

**The impact of service quality and e-Word of Mouth on
the consumer purchase intention: The mediating role of
e-trust: An empirical study on the Egyptian online
transportation services sector**

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Abstract

The aim of this research is to analyze the effect of service quality, e-Word of Mouth and e-trust on purchase intention in Egyptian online transportation services sector. Moreover, the current research examines the mediating role for e-trust between service quality, e-word of mouth and purchase intention. Judgmental sampling technique is used, while the study survey results in 392 valid responses. Simple and multiple regression analysis are used for hypotheses testing. The research revealed that service quality had a significant impact on both purchase intention and e-word of mouth, while it has no significant impact on e-Trust. Also, e-word of mouth significantly affected both e-trust and purchase intention. Furthermore, e-Trust didn't mediate neither the relationship between service quality and purchase intention nor the relationship between e-Word of mouth and purchase intention. The current research offers a particular utility for online transportation management companies and for stakeholders. Knowing that online transportation is considered as an emerging industry, in which there are limited number of researches that explain consumer behavior toward this service. This research is considered as a step ahead toward understanding consumer behavior in online transportation business sector.

Keywords – service quality, e-trust, purchase intention, e-word of mouth, online transportation services.

Introduction:

One of the latest innovations in services sector is online transportation services (OTSs) (Silalahi et al., 2017). (OTSs) are the services by which a user could send a request (car, motorcycle, etc.) using his mobile application and the service provider can react to him immediately (Wallsten, 2015). Nowadays, (OTSs) help people to enjoy easy transportation services using their mobile application (Octagon & Bagaimana, 2013). (OTSs) offer many advantages including enabling both customers and service providers to precisely know their personal information and exchange their location (Farin et al., 2016). Consumers previously knew the far through the application and the information they have support to feel safety. Thus, Due to its benefits, (OTSs) are becoming common new services over the world. (Septiani et al., 2017).

Previous research has already shown that trust is important antecedent to purchase intention. (Gibreel et al., 2018; Hajli et al., 2017; Laroche et al., 2012; Papista et al., 2017; Urueña & Hidalgo, 2016). Consumers have positive attitudes toward the brands that they trust because they value the brand 's reliability cognitively and affectively (Chaudhuri & Holbrook, 2001; Matzler et al., 2008). Consumer trust has also been seen as a major factor in shaping customer intention and behavior. (Shankar et al., 2002; Yoon 2002; Gefen et al., 2003; Everard & Galletta 2006; Lu et al., 2010). Jarvenpaa et al., (2000) claimed that trust can influence customer's intention to purchase an electronic store by influencing consumer attitudes. It could be anticipated that higher levels of trust in an online store are more likely to lead to more purchase intention. Therefore, this study is aiming to examine the relationship between the service quality, e-trust and e-WOM and the effect on the intention to buy.

According to the travel industry's social media survey conducted by (Soh, 2011), more than two out of three travelers cite traveler feedback as influential when planning leisure travel. There is an immediate need to consider factors that will motivate consumers to use (OTSs) with accelerated market rivalry and the success of using internet and mobile devices. Effective strategies are now being established to enable companies to stay competitive and sustain their market. The following section will focus briefly on the research variables conceptualization.

Purchase Intention is believed to be a measure of the degree to which individuals are able to approach such behaviors and how many attempts they are attempting to execute those behaviors (Ajzen, 1991). As far as the internet and online networks are concerned, e-WOM contact is defined as any favorable or unfavorable feedback by potential, existing and past consumers on the company or its products through the internet. (Hennig-Thurau et al., 2004). In different environments, e-WOM contact can take place to enable consumers to post their thoughts, feedback and reviews of products and services on various platforms. In addition, service quality is regarded as an essential weapon for businesses to distinguish themselves from their rivals (Ladhari, 2009). Ghylin et al. (2008) stated that improving the service quality contributes to greater customer satisfaction levels. In order to describe service quality, there are two viewpoints (Caro & Garcia, 2007). The first view shows that service quality is the contrast between consumer expectations and attitudes of consumers towards experienced services. The second view proposed that the level of service quality is only specified by what the consumer perceives. In addition, Lis (2013) argued that, based on the theory of planned actions and rational action, trust relates to the aspect of acts in the form of intention to depend on another person, whereby a positive feeling improves both purchasing intent and actual behavior.

1- Problem statement:

Huge cities all over the world witness a continuous growth for population and employment. Although this is a good indicator of their liveliness, it raises some negative aspects, concerning increasing mobility demand and cost, in addition to serious traffic congestion, which may negatively affect these cities fetching for business (Abdelgawad et al., 2015). In the same vein, Radwan (2015) illustrated that the negative consequences for traffic congestion encompass lowering people productivity, through wasting time and raising their level of stress, stating that Cairo is suffering from this problem. Abdel Wahed et al., (2020) elaborated that Cairo as one of the developing countries` cities is facing many problems with its transportation system, such as: traffic congestion and huge rate of road accidents and mainly absence for safe and reliable public transportation, which enhances passengers purchase intention toward mobility services using private taxi (Radwan, 2015).

The need for mobile application was the solution, such applications were: An application for bus pooling was introduced in 2013, and introducing commuting services that offered solutions for crowd-sourced transportation. In 2013, A subscription-based bus service aimed at offering passengers a comfortable ride was introduced by Tawseela, another private transportation company. Accordingly, though other firms such as Share My Ride and Raye7 began at the end of 2013 and 2014, (Population Situation Analysis Egypt, 2016). Introduced at the end of 2014, the global car service provided by Uber and Careem apps allows individuals to sell their own cars. Uber was started in 2009 in the United States of America (USA) and launched on 27 November November 2014 in Egypt, while Careem was founded in 2012 in the United Arab Emirates (UAE) and also launched in November 2014 in Egypt. Uber leads the market, in spite of both Uber and Careem 's presence in Egypt at the same time. These mobile apps are targeted at traffic congestion and provide travelers with a convenient mode (Fakhr El-Din, 2016).

Marketing literature review investigated the influence of service quality, e-WOM, e-trust on buying intention to public services (Cheung et al., 2009). Other research is considered few in (OTSS) context because the service is still emergent in this industry (Giovanis et al., 2013; Liu & Lee, 2016; Nikookar et al., 2015; Rajaguru, 2016).

