

UNDERSTANDING CONSUMERS ACCEPTANCE OF TECHNOLOGY BASED LOYALTY PROGRAMS IN THE AIRLINE INDUSTRY

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ABSTRACT

The airline industry has serves its customers without position and time constraints. The ability to use electronic loyalty programs to facilitate customers. This paper aims to evaluate the adaptation of electronic loyalty programs based on TAM to Improve the actual use of electronic program loyalty by using the quality of electronic services as a mediator. A survey was distributed and 140 valid sample responds has been collected from upper and middle management at Amman International Airport. Hypothesis was tested by employing the AMOS program. The main finding was that the quality of electronic services partially mediates the relationship between Perceived Usefulness (PUS) from an electronic loyalty program, Attitude toward Using (ATU) Electronic Loyalty Program to Improve Actual Use of Electronic Program Loyalty.

Keywords: Technology Acceptance Model (TAM), Electronic Loyalty, Quality of Electronic Services

INTRODUCTION

The beginning of the web era has taken about excessive competencies composed with essential modifications in Electronic Business (E.B.) method. Pai & Tu, (2011), noted that with the fast alteration of business situation, business source mixing has increasingly become essential for companies. Electronic Customer selection is a method that is outlined by different constructs in the E.B. environment and the reason specific customers use such programs. The quality of Electronic services is essential to electronic commerce.

Chitcharoen, et al., (2013), suggested that perceived web feature like quality as the workers' assessment of a website's component such as assembly users' requirements that request from the websites by using achieves four Web quality factors, namely: technical competence, content quality, facility content, and perceived quality. We see that the Internet technologies sector is deeply penetrating in all walks of human life such as e-commerce and e-governance. Soltani & Navimipour, (2016), noted that web technology allows businesses to discover information that influences customer purchase decisions, leading to discovering new e-customers, keeping track of online activity, and modifying infrastructures goods, facilities, and values.

Pai & Tu, (2011), describe Internet technologies as fallen into a worldwide development, were there is a various research discovering the topic; particularly, on how to implement using TAM into client behavior pattern in an organization. Additionally, using web Technology with the relationship with Customers has appeared as an essential method that allows companies to communicate with customers to gather customer data and get accurate information regarding customers' behavior (Soltani & Navimipour, 2016). The use of loyalty programs and the quality

of electronic services have emerged as the most crucial concept of any electronic business and different companies such as airlines have developed electronic loyalty customer. Forgas, et al., (2012) stated that the Internet's practice as a straight trades channel decreases delivery costs for the airline industry. Several firms are continually finding new tools that can improve customer loyalty programs making it one of the most important factors when aiming to manage customer's loyalty (Kreis & Mafael, 2014).

In order to attract users, the airline industry needs to take actions keeping in consideration how they can gain customers trust and loyalty. They can do this in many ways, there are policies, predications, and behaviors that may recognize internet skills (Forgas, et al., 2012). Both web loyalty programs and user's opinions on value-for-money are vital along with issues related to customer decisions when selecting a firm to travel with (Park, et al., 2010).

Crespo-Almendros & Del Barrio- García, (2016), noted that airlines are fully dedicated to customer loyalty standards in airline programs by presening several advertising inducements which may boost purchases. Furthermore, the usage of electronic ticketing has developed quickly in the web environment. Conferring to the Airline Reporting Corporation (ARC), nearly (99%) of all airline tickets cast off in the United States (U.S.) was managed via the web (Crespo-Almendros & Del Barrio-García, 2016). Andreu, et al.,(2010), noted that e-customers could discover several services and complete data about flight agendas and airline ticket fees. Escobar-Rodríguez & Carvajal-Trujillo, (2013), noted that the airline industry in all around the world are now appreciating the profits of E.B. by using the Internet to advertise a reduction on the next online ticket buying by participation through the loyalty program. These advertisements' can be connected to customers over correspondence creating the airline firm's database.

