

Impact Of E- Interactivity Features On The Behavioral And Attitudinal Loyalty To Egypt Air Airline

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ABSTRACT

This paper investigated the impact of e-interactivity features on the behavioral and attitudinal loyalty to the Egypt air airline. The goal of the investigation is to examine perceived interactivity in a model which includes most commonly practiced by Egypt air website. More specifically, a model is constructed to confirm the relationship of e-interactivity (responsiveness, personalization/customization, playfulness, ease of use, connectedness) with e-satisfaction and loyalty. About 1500 questionnaire was downloaded on the Website of (Google forms) during the period (15 August -15 November 2017). It has been electronically sent to users of Egypt air website, at their Facebook accounts. Only 127 questionnaires were returned completed and useable packets. With a response rate 8.5%. The results revealed that all variables selected of einteractivity are correlated significantly with level of e-satisfaction. In addition, it was found that e-satisfaction contributes strongly to predict the loyalty in general and particularly the attitudinal loyalty.

Key words: e-interactivity, e-satisfaction, loyalty.

INTRODUCTION

Currently, airline industry is one of the most growing business sectors (Yoopetch and Amaranonta, 2016). Generally, companies lose their e-customers due to the severe competition (Safa and Ismail, 2013). Therefore, the airlines should find the ways to outperform their opponents (Kwong et al., 2009) and to win customers and encourage them to stay loyal (Amoako, 2012) by searching for innovative techniques to increase their satisfaction (Yoopetch and Amaranonta, 2016) through realizing their endless expectations (Romadhoni et al., 2015).

Presently, the new technologies have played a central role in the human life (Khaligh et al., 2012). With rapid growth and extensive use of the Internet in the marketing practices of firms, website features have received much attention from both academicians and from marketers (Jih et al., 2010; Zeithaml et al., 2002) to take advantage of this tool (Lau et al., 2011) which became essential in carrying out daily business operations (Jih et al., 2010). In the framework of e-CRM, boost user satisfaction is essential (Krishnan & Ramaswamy, 1999) to generate greater customer loyalty and sales (Viljoen et al., 2005).

Interest in the concept of “interactivity” is considered as an important element in commercial website design and the technologies available for online marketers (Bezjian-Avery et al., 1998). It is necessary to have a broad understanding vis-à-vis the impact of interactivity on customers’ loyalty to the website (Jih et al., 2012). As a paradigm, interactivity has been under theorized, and as a variable, unwell operationalized (Walther et al., 2005). In addition, little attention has been paid to how e-interactivity might be more completely applied (Johnson et al., 2006). There are still major problems with websites concerning interactivity: remarkably many are extremely hard to navigate, provide incomplete information or answer inquiries (Srinivasan et al., 2002).

Customer satisfaction is well-known as a key factor leading to sustainable business performance (Kwong et al., 2009). So, organizations do their best to identify the behavior of customers and satisfy their needs (Arshad et al., 2014). E-consumer behavior seems to be more complex the as his expectations are changing (Eid, 2011; Lau et al., 2011).

Electronic loyalty (e-loyalty) is defined as “a virtual consumer willingness to visit the website continuously or consider purchasing something from the relevant websites” (Cry et al., 2005; Koernig, 2003). Customer loyalty as the final goal of relationship marketing becomes very important in e-commerce (Cry, 2005; Koernig, 2003). Retaining customers is financial imperative for an electronic retailer as attracting new customers in online store is more costly (Reichheld & Schefer, 2000). So, companies must establish e-loyalty to keep customers (Romadhoni et al., 2015).

In spite of the importance of e-interactivity, this subject has been given little attention from academicians. Furthermore, there are relatively little practical researches that methodically examine the influences of interactivity in airline industry (Lee, 2005).

Although loyalty studies go back a long way around 100 years, customer loyalty is still regarded as a very recent research subject (Copeland, 1923). Cited: (TaghiPourian and Bakhsh, 2015, p.48). Research into customer e-loyalty is still relatively new. The interest in research into e-loyalty has grown since the approval of the Internet as a tool for selling products and services (Ponirin, 2011).

This study therefore proposes a research model for understanding the impact of e-interactivity on satisfaction and loyalty. Problem of research is represented in the following two questions:

- Do e-interactivity features cause customers’ e- satisfaction?
- Does e-satisfaction contribute to predict the level of loyalty to Egypt Air Company?