2- Research questions:

Based on the research problem, there are several questions that will be the concern of this current research, as stated below:

- 1- What is the relationship between service quality and e-trust of online transportation services in the Egyptian market?
- 2-What is the relationship between e-WOM and e-trust of online transportation services in the Egyptian market?
- 3-What is the relationship between service quality and purchase intention of online transportation services in the Egyptian market?
- 4-What is the relationship between e-WOM and purchase intention of online transportation services in the Egyptian market?

- 5-What is the relationship between service quality and e-WOM of online transportation services in the Egyptian market?
- 6-What is the relationship between e-trust and purchase intention of online transportation services in the Egyptian market?
- 7-What is the mediating role of e-trust on the relationship between service quality and purchase intention of online transportation services in the Egyptian market?
- 8- What is the mediating role of e-trust on the relationship between e-WOM and purchase intention of online transportation services in the Egyptian market?

3- Significance of Research:

The significance of the research stemmed from the current environment changes. These changes affected consumer behavior and business practices around the world, especially in Egypt. So, this research will enhance the businesses abilities to be accommodated with the environmental changes and to better understand consumer behavior. This research helps to analyze one of the most sophisticated marketing variables which is consumer behavior representing in purchase intention in the context of OTSs. The main theoretical importance of this study is represented in bridging the research gap as a product of reviewing the literature. Furthermore, this study is considered as one of the few studies to understand customer intention to use OTSs in Egypt. It also contributes to the marketing literature by analyzing the effect of the ambient conditions in OTSs on consumer behavior which considered as a one of the fewest studies in Egypt. The results of this study will help in introducing new research insights to develop new conceptual frameworks based on the current research work.

The results of this study will enhance the decision makers in transportation sector which is considered as one of the vital sectors contributed in Egyptian economic progress. This enhancement can be achieved by four ways. First, by encouraging to develop and adopt more user-friendly applications in accordance with perceived service quality, e-word of mouth, e-trust and purchase intention analyzed in the current research. Second, by

helping managers in the context of transportation sector to better understand factors influencing consumers motives to use apps to satisfy their needs. Third, by motivating managers to develop customer e-trust in transportation sector through improving service quality and developing positive e-word of mouth. Forth, by giving new insights to policy and decisions makers to update transportation sector through benefiting new advances in information technology science with marketing science in transportation sector.

4- Research objectives:

To answer the research questions, this research seeks to analyze factors affecting the consumer purchase intention in OTSs. In addition, the research objectives can be briefly summarized as follows:

- 4.1 To analyze the relationship between service quality and e-trust of Egyptian consumers toward OTSs.
- 4.2 To study the relationship between e-WOM and e-trust of Egyptian consumers toward OTSs.
- 4.3 To analyze the relationship between service quality and purchase intention of Egyptian consumers toward OTSs.
- 4.4 To investigate the relationship between e-WOM and purchase intention of Egyptian consumers toward OTSs.
- 4.5 To analyze the relationship between service quality and e-WOM of Egyptian consumers toward OTSs.
- 4.6 To study the relationship between e-trust and purchase intention of Egyptian consumers toward OTSs.
- 4.7 To investigate the mediating role of e-trust on the relationship between service quality and purchase intention of Egyptian consumers toward OTSs.
- 4.8 To analyze the mediating role of e-trust on the relationship between e-WOM and purchase intention of Egyptian consumers toward OTSs.

5- Literature Review and Hypotheses Development:

In this part, the corresponding relationships between variables and the proposed conceptual framework will be presented.

5-1 The Influence of Service Quality on e-Trust

Several researchers have disclosed e-Trust 's mediation effect in examining the quality of websites and the intention to online buying behavior and other related issues (Wang et al., 2015; Rahimnia & Hassanzadeh, 2013; Chang et al., 2014; Kim & Lennon, 2013). This role indicates the important relationships between the quality of the website and e-Trust. Those by Kaveh (2012), Rostika (2011) and Liao et al., (2011) are some of the studies supporting this notion. Unidha (2017) stated that service quality must start with customer needs and end with customer perception. Lien et al. (2014) also reported that service quality had a positive impact on customer trust. According the previous analysis, the following hypothesis was developed as follow:

H1: Service quality has a significant positive effect on e-trust of online transportation services in Egyptian market.

5-2 The Influence of e-WOM on e-Trust

e-WOM is considered to be an efficient way the buyers rely on to reduce the perceived risk in the online shopping. Positive online review persuades customers to trust an online seller. (Lu et al., 2016). Buyers try to minimize their perceived risks through developing trust in online stores by getting e-WOM messages. Kim & Song (2010) revealed that trust is more prevalent in online context since transactions take place in the virtual environment. Generally, buyers use e-WOM to determine if they can trust in an online transaction. Trust is the confidence that the e-WOM source will keep its promise, meet its commitments. (Breneman & Karimov, 2012). In Australia, Burgess et al., (2011) revealed similar findings and noted that travelers had greater trust in e-WOM on particular booking sites than on social networking sites such as Twitter. Ladhari & Michaud (2015) indicated that the posts created on social media affect consumer's trust in the company. Based on this explanation, the hypothesis formulated is shown as follows:

H₂: e-WOM has a significant positive effect on e-trust of online transportation services in Egyptian market

5-3 The Influence of Service Quality on Purchase Intention

In research on websites and online stores, Kuo (2003) stated that continuous use, referral, and loyalty are strongly associated to the service quality of the online shopping.

Buying intention is positively influenced by service quality of online stores (Lee & Lin 2005). Buyers repurchase intention rely on the assessment of service quality they got (Liu & Lee, 2016). One of the customer post-purchase intentions who continue to adopt the services of the same business is the repurchase intention (Leonnard et al., 2017). Leonnard et al., (2017) also pointed out that repurchasing intention is a significant variable for online transportation companies working in service sector. According the previous analysis, the following hypothesis was developed as follow:

H₃: Service quality has a significant positive effect on purchase intention of online transportation services in Egyptian market

5-4 The Influence of e-WOM on Purchase Intention

Marketing literature review have explored the relationship between e-WOM and purchase intention. e-WOM helps consumers to communicate with each other, exchange experiences and enhance purchase behaviors through social networking sites (King et al., 2014). e-WOM helps the customers to share decision making process and consequences because the customers can reach easily to the necessary information about this process. Consumers look for online customer reviews and peer reviews, while collecting product and brand information and expertise prior to purchase. (Jalilvand & Samiei, 2012). Khan et al. (2015) concluded that satisfaction develops a positive word of mouth under which this contact has a beneficial effect on the consumer's intention to buy a product. Research by Jalilvand & Samiei (2012) has shown that positive word of mouth plays a significant role in growing purchasing intention. this result is also confirmed by another research provided by Saba et al., (2015), which showed that the word of mouth had a positive effect on the buying intention. Some studies indicate that e-WOM displayed cutting-edge the vendor's online platform profiles has a notable effect on the closing price of online auctions (Rice, 2012), which assumes an important effect of e-WOM on the buying intention of online potential buyers in virtual contexts. Consumer feedback is considered a persuasive way in their effect the assessment of products (Hong & Park, 2012). No doubts exist that contact through e-WOM influences the consumers purchasing behavior (Hussain et al., 2017). Based on this explanation, the hypothesis formulated is shown as follows:

H₄: e-WOM has a significant positive effect on purchase intention of online transportation services in Egyptian market.