The concept of electronic program loyalty, quality of electronic services, and actual use electronic program loyalty has been widely discussed in previous research. Furthermore, literature related to TAM for electronic loyalty program design, electronic loyalty program, and quality of electronic services has been presented but not an integrated model; in this regards, this paper will fill a knowledge gap by studying the impact of TAM for electronic loyalty program design including (apparent usefulness from electronic loyalty program, perceived ease of use electronic loyalty program, and attitude toward using electronic faithfulness program) besides investigating the mediating effect of eminence of online services) to improved actual use electronic program loyalty. focused on analyzing causal relationships and providing an empirical model. additionally, to gain a better understanding in royal jordanian airline the use of Actual use electronic program loyalty, that will result in applying TAM for electronic loyalty program design regarding the mediating role of quality of electronic services that impact jordanian customers to buying a ticket online for the airline industry.

LITERATURE REVIEW

TAM is one of the models frequently applied in IS /IT adaption researches. This model discusses adoption from various aspects including acceptance behavior over the ecommerce services. TAM model concept consider the perceived usefulness and perceived ease of use are two important bases of technology adoption (Davis et al., 1989). Additionally, the concept of perceived usefulness as the unit to which an individual believes that using a specific system would improve work performance, on the other hand, the concept of perceived ease of use is clear as the unit to which an individual believes that using a particular system would be free of effort, additionally, the concept of attitude toward using has a secondary effect to the real system use (Davis et al., 1989). These concepts are applied and manipulated in IS design.

Enas, Ghaith, Abdulllah & Tambi, (2019); Santouridis & Kyritsi, (2014) explained that the concept of TAM has been shown to be general as can be realized by many research efforts that used it in several business and IT areas. Additionally, Davis (1989) noted that individual's intention to try a new technology is definitely connected to the individual's perception of how

valuable the technology is and how easy it is to use. While, McKechnie, et al., (2006) noted that the TAM concept has been used and is suitability as a model for IS research, it has gained the right to be considered as a strong, great model for forecasting user behavior (Venkatesh et al., 2012).

In Addition, as indicated by, Faqih & Jaradat, (2015) TAM is an extensively used and complete comprehensive model in the environment of IS application research for many situations and through many organizational locations. Also, the TAM concept is applied in clarifying the acceptance IS research (Davis, 1989).

Yousafzai, et al., (2010) Identify that there are three reason for adapted TAM model in organization. First, TAM is considered to precisely clarify IS adoption through different businesses levels. Second, TAM has complete theoretical literacy and excessive validity quantity scales. Third, TAM has been an issue of different practical researches that explained the relationship behaviors. Also, Davis (1989) noted that TAM has been observed as the most robust, parsimonious and influential model in innovations acceptance behavior.

Technology Acceptance Model Factors

Numerous models were established for the determination and understanding consumer behavior concerning original online solutions. Additionally, different organizations often owe their success to their responsiveness and flexibility in understanding customer behavior by applying new technology. Davis (1989), suggests that the success associated with belief, attitude, intention, and behavior in TAM, allows us to forecast the use of new technologies by users.

As a result, The TAM model attitude toward use of new technology as a concept is clarified by two perceived factors: usefulness and ease of use (Davis, 1989). Nonetheless, the Perceived ease of use is clear as: the degree to which an individual believes that using a specific system would be free of effort within a business context (Davis, 1989). Also, the perceived usefulness can be clear as: the degree to which an individual believes that using a specific system will growth work performance (Davis, 1989). In that direction, the underlying interaction among behavioral beliefs (*i.e.*, perceived usefulness and perceived ease of use), attitudes, intentions, and behavior, and suggests that human behavior can be clarified by those two beliefs. Also, several empirical studies across numerous web applications show the analytical power of behavioral beliefs, and specially of usefulness perceptions (Blut et al., 2016; Enas et al., 2019; Ovčjak et al., 2015).

In order to examine factors predicating client behavior by using of web system. Venkatesh, et al., (2012) offered that the combined model of acceptance and use of technology (UTAUT) based on seven factors namely: performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit. Additionally, the framework also enhances a straight association between enabling settings and behavioral intention, and habit is also hypothesized to straight impact both behavioral intention and use behavior. In addition to these modifications, the impact of behavioral intention on use is also mediate by experience (Enas et al., 2019; Venkatesh et al., 2012).