Therefore the main problem of research is if there is a relationship between e-interactivity and customers’ satisfaction and loyalty toward Egypt Air Company.

The primary goal of this investigation is to validate a model to evaluate the impact of perceived interactivity features in creating e-loyalty to Egypt air airline. Specifically, perceived interactivity modeled as a formative construct that includes (responsiveness, customization, playfulness, ease of use, connectedness) is proposed to influence satisfaction and loyalty. It also examines the role of e-satisfaction as a mediating variable of e-loyalty relationship. The contributions of this study are expected to be academic and practical oriented. For instance, exploring the influence of e-interactivity features on their satisfaction and loyalty will provide practical basis and motivations

for Egypt air to adopt strategies targeted at satisfying passengers in order to gain loyalty-which ultimately is noted to lead to loyalty. On the academic side, the current study is expected to generate new literature on interactivity dimensions.

The paper is arranged as follows: A theoretical review, the conceptual framework and hypotheses will firstly be presented. Thereafter the methodology, data analysis and conclusions are discussed. The final section presents the managerial implications, limitations and recommendations for future research.

LITERATURE REVIEW

Interactions

The topic of interactivity has been discussed in diverse fields. Most current research on interactivity focuses on the mutual nature of the information flow between communicating parties (e.g., Auger, 2005; Johnson *et al.*, 2006). The interaction happens among the service provider and customer. If this relationship between these two parties is well developed, the firms will realize their objectives (Bojei and Alwie, 2010). In this context, website interactivity is seen as fundamental high-tech know-how for a business to produce a durable relationship with its consumers (Neelotpaul, 2011). Auger (2005) suggests that interactivity is one of the most essential design elements in any profitable Website. Website interactivity is seen as a central determinant for building brands (Voorveld *et al.*, 2013). Interactivity has been regarded as the central component of communication process and an important component for effective online marketing (Bezjian-Avery *et al.*, 1998; Hawkins *et al.*, 2010; Ariel and Avidar, 2015).

Lilleker and Malagón (2010) recommend that Website designers should include interactivity when designing websites for commercial businesses. Wu (2005) also recommends that actual and perceived interactivity should be considered together so as to get a comprehensive image of interactivity. The importance of interactivity for Internet-based e-commerce arises mainly from its capability to have positive impact on customer perception and behavior (Schlosser, 2000).

There are various ways how interactivity can assist customers on enterprise"s website (Savo, 2017). Website interactivity provides the crucial technological base for cooperative relationship between business partners (Hartono & Holsapple, 2004). Interactivity works as an interpersonal maintenance strategy that contributes to interactive outcomes (Ariel and Avidar, 2015). It lets people to participate vigorously in two-way online communications and electronic transactions (Bezjian-Avery *et al.*, 1998). A high level of website interactivity commonly is not just a welcomed usability feature that pleases website visitors, it is even considered as critical (Jih *et al.*, 2012).

It contributes to raise the performance level of businesses websites (Auger, 2005; Jih *et al.*, 2012). Kim *et al.* (2010) indicate that a website design with respect to interactivity is associated with overall performance. Interactivity of a corporate website offers easy communications, personalization of given information, image control, and entertaining for the consumer (Mathwick, 2002). Interactivity offers the business the capability to have a personal contact with its website users (Lu *et al.*, 2010).

A highly interactive website encourages building good customer relations between the corporation and their customers (Jih *et al.*, 2012; Ghose and Dou, 1998). It allows a mutual communication with

the system and other consumers (Davila, 2014). In addition to supporting the conversation among the customers, interactivity helps companies to respond efficiently, and may even enable personalization of the product or service designed according to customer needs (Jih et al., 2012). Interactivity plays a vital part in transforming site visitors into loyal customers (Deighton, 1996; Srinivasan et al., 2002; Berthon *et al.*, (1996). Therefore, online interactivity contributes to increase repeat buying (Richard & Chebat, 2016; Smith & Sivakumar, 2004; Cyr *et al.*, 2009).

Alba *et al.* (1997) have clarified that interactivity assists search process to be faster and easier. A website to be effective, it is required to afford a large amount of information to help customers to make a sound decision of purchase according to their tastes and preferences (Deighton, 1996). In fact, perceived interactivity contributes to improve information processing quality (Widing and Talarzyk 1993).