5.5 The Influence of Service Quality on e-WOM

In previous empirical literatures, the relation between service quality and e-WOM has been demonstrated (Liu & Lee, 2016; Nikookar et al., 2015; Rajaguru, 2016). favorable expectations of service quality by customers would boost the positive e-WOM. the decision to repurchase intention depends on the consumer perception to service quality (Liu & Lee, 2016). Leonard et al., (2017) claimed that if the assessment of service quality exceeds customer expectations, the consumer will buy the services again, otherwise if the assessment of service quality is lower than the expectations, it will have the inverse result. A positive e-WOM will encourage consumers to give other potential customers feedback for consuming online services, whereas unfavorable e-WOMs will have the reverse effect. (Leonard et al., 2017). According the previous analysis, the following hypothesis was developed as follow:

H₅: Service quality has a significant positive effect on e-WOM of online transportation services in Egyptian market.

5.6 The Influence of e-Trust on Purchase Intention

Understanding the level of trust the customers have is an important step in shaping buying intention. Research have also revealed that e-trust has a positive impact on the ability to negotiate with online shopping. (Fang et al., 2014; Limbui et al., 2012). In the same way, trust is another essential catalyst to overcome the perceived risk barrier and improve customer purchase intention. (Fang et al., 2014). Everard & Galletta (2006) demonstrated that confidence in the web store significantly impacts the intentions of the customer to buy from this web store. If a customer trusts an e-seller, the probability of purchasing items on that website increases (Lu et al., 2010). These buying intentions are significant factors for the success of these companies in penetrating the new business field of online services. (Loh, 2011). The significant relationship between trust and online purchasing intentions was also confirmed by Ling et al., (2011) research. Dabholkar & Sheng (2012) shows that higher trust in the recommendation agent enhanced the intentions of customer purchases. As regards sustainable product purchases, trust is the desire to consider vulnerability on the basis of optimistic perceptions of the actions or

intentions of another person. (Jongchul et al., 2014). Mansour et al., (2014) found that online trust affects the buying intention positively. A positive and significant relationship between trust and purchasing intentions has also been found in organic food sector (Liang, 2016; Teng & Wang, 2015). Chang et al., (2014) showed that the buying intention is significantly affected by perceived trust. Studies also stated that e-Trust mediates the relationship between the quality of the website and the intention to buy. A number of studies have revealed the mediating role of e-trust in the analysis of the relationship between e-WOM, website efficiency and online purchasing intention, and other related issues (Wang et al., 2015; Rahimnia & Hassanzadeh, 2013; Chang et al., 2014; Kim & Lennon, 2013). There is therefore a positive relationship between e-trust and online buying intentions. It also included on one side that e-trust mediates the relationship between e-WOM and the intention to buy. On the basis of the above analysis, the hypotheses to be tested are as follows:

H₆: e-trust has a significant positive effect on purchase intention in online transportation services in Egyptian market

H₇: e-Trust mediates the relationship between service quality and purchase intention in online transportation services in Egyptian market

H₇: e-Trust mediates the relationship between e-WOM and purchase intention in online transportation services in Egyptian market

H₈: e-Trust mediates the relationship between service quality and purchase intention in online transportation services in Egyptian market

The present study focuses on 4 factors that may affect user interest in OTSs, which are: service quality, e-WOM, e-trust and purchase intention. Figure. 1 presents the conceptual framework as well as the proposed hypotheses:

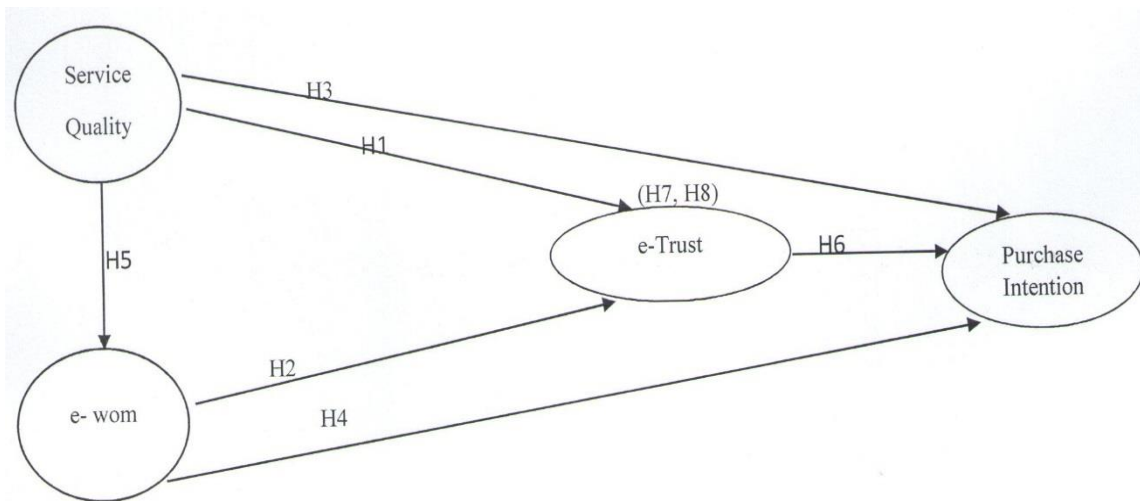


Figure 1: Conceptual Framework and Hypotheses
 Source: developed by the researcher

6 – Methodology:

To achieve the study objectives, a quantitative analysis will be performed to study the interplay effects of service quality, e-WOM, e-trust, and purchase intension. Therefore, the research population is defined as all Egyptian customers who regularly use OTSs. Questionnaires were distributed among online transportation users using judgmental or purposive sampling as a way for data gathering. Judgmental sample is included an important criterion which is to make sure that sampling units are regularly using and adopt OTVs and they have sufficient knowledge about this service. So before asking for permission to share in answering a questionnaire, sampling units are asked if they are regularly using online transportation services or not. If answer is yes, they are invited to share and give their opinions. Sample unit is defined as any customer who regularly uses OTS such as UBER and Careem, which are well-known and popular online transportation companies working in Egypt.