Escobar-Rodríguez & Carvajal-Trujillo, (2013), suggested a model to clarifying how clients use airline websites to buy air tickets based on seven constructs namely: performance expectation, effort expectation, social effect, facilitating conditions, hedonic motivation, price value, and habit regarding the influence of perceived behavioral intention on perceived use behavior. These results approve the validity of UTAUT in clarifying the online buying intention and the online purchase use in the context of the straight purchase of airline tickets. Consequently, the administrators must attempt to growth online purchase intention in order to growth online buying use. constructs such as habit, price saving, hedonic motivation, enabling conditions, social influence and performance expectation can all be replaced upon in order to growth online purchase intention.

Quality of Electronic Services

The Quality of Electronic services allows customer to order goods and services using new technology tools without any time or space limitations. Also, the Internet services has established from purely an information and communication medium into distribution channel. Also, EB evolution trusted mainly on enticing traditional customers to accept online channels (Fang et al., 2016). In the last decades, huge efforts have been applied to discovery complete measurements to evaluate IS service quality, the emphasis of this style was web service quality (Alsabawy et al., 2016)

Liu et al (2013) stated that the quality of the website structures such as policy and appearance mainly define customers trust in the online seller, and customers' willingness to contribute in joint purchasing is due to its operation time managing. Fang, et al., (2016) noted that customer loyalty shows a vital role in the achievement of EB, and so, Loyalty is an essential strategic objective for all online sellers. It is a paradigm that has both intentional and behavioral modules. Alsabawy, et al., (2016), claim that the service quality has received considerable attention not only in the marketing field, but also in the IS literature. Therefore, Quality of Electronic Services Not only have consequences for delivery, but influence an organization entire business processes as well based on used of information and communication technology, and specifically the internet.

Electronic Program Loyalty

Loyalty program is widely believed to offer growth and cost saving opportunities. Zakaria, et al., (2014), noted that the theory of customer loyalty is a vital to the business in order to hold its present customers. It is because customer's loyalty can help numerous profits to the business and perceived value to the participants as a token of appreciation for their loyalty to the business. Additionally, Lim & Lee, (2015) describe that a loyalty program delivers rewards that can be apply for forthcoming purchase, is a extensively accepted advertising procedure by online sellers with the objective of growing customer holding and resultant profits. A loyalty program is a marketing promotion vehicle that offers customers with incentives to create repeat purchases (Lim & Lee, 2015). Also, Bahrami, et al., (2012) argue that the CRM strategies can be observed as the mixture of strategic customer information employment into a loyalty structure over the use of IT.

Through the development of Information and communication Technology in organization in different field is highlights the significance of construction and upholding long-term connections with customers in strategy markets. Recently, Kingshott, et al., (2018) define that E-loyalty is an anticipated result in the outline of such technologies because it indicates customers are dedicated to using this mode of collaboration which is critical for those service firms that have participated in technology to establish their plan and method. Additionally, Lee & Wong, (2016) noted that as EB becomes essential in the organization situation, it is also vital for organizations to describe loyalty in an online situation. Consequently, Electronic Program Loyalty discusses to electronic channels, in general, and contains a comprehensive range of web services (Lee & Wong, 2016).

The electronic transaction is electronic transmission of business information between customer and organization. Therefore, in web transactions, e-loyalty has been clear as the forthcoming purpose to return to, and to buying from a certain website, with e-satisfaction, e-trust and e-quality being recognized as the major qualifications of e-loyalty (Flavián et al., 2006). Also, Bhattacharjee (2001) appears that workers of EB services establish little loyalty toward their service workers, making service organizations to organize loyalty programs to encourage customer withholding. EB services and relations between these factors. In specific, Lopez-Miguens & Vazquez, (2017) conducted a study of structural model of the e-loyalty that considers cognitive, affective, attitudinal and behavioral factors and it is capable to clarify

86.6% of the factor e-loyalty, and recommended four constructs (e-satisfaction, e-trust, website quality and switching barriers) are combined in the framework, as antecedents of e-loyalty. The possible of Electronic Program Loyalty has been recognized by business during the world many of which have established approaches to enable and support its acceptance.