Website interactivity contributes to flow the consumer's experience (Hoffman and Novak 1996; Mathwick and Rigdon 2004). Consequently, building online attitudes and preferences (Mahnke et al., 2015; Yoon et al., 2008). In addition to better control and access to information on the site in various ways (Cyr et al., 2009). In this context, Lilleker and Malagón (2010) point out that interactivity motivates Website users and browsers to be more attentive to the content showed to them (Davila, 2014).

The interest in the concept of “interactivity” has increased as we are entering an “always-on” society where people can interact anytime and anywhere (Lee, 2005). Interactivity is an inaccurately defined term and implemented in many different ways, depending on the goals of particular websites (Dholakia et al., 2000). The last three decades have seen a continuing scholarly argument over the definitions of interactivity so the understanding of the concept remains incomplete (Avidar, 2013; Bucy, 2004; McMillan, 2002; Rafaeli & Ariel, 2007; Lee, 2005; Cyr *et al.*, 2009; Ariel and Avidar, 2015). The main reason for that is the little work theorizes about the components and influences of interactivity (Lowry et al. 2009). Interactivity is a loosely defined term and implemented in many different ways, depending on the goals of particular websites (Dholakia et al., 2000). Furthermore, interactivity has been defined in different ways based on the features, process, perception, or composite approaches (McMillan and Hwang 2002).

Walther et al. (2005) stated, “Interactivity, as a wide and a dynamic term requires more attention from communication researchers. Website Interactivity is a concept that deals with the influence of engagement, interest, and appeal that may be a central characteristic in technology-mediated groups (Palla & Zotos, 2013). Wang et al. (2013) declare that interactivity as a state experienced by the user through the interactive process. A number of researchers coincide to defined interactivity as a perception-related variable, a process-related variable and as a medium characteristic (Novak, et al., 2000; Coyle and Thorson, 2001; Ariel and Avidar, 2015). Bases on the process approach, interactivity was defined by a number of authors (e.g; Bezjian-Avery, et al., 1998; Wu, 2005; Liu and Shrum, 2002; Rafaeli and Ariel, 2007; Tse and Chan, 2004; Hashim et al., 2007; Davila, 2014). In reviewing these definitions, I found that interactivity as a process is based on communication exchanges between different parties in which the reaction of the two parties will influence their future reaction and behavior”.

For Example, Liu and Shrum (2002) conceptualize interactivity as a process of communal effect and stimulus. Rafaeli (1988) defines interactivity as “an expression of the extent that in a given series of communication exchanges, any third (later) transmission (or message) is related to the degree to which previous exchanges referred to even earlier transmissions”. Voorveld and van Noort (2012) define Website interactivity as “the extent to which two interconnecting groups may impact on each other, on the medium, and on the message, and the extent at which this impact is coordinated”. As perception-related variable, interactivity was also defined by many authors. For example, Thorson and Rodgers (2006) define Website interactivity as “the extent to which users perceive their experiences as a simulation of interpersonal interaction and sense they are in the presence of a social other.”

As a medium characteristic, interactivity is defined as defined for example as “the capability of a computer enabled communication system that permits exchange of roles between the sender and receiver in real or delayed time so that communicators have more control over the structure, pace, and content of the communication” (Rice, 1984). Or as “technological attributes of mediated environments that enable reciprocal communication or information exchange, which afford interaction between communication technology and users or between users through technology” (Bucy and Tao, 2007).

The existing literature of website interactivity includes multiple dimensions that contribute to clarify how web users perceive interactivity in a technology-based communication framework (Davila, 2014; Lee, 2005). A number of researchers defining electronic interactivity argued that it includes two distinct components (namely system interactivity (user control) and social interactivity (two-way communication) (e.g. Jiang et al., 2010; Bezjian-Avery, et al., 1998; Srinivasan et al., 2002; Newhagen, 2004). Ariel and Avidar (2015) argued that perceived interactivity includes two dimensions: pre evaluation of the realization of interactivity in future interactions and the post evaluation of the process experienced by the user.

Rafaeli (1988) states that “bidirectionality, quick response, bandwidth, user control, amount of user activity, ratio of user to medium activity, feedback, transparency, social presence, and artificial intelligence” are dimensions of interactivity, although they do not fully cover the meaning of interactivity.