Questionnaire is self-administrated and translated in mother tongue language in Egypt which is Arabic. It is divided into two main sections of questions. The first section is a

question about the demographics or the profile of the sample units. The second one includes the indicators that represent the variables to be analyzed. Service quality indicator is adopted from SERVQUAL (Parasuraman et al., 1988) and consisting of 5 dimensions, which are: tangible (10 items), reliability (6 items), responsiveness (3 items), assurance (3 items), and empathy (2 items). The e-WOM indicator is adopted from Zeithaml et al., (1996) by listing 2 items. The indicator of purchase intention is adopted from Liu & Lee's (2016) by listing 3 items. Finally, the indicator of e-trust is adopted from Unidha (2017) by listing 3 items. The indicator items were formulated as Likert-type statements weighted by a seven-point scale, from 1 (strongly disagree) to 7 (strongly agree). Data was gathered from people who use online transport services in Cairo and Alexandria, Egypt. Alexandria is considered as a second important city in Egypt where the number of populations is 4,110,015 as recorded in 2006 (Reimer & Mackie, 2019). Since the population of this study is considered as an open population, thus sample size should be about 384 units for 5% margin of error (How to Calculate Survey Sample Size for a Survey, surveymonkey.com) since the number population is greater than 1 million in Alexandria. In this regard, 400 sampling units were distributed, where 392 questionnaires are used as actual sample size for this study where 8 questionnaires are ignored because they contain missing data. To examine the latent variables within their causal structure, the researchers applied SPSS 22.0 and AMOS 22.0 software, depending on the following statistical techniques: descriptive statistics, Cronbach alpha coefficients, Pearson correlation, SEM to test hypotheses and to analyze the mediator role, finally model fit test is applied based on various approved tests.

7 -Data analysis:

Data analysis section discusses how data gathered is processed. Data analysis includes reliability and validity tests, descriptive statistics, discriminant analysis, hypothesis testing and finally testing the overall model fitness.

7-1 Reliability and Validity

This study measured the reliability of the variables used in this study, based on calculating Cronbach Alpha and composite reliability of each variable, while average variance extracted and its square root are used for validity test, as reflected in table I

Table I: Reliability and Validity Tests

	Cronbach's alpha	CR	AVE	Service Quality	e-wom	e-trust	Purchase Intention
Service Quality	0.891	0.904	0.515	0.718			
e-Wom	0.768	0.785	0.650	0.354***	0.806		
e-Trust	0.883	0.885	0.719	-0.011	0.196**	0.848	
Purchase Intention	0.810	0.824	0.611	0.391	0.719	0.439	0.781

Notes:
CR = Composite Reliability; **AVE** = Average Variance Extracted; **e-WOM** = Electronic Word of Mouth, **e-trust** = Electronic Trust; Diagonal elements in bold are the square root for average variance extracted

7-1-1 Cronbach Alpha and Composite Reliability Tests

The Cronbach alpha values are as follow: 0.891 for Service Quality, 0.768 for e-WOM, 0.883 for e-trust and 0.810 for Purchase Intentions, and since all values of Cronbach's alpha are above 0.7 (Nunnally,1978), thus the items of each variable included in the questionnaire are consistent with each other, and the data can be considered as reliable and suitable for farther statistical analysis. Furthermore, composite reliability for this study variables as revealed by Table I are as follow: 0.904 for service quality, 0.785 for e-WOM, 0.885 for e-trust and finally, the composite reliability for purchase intentions is equal to 0.824. Thus, all composite reliability values are accepted since they are greater than 0.7 (Hair et al., 2014).

7-1-2 Convergent Validity

This paper also applied exploratory factor analysis to identify the underlying relationships between measured variables, in which an adequate result for KMO was revealed (KMO=0.863 > 0.5) (Hair et al., 1998) as presented in table II

Table II: KMO and Bartlett's test results

KMO	0.863
Bartlett's test λ^2	795.59

Df	28
Sig.	0.000
Notes:	
KMO = Kaiser-Meyer-Olkin Test	

Also, a significant Bartlett indicator 795.59 (Sig =0.000) was obtained. Based on the previous results the correlations among variables in each construct was appropriate. Furthermore, the outer loading for this each study variable item measures are calculated along with the average variance extracted as revealed in table III below:

Table III: Latent Variables Measurement Items (Factor loading, means, SD and AVE)

Construct	Item	Mean	SD	Loading	AVE
Service Quality	SQ1	5.30	1.726	0.656	0.515
	SQ2	5.31	1.362	0.760	
	SQ3	5.38	1.523	0.752	
	SQ4	5.25	1.555	0.789	
	SQ5	5.18	1.617	0.669	
	SQ6	5.27	1.643	0.607	
	SQ7	5.09	1.651	0.723	
	SQ8	5.21	1.599	0.710	
	SQ9	5.28	1.566	0.702	
	SQ10	5.03	1.602	0.705	
	SQ11	5.03	1.696	0.688	
	SQ12	5.31	1.667	0.696	
	SQ13	5.30	1.622	0.671	
	SQ14	5.17	1.674	0.692	
	SQ15	5.11	1.592	0.649	
	SQ16	5.02	1.676	0.588	
	SQ17	5.09	1.585	0.655	
	SQ18	4.84	1.559	0.633	
	SQ19	4.64	1.598	0.679	
	SQ20	3.70	1.961	0.556	
	SQ21	4.83	1.658	0.550	
	SQ22	4.84	1.588	0.575	
	SQ23	4.08	1.900	0.587	
	SQ24	4.63	1.626	0.629	
e-WOM	eWOM1	4.79	1.646	0.656	0.65
	eWOM2	4.68	1.712	0.719	
Purchase Intention	PI1	4.64	1.768	0.692	0.611
	PI2	4.57	1.795	0.663	
	PI3	4.30	1.910	0.620	
e-trust	T1	3.71	1.883	0.798	0.719
	T2	3.42	1.837	0.804	
	T3	3.22	1.891	0.756	
Notes:					
e-WOM= Electronic Word of Mouth, e- trust = Electronic Trust; SD= Standard Deviation; AVE = Average Variance Extracted.					