Relationship between TAM for Electronic Loyalty Program Design, Quality of Electronic Services, and Actual Use Electronic Program Loyalty

Actual Use Electronic Program Loyalty Is a critical issue in the success of any business system that conducted online. Ladhari & Leclerc (2013), noted that the CRM with web service users is vital for services providers, particularly since customer loyalty decreases costs. Lopez-Miguens & Vazquez (2017) explain that the concept of e-trust lead to improved e-loyalty by using e-satisfaction as a mediation; and quality of the website generates e-loyalty mediated through e-satisfaction and e-trust. Specifically, the service quality discusses to the degree to which online services by using website enables effectual shopping, buying to deliver the services (Zeithaml et al., 2002). Furthermore, Gracia, et al., (2015) explain that to attain a great level of loyalty in business, leaders have to adopt whether to develop the online services by web site in order to be used and adoption in order to development of customers' satisfaction.

Clearly, the concept of satisfaction can be clear as the sense of choice felt by the user during interaction with the internet services, this sense of pleasure can growth purchase intentions and loyalty to the web channel (Bigné et al., 2010). Also, Bhattacharjee (2001) noted that based on a creation of customer behavior and IS use the customers' continuance intention is theorized as a role of their fulfilment with the service, perceived usefulness of that service, and loyalty incentives intended to enhance continuance. Additionally, Cyr et al., (2007) verified that perceived usefulness has a positive effect on e-loyalty. In EB place need to considerate actual use electronic program Loyalty construct that impact to actual use. Therefore, the examination of the role of trust in EB has definitely effects purchase intentions that in turn have a helpful impact on loyalty for organization (Palvia, 2009).

Taking in to account these development, the Technology Acceptance Model for Electronic Loyalty Program Design and Quality of Electronic services is important for improve the Actual Use Electronic Program Loyalty. From this point, Toufaily et al., (2013) noted that the customer's readiness to uphold a continue relationship in the upcoming and to include in a reappearance behavior of purchases of online products and service by organization website. Additionally, Enas, Abdul Malek, Abdul Aziz, Ghaith, & Puspa (2018), note that the TAM constructs like: perceived use and perceived ease of use are the main lead to customer's attitude. In the popular of research connecting TAM theory, the attitude variable is excepted from the customers' viewpoint, service quality refers to a number of constructs concerning their experience including online services to develop the customer contacts with organization. Furthermore, Fang et al., (2016) noted that the factor of Perceived value straight effects e-loyalty, while satisfaction fully mediates the direct impact of enjoyment on e-loyalty and the relational quality is essential for development e-loyalty by impacting repurchase intention. So, the e-loyalty idea is satisfactory attitude toward an EB causing in repeat buying behavior (Anderson & Srinivasan, 2003).

Recently, many airline companies use new ways and innovation to offer their electronic customer a variety of Electronic Program Loyalty. Sohn (2017) suggests that customers form usefulness perceptions websites related to mobile retail through their principles around quality of website. Escobar-Rodríguez & Carvajal-Trujillo (2013) noted that customers use online services by website more enjoyable that the airline company. Additionally, the impact of social influence on the internet purchase intention may be clarified by the comprehensive web use as an information basis about tourism products and services of online airline tickets (Escobar-Rodríguez & Carvajal-Trujillo (2013). Nonetheless, the technology acceptance model for electronic loyalty program design and quality of electronic services, literature shows increasing

interest in relationship approach where the focus is evidently on building Actual Use Electronic Program Loyalty.

CONCEPTUAL MODEL

TAM for electronic loyalty program design, and quality of electronic services are important to overall actual use electronic program loyalty. consequently, in this part, the author presents a research model that shows the impact of TAM for electronic loyalty program design on actual use electronic program loyalty by quality of electronic services as a mediation factor. However, the conceptual model is essential in that it would enable us to have insights into the differences in the impact of a TAM for electronic loyalty program design, and quality of electronic services on actual use electronic program loyalty.

Figure 1 shows the research's model, containing the hypothesized relationships among independent factors called TAM (Perceived usefulness from electronic loyalty program, perceived ease of use electronic loyalty program, and attitude toward using electronic loyalty program), and quality of electronic services as a mediation factor, actual use electronic program loyalty as dependent factors.

