWOM

that a website offers resourceful and valuable information was supported. In addition, the study extended the study of Sparks, Perkins, and Buckley (2013), that people perceived the quality and the information on the website positively; this will have an impact on their behavior. It is also intended to conclude that information satisfaction is a determinant to online purchase behavior that will have a positive word of mouth (Jeong & Jang, 2003). This signifies that if the INTF is high, customer satisfaction will be high and vice versa.

Our result extends the findings of Pallud and Straub (2014) that web site quality will have an effect on INTF. In their study they found a positive relationship between visit to a religious site and web site quality. This is in line with our proposed hypothesis that WSQ will have a positive relationship to INTF. In addition, the assumption that WSQ will have a positive impact on e-WOM was buttressed. Following the finding of Hasanoy and Khalid (2015), that consumer online experience is vital to their word of mouth. Good image is a yardstick to maintain and sustain the online market. Borrowing from the study of Yoo, Kim, and Sanders (2015) our study proposed that website quality will have an effect on e-WOM.

The second proposed hypothesis that WSQ will moderates the positive relationship between INTF and e-EWM, strengthening the positive effect of INTF on e-WOM.

5.1 | Theoretical and practical implication

The theory of stimulus responses response, explains the cognitive and affective systems to include the external (reputation) and the internal (website quality) as a stimuli affecting peoples reaction (Kim & Lennon, 2013). This theory explains individual emotions to avoid or access an environment. First, the study contributes to existing literature to add to INTF and e-WOM. The theory as applied by Jani and Han (2015), that SOR impacts tourist behavior and motion pictures (Rajaguru, 2014). This theory has widely predicted consumers behavior (Kim & Moon, 2009), predicting user behavior, information, and communication technologies (Chen & Yao, 2018). In this context, our study investigates the effect of INTF on customer's e-WOM, moderated by WSQ.

The results imply several recommendations for managers. First, the website designers should not underestimate the impact of the appealing design of the website quality to customers. The practical implication of this finding suggest that it is useful for airline industry to allow the customer to review the website before it is launched to the market. This is because, if the site is not appealing to customers, modification of the website might be necessary. This will also signify that the interest of the customers and their opinion matters. The significant contribution of Ponte et al. (2015) highlights that website quality attracts customers, and also check the efficiency of a site before patronage (Hsu, Chang, & Chuang, 2015).

Second, the website quality should be carefully evaluated in relation to the information it conveys. The easy access of a site is very crucial to customer amid the image presentation and styling. Therefore, the study suggests that airline website design should be evaluated carefully. The study of Wells, Valacich, and Hess (2011), opined that the quality of a site has an influence on the quality of the product.

Third, the findings suggest that website designers should not underestimate or overestimate the impact of a well-design site to e-WOM. A well design site will have a strong influence on customers thereby professing positive word of mouth. Pragmatically, a website with high information will exhibit a strong felling in the mind of the customers (Litvin, Goldsmith, & Pan, 2018).

5.2 | Limitation and further study direction

Despite the practical and theoretical contribution of the study, the study has some limitations that suggest further direction. The study tested the model on airline website; further study should consider other website to check if there are any changes before generalization of the study. Customers personality will play a huge role in website visit, further study may consider personality trait in further study. This study uses SOR theory in investigating the relationship between INTF, WSQ, and e-WOM, further study should consider the effect of INTF on customer intention to revisit and repeat purchase.

CONFLICT OF INTEREST
The authors declare no potential conflict of interest.

ETHICS STATEMENT
The authors states that this research was not fully or partly funded by any institution or organization either private or public.

INFORMED CONSENT
The authors clearly stated in the consent form that the participation is only for academic purpose and therefore, participation is on voluntary basses.

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