The outer loading values for each study variable are greater than 0.4, while the AVE for all the study variables are greater than 0.5, thus all the measurement items for this study variables are retained (Fornell & Larcker, 1981).

7-1-3 Discriminant Validity

This paper performed (Fornell & Larcker, 1981) criterion to examine the discriminant validity, where the square root for AVE for a certain latent variable must be greater than all its correlations with the rest variables (Fornell & Larcker, 1981), referring to Table I the square root for the study variables AVE are as follow: Service quality (0.718), e-WOM (0.806), e-trust (0.848) and purchase intentions (0.781), in which square root value for each latent variable is higher than all its correlations with other latent variables, hence satisfying the discriminant validity (Fornell & Larcker, 1981).

Also, this study performed Wilk's lambda test to examine the variables potential, in other words how well each level of independent variable contributed to the model. In which Wilk's lambda measure the percent variance in dependent variables which is not explained by differences in levels of the independent variables. The calculated value for Wilk's lambda was 0.103 (0.000), which considered small enough and closed to zero value (Patel and Bhavsar, 2013) as reflected by table IV.

Table IV: Wilk's Lambda Result

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.103	449.128	32	.000

Also, eigenvalue was calculated to illustrate the ratio between explained and unexplained variation in a model, in which a robust model must have an eigenvalue greater than one. In other words, the bigger the eigenvalue, the stronger is the discriminating power of the function. Table V revealed eigenvalue results (8.663>1), showing that the study function is characterized by high discriminating power.

Table V: Eigenvalue Result

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	8.663	100.0	100.0	.947

7-2 Descriptive Statistics Results

This research investigated related aspects of respondents such as gender, age, marital status, income and education level. It was noted from the results that 392 respondents filled the questionnaire. 61.5% are female, 42.1% their ages ranges between 21 and 29,

63.8% are single, 37% earns an income less than 1000 Egyptian Pounds and 60.2% holds the BS certificate from the university.

7-3 Hypotheses Testing

Hypotheses were tested using of SPSS 22.0. The analysis was conducted to reveal the direct and indirect effects. The significance level that this study depends on is less than 5% (Sig. level <5%). This study used multiple regression and simple regression analysis to test the direct relationship between the independent variables and the dependent variable, while the structural equation model was used to test the mediating effect for e-trust on the relationship between independent variables and the dependent variable.

7-3-1 Multiple Regression Analysis

The multiple regression analysis can be classified into two steps as follow: The first step tested H₁, H₂ by conducting the regression between two the independent variables including e-WOM, Service Quality and the dependent variable e-trust. The second step tested H₃, H₄ by conducting the regression between the two independent variables including e-WOM, Service Quality and the dependent variable Purchase Intention.

7-3-1-1 Testing H1 & H2

H₁: Service quality has a significant positive effect on e-trust of online transportation services in Egyptian market

H₂: e-WOM has a significant positive effect on e-trust of online transportation services in Egyptian market

Table VI: Coefficients results for H₁, H₂

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Result
	B	Std. Error	Beta			
Constant	6.726	1.470		4.576	0.000	
Service Quality	0.007	0.013	0.028	0.513	0.608	Rejected
e-WOM	0.297	0.092	0.178	3.231	0.001	Supported
R ² =0.037; Adjusted R ² = 0.032; F value = 7.43 (Sig. = 0.001)						

Dependent Variable: e-Trust

As presented in table 5, R²=0.037 and adjusted R² = 0.032, which means that 3.2% of the variation in e-trust could be predicted from the variation in e-WOM and Service Quality. Also, F-value is 7.430 and significant at level 1%. This mean that e-WOM and Service Quality are significant predictors of e-trust, with p-value = 0.001. Also, Beta values for each factor is presented in Table VI, which show the affecting level of each independent

variable to dependent variable. In which e-WOM had stronger effect to Trust with $\beta = 0.178$, than Service Quality with $\beta = 0.028$. However, the t- test reveals an insignificant relationship between service quality ($t=0.513$, $p=0.608$) and e-trust, Thus H1 is rejected. While the t- test reveals a positive significant relationship between e-WOM ($t=3.231$, $p=0.001$) and e-trust, Thus H2 is supported.

7-3-1-2 Testing H3 & H4

H₃: Service quality has a significant positive effect on purchase intention of online transportation services in Egyptian market

H₄: e-WOM has a significant positive effect on purchase intention of online transportation services in Egyptian market

Table VII: Coefficients results for H₃, H₄

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Result
	Beta	Std. Error	Beta			
Constant	0.235	1.089		0.216	0.829	
Service Quality	0.053	0.010	0.239	5.398	0.000	Supported
e-WOM	0.731	0.068	0.474	10.724	0.000	Supported

$R^2=0.379$; Adjusted $R^2 = 0.376$; F value = 118.773 (Sig. = 0.000)

Dependent Variable: Purchase intention

Referring to Table VII, $R^2=0.379$ and adjusted $R^2 = 0.376$, which means that 37.6% of the variation in purchase intention could be predicted from the variation in e-WOM and Service Quality. Also, F-value is 118.773 and significant at level 1%. This means that e-WOM and Service Quality are significant predictors of purchase intention, with p-value = 0.000. The Beta values of each factor presented in table 6 show the affecting level of each independent variable to dependent variable. In which e-WOM had stronger effect on purchase intention with $\beta = 0.474$, than Service Quality factor with $\beta = 0.239$. However, the t- test reveals a positive significant relationship between service quality ($t=5.398$, $p=0.000$) and purchase intention, Thus H₃ is supported. In addition, t- test reveals a positive significant relationship between e-WOM ($t=10.724$, $p=0.001$) and purchase intention, Thus H₄ is supported.

7-3-2 Simple Regression Analysis

A simple regression analysis was used to study the positive effect between the independent and dependent variables as follow:

H₅: Service quality has a significant positive effect on e-WOM of online transportation services in Egyptian market.

Table VIII: Coefficients results for H5

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Result
	Beta	Std. Error	Beta			
Constant	1.024	0.401		2.552	0.011	
Service Quality	0.742	0.079	0.429	9.382	0.000	Supported

R=0.429; Adjusted R² = 0.182; F value = 88.026 (Sig. = 0.000)

Dependent Variable: e-WOM

Table VIII reveals that R=0.429 and the adjusted R² value = 0.182, which means that 18.2% of the change in e-WOM was due to the change in Service Quality. In addition, F-value is 88.026 and significant at level 1%. This mean that Service Quality is significant predictor of e-WOM, with p-value = 0.000. The Beta value for service quality is 0.429, presented in table VIII show the affect level for Service Quality on e-WOM. However, the t- test shows a significant positive relationship between service quality (t=9.382, p=0.000) and e-WOM, Thus H5 is supported.