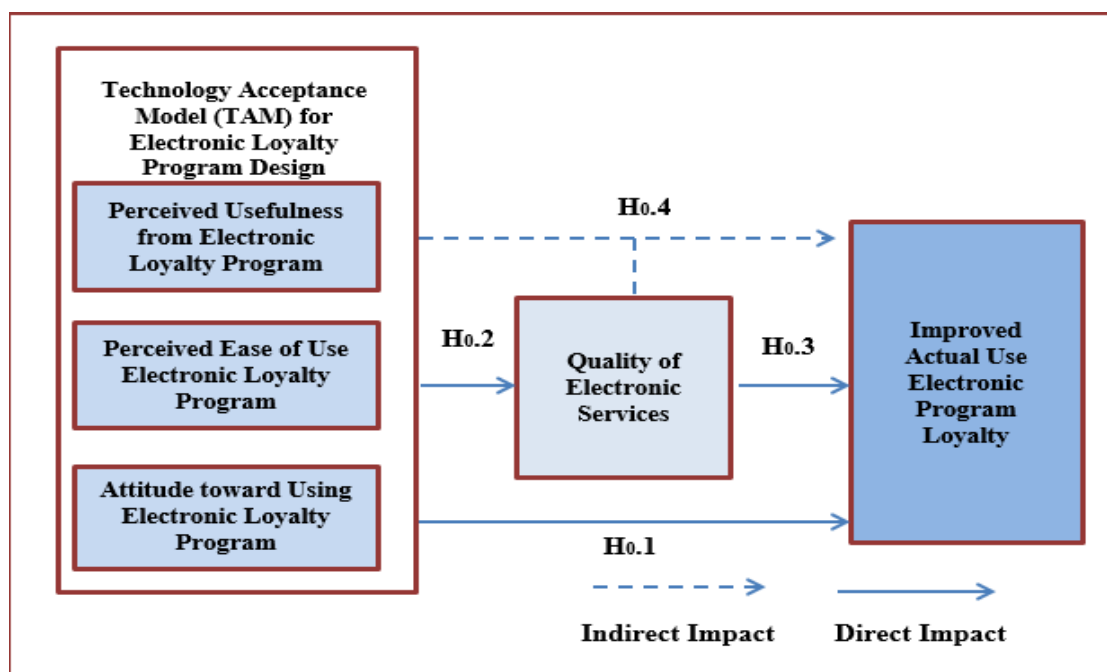


FIGURE 1
RESEARCH MODEL

H0.1 consists of three sub-hypotheses:

H0.1.1: Perceived Usefulness of Electronic Loyalty Program has no direct impact on Improved Actual Use Electronic Program Loyalty.

H0.1.2: Perceived Ease of Use Electronic Loyalty Program has no direct impact on Improved Actual Use Electronic Program Loyalty.

H0.1.3: Attitude toward Using Electronic Loyalty Program has no direct impact on Improved Actual Use Electronic Program Loyalty.

H0.2 in three sub-hypotheses:

H0.2.1: Perceived Usefulness of Electronic Loyalty Program has no direct impact on Quality of Electronic services.

H0.2.2: Perceived Ease of Use Electronic Loyalty Program has no direct impact on Quality of Electronic services.

H0.2.3: Attitude toward Using Electronic Loyalty Program has no direct impact on Quality of Electronic services.

H0.3: Quality of Electronic services has no direct impact on Improved Actual Use Electronic Program Loyalty.

H0.4 in three sub-hypotheses:

H0.4.1: Quality of Electronic services has no mediated the impact of Perceived Usefulness from Electronic Loyalty Program on Improved Actual Use Electronic Program Loyalty.

H0.4.2: Quality of Electronic services has no mediated the impact of Perceived Ease of Use Electronic Loyalty Program on Improved Actual Use Electronic Program Loyalty.

H0.4.3: Quality of Electronic services has not mediated the impact of Attitude toward Using Electronic Loyalty Program on Improved Actual Use Electronic Program Loyalty.

RESEARCH METHODS

this research used a quantitative technique. a survey was used in the research to gather the data to help examine how employees at Amman international airport in Jordan use tam factors (perceived usefulness from electronic loyalty program, perceived ease of use electronic loyalty program, and attitude toward using electronic loyalty program) and quality of electronic services to improve actual use electronic program loyalty. furthermore, the amos statistical technique was used to analyze the collected data to explain the impact of independent constructs on the dependent with the existence of a mediate factor (quality of electronic services).