H₆: e-Trust has a significant positive effect on purchase intention of online transportation services in Egyptian market

Table IX: Coefficients results for H6

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Result
	Beta	Std. Error	Beta			
Constant	3.127	0.162		19.323	0.000	
e-trust	0.399	0.042	0.433	9.474	0.000	Supported

R=0.433; Adjusted R² = 0.185; F value = 89.756 (Sig. = 0.000)

Dependent Variable: Purchase intention

Table IX reveals that R=0.433 and the adjusted R² value = 0.185, which means that 18.5% of the change in purchase intention was due to the change in e-trust. In addition, F-value is 89.756 and significant at level 1%. This mean that e-trust is significant predictor of purchase intention, with p-value = 0.000. However, the t- test shows a significant positive relationship between e-trust (t=9.474, p=0.000) and purchase intention, Thus H6 is supported.

7-3-3 Testing e-Trust Mediating Effect

To test the mediating effect for e-trust on the relationships between e-WOM / Service Quality from one side and purchase intention from other side. Structural equation modelling was applied, depending on AMOS 22.0 software supported by SPSS 22.0 program, in which the estimated Beta value for direct and indirect paths was calculated, along with the regression analysis for the variables, backed up by studying the fitness level for the mediation models.

H7: e-Trust is mediating the relationship between e-WOM and purchase intention of online transportation services.

Figure 2 revealed the direct and indirect path for e-WOM toward purchase intention, along with the estimated path coefficient (Beta values). In which the value of the direct path Beta = 0.53, while the indirect path Beta = 0.0651 \approx zero, which is an insignificant small value, thus insignificant indirect path exists.

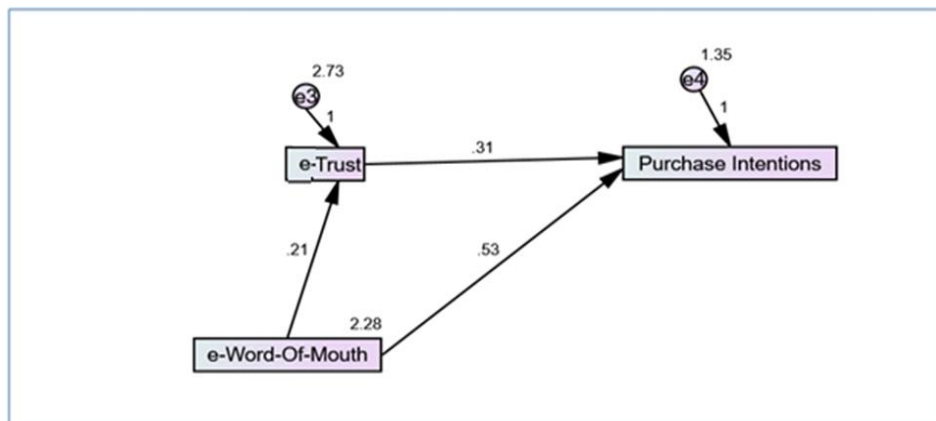


Figure 2: e-Trust as a Mediator e-WOM and purchase intention

In addition, the model in figure 2 was tested in which the p-value for chi-square was 0.000, as illustrated in Table X. Hence this model was rejected.

Table X: Chi-square for Modified Versus Mediated Model

Model	NPAR	CMIN	DF	P	CMIN/DF
Modified model	5	4.304	1	.058	4.304
Mediated model	6	.000	0	0.000	80.554
Notes:					

Model	NPAR	CMIN	DF	P	CMIN/DF
CMIN= chi-square value; NPAR = number of parameters in the model					

Based on previous analysis, a modified model was presented in figure 3, which ignores the indirect path between e-WOM and purchase intention.

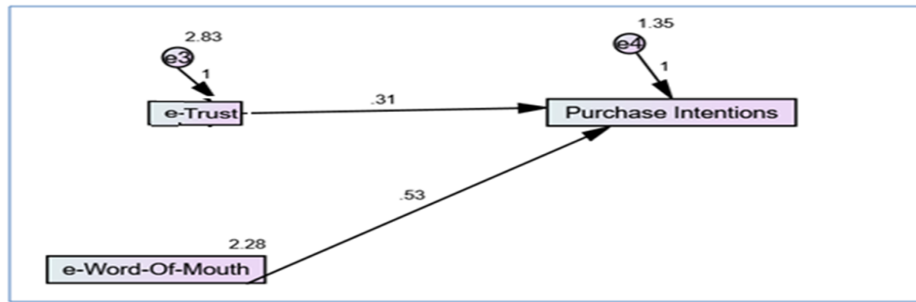


Figure 3: Modified Model for Fig. 2

In the same vein, table XI revealed two significant relations between (1) e-WOM and purchase intention (2) e-trust and purchase intention, with a significant positive path coefficient 0.53 and 0.31 consecutively.

Table XI: Regression Weights

	Estimate	S.E.	C.R.	P	Label
e-Trust → Purchase Intention	.311	.038	9.552	***	Accepted
e-WOM → Purchase Intention	.533	.073	9.818	***	Accepted

Notes:
SE= Standard Error; **CR=** Critical Ratio, **e- trust=** Electronic Trust; **e-WOM =** Electronic Word of Mouth

Also to support the previous analysis the modified model fit was studied, revealing that this model is fit, in which insignificant Chi-square = 4.304 (p -value = 0.058 > 0.05) was obtained as reflected by table 9, adequate Goodness fit Index (GFI) (0.993) which exceeds 0.9 (Byrne, 1994), Comparative Fit Index (CFI) 0.981 greater than 0.93 and approaching to 1.00 indicating complete fit (Byrne, 1994), and Root Mean Square Error of Approximation (RMSEA) is 0.042 and less than 0.08 (Browne & Cudeck, 1993). Hence H7 is rejected.

H₈: e-Trust is mediating the relationship between service quality and purchase intention of online transportation services.

Figure 4 revealed the direct and indirect path for Service Quality toward purchase intention, along with the estimated path coefficient (Beta values). In which the value of the direct path Beta = 0.71, while the indirect path Beta = 0.072 ≈ zero, which is an insignificant small value, thus insignificant indirect path.

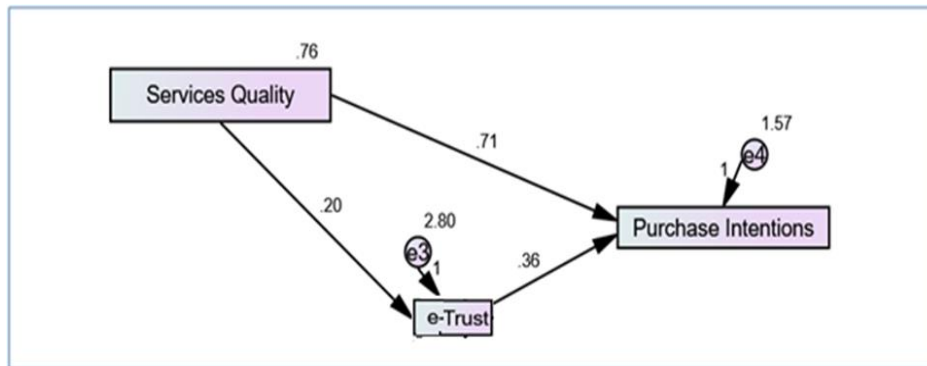


Figure 4: e-Trust as a Mediator Service Quality and purchase intention

In addition, the model in figure 4 was tested in which the p-value for chi-square was 0.000, as illustrated in table XII. Hence this model is rejected.

Table XII: Chi-square for Modified Versus Mediated Model

Model	NPAR	CMIN	DF	P	CMIN/DF
Modified model	5	5.367	1	0.052	5.367
Mediated model	6	.000	0	0.000	5.672
Notes:					
CMIN= chi-square value; NPAR = number of parameters in the model.					

Based on previous analysis, a modified model was presented in figure 5, which ignores the indirect path between Service Quality and purchase intention.

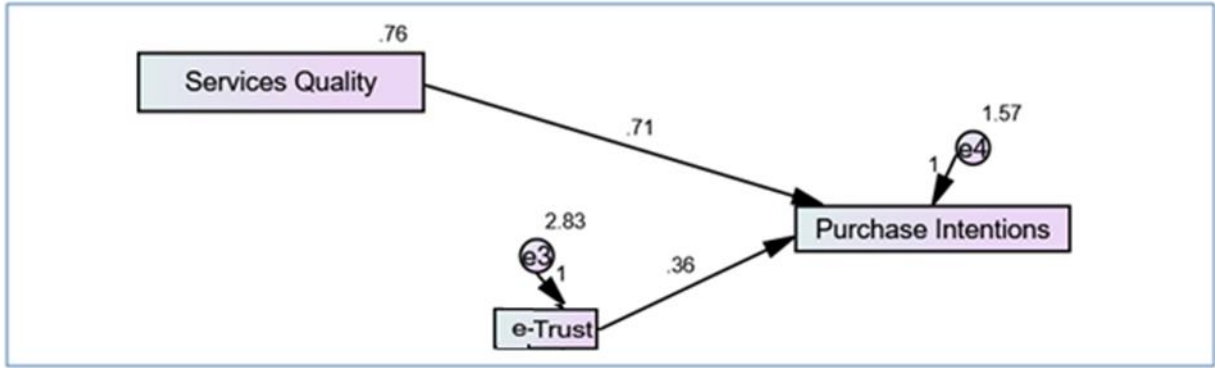


Figure 5: Modified Model for Fig. 4

Relatedly, Table XIII revealed two significant relations between (1) Service Quality and purchase intention (2) e-trust and purchase intention, with significant positive path coefficients equal to 0.713 and 0.361 consecutively.

Table XIII: Regression Weights

		Estimate	S.E.	C.R.	P	Label
e-Trust	→ Purchase Intention	.361	.038	9.552	***	Accepted
Service Quality	→ Purchase Intention	.713	.073	9.818	***	Accepted

Notes:
SE= Standard Error; **CR=** Critical Ratio, **e- Trust=** Electronic Trust; **e-WOM =** Electronic Word of Mouth

Also to support the previous analysis the modified model fit was studied, in which insignificant Chi-square = 5.367 (p value = 0.052 > 0.05) was obtained as reflected in table XII, adequate Goodness fit Index (GFI) (0.991) which exceeds 0.9 (Byrne, 1994), Comparative Fit Index (CFI) 0.971 greater than 0.93 and approaching to 1.00 indicating complete fit (Byrne, 1994), and Root Mean Square Error of Approximation (RMSEA) is 0.053 and less than 0.08 (Browne & Cudeck, 1993). Thus, the modified model is significant, hence H8 is rejected.

The overall results for this paper hypothesis testing was presented in Table XIV, revealing that all the direct path hypothesis was significant, except for the first hypothesis, in which no significant positive relationship between service quality and e-

Trust, while no significant indirect path was found between Service Quality , e-WOM and Purchase intention.

Table XIV: Hypotheses Results

No.	Hypotheses	Result
H ₁	Service quality has a significant positive effect on e-trust of online transportation services in Egyptian market	Rejected
H ₂	e-WOM has a significant positive effect on e-Trust of online transportation services in Egyptian market	Supported
H ₃	Service quality has a significant positive effect on purchase intention of online transportation services in Egyptian market	Supported
H ₄	e-WOM has a significant positive effect on purchase intention of online transportation services in Egyptian market	Supported
H ₅	Service quality has a significant positive effect on e-WOM of online transportation services in Egyptian market	Supported
H ₆	e-Trust has a significant positive effect on purchase intention of online transportation services in Egyptian market	Supported
H ₇	e-Trust mediates the relationship between e-WOM and purchase intention	Rejected
H ₈	e-Trust mediates the relationship between service quality and purchase intention	Rejected

7-4 Testing Overall Model fitness

The overall mediated model was tested and its chi-square significance value of was 0.00, as revealed in Table XIV, thus the model did not reproduce the data close to the original data and therefore did not represent the data.

Table XIV: Chi-square for Overall Modified Versus Overall Mediated Model

Model	NPAR	CMIN	DF	P	CMIN/DF
Overall modified model	8	14.659	2	.0 [∞] 1	7.330
Overall mediated model	10	.000	0		
Notes:					
CMIN= chi-square value; NPAR = number of parameters in the model.					

Based on the previous analysis Figure 6 which represents the mediated model must be modified.