Sample Size

The Study population consisted of all employee in the upper and middle management at Amman international airport in Jordan. The sample of the study was randomly selected and reached (140) employees. The questionnaires were distributed to the selected sample where all the questionnaires were Retrieved. Redemption (85.7%) which is statistically acceptable.

Constructs Measurements Analysis

Figure 1 includes Five elements, (perceived usefulness from electronic loyalty program, perceived ease of use electronic loyalty program, and attitude toward using electronic loyalty program) and quality of electronic services to improve actual use electronic program loyalty). table 1 shows the research constructs measurement.

Constructs	Measurement
Perceived Usefulness from Electronic Loyalty Program	Using the Electronic Loyalty Program in reservation allows tasks to be quickly accomplished.
	Using the Electronic Loyalty Program makes it easier to make reservation
	The system for Electronic Loyalty Program useful for my reservations.
	The system for Electronic Loyalty Program is enjoyable to use for reservations.
Perceived Ease of Use Electronic Loyalty Program	Electronic Loyalty Program is understandable
	Electronic Loyalty Program is easy to use.
	Electronic Loyalty Program does not require a lot of mental effort.
	The tool for Electronic Loyalty Program is easy to use.
Attitude toward Using Electronic Loyalty Program	Intentions to continue using Electronic Loyalty Program rather than any alternative mean
	I would actively request to use this Electronic Loyalty Program again.
	I intend to continue using Electronic Loyalty Program and not discontinuing
	I will always prefer to use Electronic Loyalty Program for reservation.
Quality of Electronic Services	Information and communication Technology provides Quality of Electronic Services
	The Quality of Electronic Services system meets my requirements
	The Quality of Electronic Services requires a minimum number of fields and screens to complete a task

	Information needed from Quality of Electronic Services system is always available for me
Actual Use Electronic Program Loyalty	I will always actually use Electronic Program Loyalty on e-commerce websites when purchasing tickets.
	The actual use of electronic program loyalty has become natural to me.
	Given that I have access to Electronic Program Loyalty, I predict that I would use it
	I will recommend Electronic Program Loyalty to others

Discriminant Validity

Correlations examination is applied to investigate the discriminant validity .Table 2 shows the results of correlations Test (discriminant validity).

Constructs	(PUS)	(PEU)	(ATU)	(QES)	(IAU)
(PUS)	1.000				
(PEU)	0.669	1.000			
(ATU)	0.745	0.718	1.000		
(QES)	0.701	0.633	0.724	1.000	
(IAU)	0.750	0.628	0.767	0.863	1.000

Based on Table 2, The correlation coefficient values indicate no significant relationship between variables. Value of correlation coefficients between independent variables are less the (0.80), showing that data is free of problems.

Measurement Model Evaluation

The confirmatory factor analysis (CFA) was applied to assess the analysis model. See table (3).

Measure	CMIN/DF	Comparative Fit Index (CFI)	Goodness-of-Fit Index (GFI)	Normed Fit Index (NFI)	Root Mean Square Error of Approximation (RMSEA)
Threshold value	<5	>0.90	>0.90	>0.90	<0.10
Result for proposed model	4.117	0.97	0.95	0.97	0.07

Table 3 shows that the CFA measures represent a good fit as CMIN/DF=4.1114 of the scale items used in the main survey are lower the cut-off criteria of 5 (Byrne,2001). Also, the CFI, GFI, and NFI of all the constructs were values near .90 indicating a good model fit (Byrne,2001). RMSEA of the scale items used in the main survey are lower than the cut-off criteria which is 0.10 (Byrne,2001).