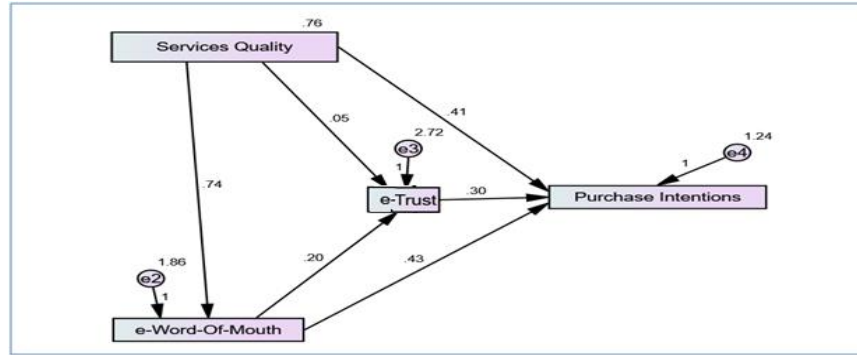


Figure 6: The Rejected Mediated Model

Thus, the mediated model is substituted by the modified model, in which no indirect relationship exists between service quality/e-WOM and purchase intention as reflected by figure 7.

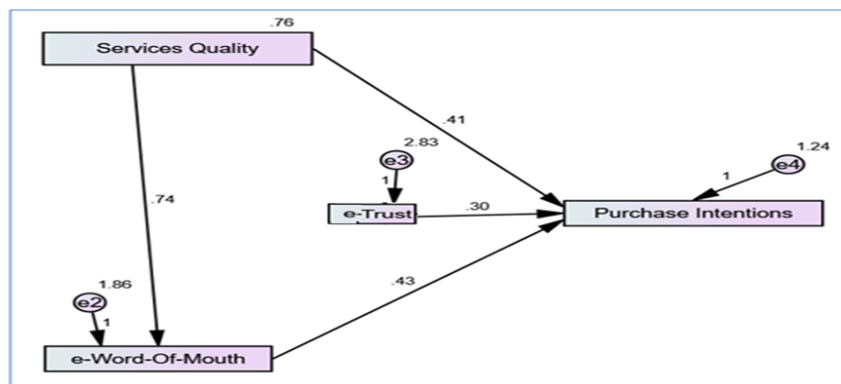


Figure 7: The Accepted Modified Model

Further analysis for the overall modified model revealed insignificant Chi-square = 14.659 (p value = 0.051 > 0.05) as shown by Table XIV; and adequate Goodness fit Index (GFI) (0.982) which exceeds 0.9 (Byrne, 1994), Comparative Fit Index (CFI) 0.963 greater than 0.93 and approaching to 1.00 indicating complete fit (Byrne, 1994), and finally the Root Mean Square Error of Approximation (RMSEA) was 0.057 which is less than 0.08 (Browne and Cudeck, 1993). Table XV revealed four significant paths as follow: (1) Service Quality and e-WOM, (2) e-trust and purchase intention, (3) e-WOM and purchase intention, and (4) Service quality and purchase intention.

Table XV: Regression Weights

	Estimate	S.E.	C.R.	P	Label
Services Quality → e-Word Of Mouth	.742	.079	9.394	***	
e-Trust →Purchase Intentions	.304	.034	9.068	***	
e-WOM → Purchase Intentions	.427	.041	10.332	***	
Services Quality→ Purchase Intentions	.408	.072	5.703	***	
Notes:					
SE= Standard Error; CR= Critical Ratio, e- trust= Electronic Trust; e-WOM= Electronic Word of Mouth					

8- Discussion:

This study examined the direct and indirect path effect for e-WOM and service quality on customer purchase intention for OTSs, in addition to examining the effect of online transportation service quality on potential and current e-WOM.

This paper investigates the relation between e-WOM and customer purchase intention for OTSs. The study provides evidence for a positive effect of e-WOM on customer purchase intention, which illustrates high level of awareness for Egyptian's online transportation customers, about the importance of electronic word of mouth, as powerful marketing tool. The results of this study are consistent with the findings of many previous studies (e.g. Khan et al., 2015; Jalilvand & Samiei, 2012; Saba et al., 2015).

The relation between e-WOM and e-trust in online transportation services was investigated in this study, in which an evidence for significant relationship was detected. Thus, Egyptian online transportation customers are concerned with e-WOM, and thus build e-trust in online transportation services based on posts and comments on social media, which may include realistic information. The research findings confirmed the results of many research (e.g. King et al., 2014; Cheng et al., 2017; San-Martin & Jimenez, 2017).

The finding for this paper reveals a positive effect for service quality on customer purchase intention related to OTSs. Hence service quality has a significant impact on perception component for Egyptian's online transportation customers, which enhance their purchase intension. Thus, consistent with many previous studies results (e.g. Kuo, 2003; Liu & Lee, 2016).

Customer's e-Trust for OTSs positively affect their purchase intension. Online purchasing considered as non-steady framework, in which many buyers highly consider

security issues. In other words, customers are very caution to buy online. These results revealed Egyptian`s online transportation customers highly believing in e-trust as antecedent for purchase intention for OTSs. This finding agreed with the results of many previous research (e.g. Dabholkar & Sheng, 2012; Everard & Galletta, 2006; Lu et al., 2010).

This paper studied the impact of online transportation service quality on potential and actual customer's e-WOM, revealing a significant effect for service quality on potential and actual customer e-WOM. Hence continuous improving for online transportation service quality will lead to positive e-WOM. This finding was consistent with the results of Liu & Lee (2016).

9- Conclusion:

This study aids in filling the literature gap concerning OTSs, whereby there is no previous research examined service quality, e-Word of mouth, e-Trust and purchase intention together in one conceptual framework. Moreover, the current study shed the light on the importance for continuous improving for online transportation service quality, which can be considered as important tool for enhancing positive e-WOM and purchase intention through attracting and retaining customers. Furthermore, this study adopted e-Word-of-mouth as an important tool to improve firm's image by its customers. Thus, Firms can save the money spent on advertisements and increase the market share. Knowing that this study depends on judgmental sampling technique as a non-probability sampling, this research findings should be used with caution because it is difficult to generalize this study results due to this type of sample which can be considered as a limitation. The authors highly recommend potential studies to combine qualitative and quantitative methods, in order to illustrate more ideas about the importance of using e-WOM and service quality in enhancing purchase intention for online transportation services.

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