DATA ANALYSIS AND RESULT

Descriptive Analysis

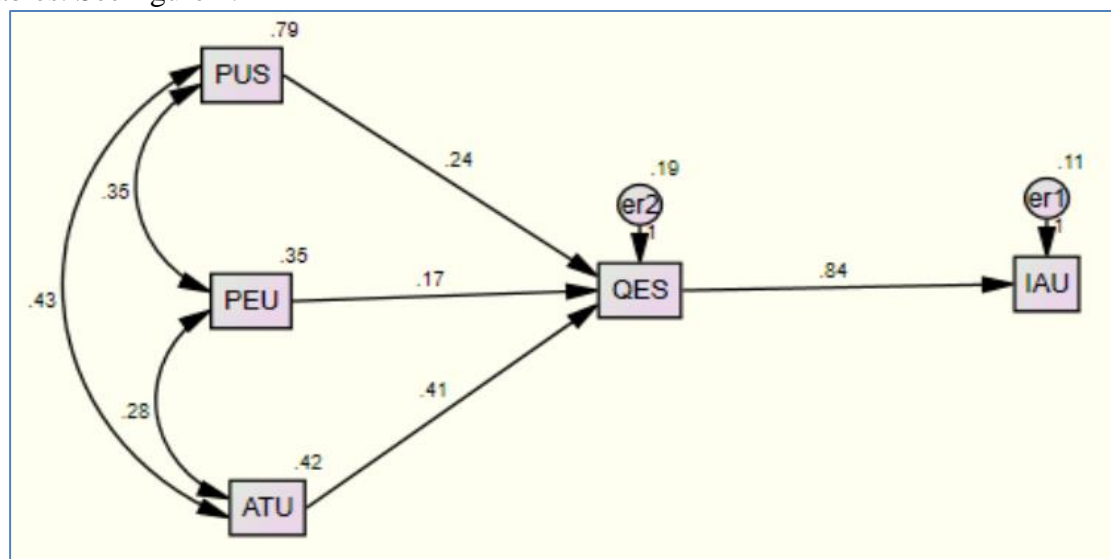
Descriptive statistics of measurement items are in Table 4. The mean, Standard Deviation (SD), minimum, maximum and between each measurement item is related to a questionnaire constructs.

Constructs	Mean	SD
Perceived Usefulness from Electronic Loyalty Program (PUS)	3.917	0.893
Perceived Ease of Use Electronic Loyalty Program (PEU)	4.058	0.598
Attitude toward Using Electronic Loyalty Program (ATU)	3.842	0.648
Quality of Electronic services (QES)	4.017	0.686
Actual Use Electronic Program Loyalty (IAU)	4.025	0.667

Table (4) shows the mean values ranged from the lowest mean was for (ATU) = 3.842 to the highest mean for (PEU) = 4.058 on the 5-point scale and indicated all the scale items are distributed normally and reflect the level of acceptance of statements made from individual respondents. The standard deviation of the responses reflects the low degree of dispersion, the standard deviations(SD) ranged from 0.598 for (PEU) to 0.893 for (PUS) on the 5-point scale. Indicating that all the scale items were normally distributed, showing the consistency in the responses response that supports the assurance of the importance of Actual Use Electronic Program Loyalty (IAU). These results are consistent with the orientations of employee both upper and middle management at Amman International Airport regarding the Actual Use Electronic Program Loyalty (IAU).

Hypotheses Testing

AMOS was used as the proposed model to test the hypothesized relationships among variables. See figure 2.



**FIGURE 2
THE RESULTS ESTIMATED THROUGH AMOS**

The standardized regression weights, Standard Error (S.E) and the Critical Ratio (C.R) for H0.1, H0.2, H0.3 and H0.4 are provided in Table 5 in order to determine if hypotheses are supported.

Relations	Estimate (β)	S.E.	C.R.	p-value	Result
H0.2.1 (PUS) → (QES)	0.245	0.070	3.479	0.000	Reject H0.2.1
H0.2.2 (PEU) → (QES)	0.165	0.101	1.645	0.100	Accept H0.2.2

H0.2.3 (ATU) → (QES)	0.405	0.104	3.913	0.000	Reject H0.2.3
H0.3 (QES) → (IAU)	0.839	0.045	18.606	0.000	Reject H0.3

Results for regression in table 5 indicate that the effect of (PUS) on (QES) is significant ($\beta = 0.245$, $p = 0.000$), This results reject the null hypothesis and accept alternative hypotheses, showing a significant impact of (PUS) on (QES) for employee in Amman International Airport concern about that Used the Perceived Usefulness from Electronic Loyalty Program to Improved Quality of Electronic Services. Regression results indicate that there is no effect of (PEU) on (QES) was not significant ($\beta = 0.165$, $p = 0.100$), results accept of the null hypothesis and Reject the alternative hypotheses, which means there is a no significant impact of (PEU) on (QES) for employee in Amman International Airport concern about that Used the Perceived Ease of Use Electronic Loyalty Program to Quality of Electronic Services. Regression results show that the effect of (ATU) on (QES) is significant ($\beta = 0.405$, $p = 0.000$), This results reject the null hypothesis and accept the alternative hypotheses, showing a significant impact of (ATU) on (QES) for employee in Amman International Airport concern about that Used the Attitude toward Using Electronic Loyalty Program to Improved Quality of Electronic Services. Regression results indicated that the effect of (QES) on (IAU) was significant ($\beta = 0.839$, $p = 0.000$), This results support the rejection of the null hypothesis and acceptance of the alternative hypotheses, which means there is a significant impact of (QES) on (IAU) for employee in Amman International Airport concern about that Used the Quality of Electronic Services to Improved Actual Use Electronic Program Loyalty

The regression results ensure the quality of electronic services, mediating the relationship between (perceived usefulness from electronic loyalty program, perceived ease of use electronic loyalty program, and attitude toward using electronic loyalty program) and actual use electronic program loyalty. see table (6).

Relation	Direct Effect (H0.1 and H0.3)				Indirect Effect (H0.4)			
	(PUS)	(PEU)	(ATU)	(QES)	(PUS)	(PEU)	(ATU)	(QES)
(QES)	0.245 (0.018) Reject H0.1.1	0.165 (0.163) Accept H0.1.2	0.405 (0.010) Reject H0.1.3	0.000	0.000	0.000	0.000	0.000
(IAU)	0.000	0.000	0.000	0.839 Reject H0.3	0.205 Reject H0.4.1	0.139 Accept H0.4.2	0.340 Reject H0.4.3	0.000

Table 6. shows that (QES) partially mediated the relation between (PUS) and (IAU). The mediation effect is significant as indirect effect ($\beta = 0.839$, $p = 0.010$) of (QES) on (IAU) for employees in Amman International Airport concern about that Used the Quality of Electronic Services to Improved Actual Use Electronic Program Loyalty. Also, (QES) partially mediated the relation between (ATU) and (IAU). The mediation effect is significant as indirect effect ($\beta = 0.839$, $p = 0.010$) of (QES) on (IAU) for employee in Amman International Airport concern about that Used the Quality of Electronic Services to Improved Actual Use Electronic Program Loyalty. (QES) is not mediating the relation between (PEU) and (IAU). The mediation effect is not significant as indirect effect ($\beta = 0.139$, $p = 0.163$) of (QES) on (IAU) for employee in Amman International Airport concern about that Used the Quality of Electronic Services to Improved Actual Use Electronic Program Loyalty.

CONCLUSION

In this study a combined model of TAM for electronic loyalty program design towards the improved actual use of electronic program loyalty with the effects of quality of electronic services as a mediator construct. In order to further our understanding of the Perceived usefulness (PUS) from electronic loyalty program, and attitude toward using (ATU) electronic loyalty program both impact users' actual use of electronic program loyalty positively. And, it can be concluded that quality of electronic services, these with significant effects and partially positively affects improved actual use of electronic program loyalty. When collecting feedback from customer at early stages of a used electronic loyalty program the setting should be as realistic as possible for improved actual use of electronic program loyalty. Consequently, those findings are essential for airline company, as they are displayed and highlight the over all costs of applying new web technology, internet services and costs of advance training of the sales team with the determination of making customers more familiar with actual use of electronic loyalty program.

This paper offers useful outcomes, but it has some restrictions which have to be engaged into account through future researches. The sample covers the employee in the upper and middle management at Amman International Airport in our data analysis, with a limited sample size of 140 respondents. A larger sample size would thus be necessary to provide more precise results relative to the research model. In addition, this paper only used the three factor related to Technology Acceptance Model for Electronic Loyalty Program Design and only one mediation factor, a possibility of using other relevant factors that enhance the adoption model used like Unified Theory of Acceptance and Use of Technology (UTAUT) which includes more factors.

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