Heeter (1989) assumed interactivity as a six-dimensional paradigm containing (1) complexity of choice existing; (2) the efforts exerted by users to access information; (3) the responsiveness (4) the probability of for monitoring information use (5) the ease for the user to add information to system; and (6) the potential to facilitate interpersonal communication. Ku (1992) proposed that interactivity is a construct encompassing six dimensions: (1) immediate feedback, (2) responsiveness, (3) source multiplicity (4) communication links, (5) equality of participation, and (6) capability to terminate. Steuer (1992) conceptualized interactivity based on three dimensions containing speed, range, and mapping-facilitating users' manipulation of contents. Alba et al. (1997) hypothesized that two significant dimensions of interactivity are “response time” and “response contingency”.

Ha and James (1998) suggest that Website interactivity comprises five dimensions competent to achieve a number of communication needs: playfulness, choice, connectedness, information gathering, and mutual communication.

Bezjian-Avery et al., (1998) hypothesized that there are three constructs containing direction of communication, user control and time. Dholakia et al., (2000) suggested website interactivity consists of user control, responsiveness, real time interaction connect, personalization /customization and playfulness. Wu (2000) suggested that perceived interactivity involve three dimensions: (1) perceived user control, (2) perceived responsiveness, and (3) perceived personalization. Coyle and Thorson (2001) argued that mapping, speed and user control are dimensions of e-interactivity. McMillan and Hwang (2002) identified three dimensions of perceived interactivity: direction of communication, user control, and time.

Lee (2005) propose 4 components of online interactivity (1) user control, (2) responsiveness, (3) customization, and (4) connectedness as key elements to interactivity in a mobile commerce setting which are found to be significant in a model leading to trust and behavioral intention.

Rafaeli & Ariel, (2007) conceptualized interactivity as a construct containing synchronicity, control, rapidity and speed, participation, a variety of choices, directionality, hypertextuality, connectedness, experience, and responsiveness. Broekhuizen and Hoffmann (2012) conceptualize interactivity as a user-perceived characteristic of a computer mediated communication that comprises four key elements: two-way communication, user control, responsiveness, and multimedia usage and fulfillment.

Though interactivity has many dimensions, a common theme is that the website effectively offers information to the user, is perceived as reactive, and makes a sense of connection-frequently with others (Cyr et al., 2009).

For the purpose of the study the researcher selected just (responsiveness, personalization/customization, playfulness, and connectedness) as variables related to e-loyalty and e-satisfaction of Egypt air website.

First, Responsiveness

The concept of responsiveness comprises four components in online environment: response probability, response quickness, response relevance, and response elaboration) (Wu, 2000(. A number of authors defined responsiveness (e.g; Rafaeli and Sudweeks, 1997; Dholakia et al., 2000; Kelleher and Miller, 2006; Cyr et al., 2009). For example, Kelleher and Miller (2006) defined responsiveness as “an organization"s willingness to respond promptly to customer inquiries and complaint.” Cyr et al., (2009) defines responsiveness as “being able to respond to user queries”.

Second: personalization/customization

Customization in an Internet context is described as the capability to tailor products, services and the transactional environment to customers individually (Srinivasan et al., 2002). **Ansari and Mela** (2003) define e-customization as “the extent to which suppliers either customize the web site to appeal to users or enable the users themselves to customize the content”.

Third: perceived connectedness

Perceived connectedness refers to whether consumers share experiences concerning products or services offered with other visitors to the mobile site (Cyr et al., 2009). Connectedness is defined as "the extent to which users can share common interest and exchange useful information through such as online community, bulletin board, news group, online chatting room". Ha and James (1998) defines connectedness as "the feeling of being able to link to the outside world to broaden one's experience easily (Lee, 2005).

Fourth: Playfulness is "a sort of entertainment that increases association of users with the website. Introduction of attractive features in website ensures users revisit the site and therefore playfulness is considered as one of the key factors for online interaction" (De Sarker, 2012). Fifth: Perceived ease of use refers to "the degree to which a person believes that using a particular system would be free of effort." (Davis, 1989).

Despite the potential for interactivity provided by the Internet, little attention has been paid to examine the consequences of interactivity (Johnson et al., 2006; Cyr et al., 2009; Lee, 2005). Research into interactivity has focused on the process of transferring information in a communication setting (McMillan & Hwang, 2002; Kelleher, 2009). There are many researchers who investigated the interactivity (e.g; Srinivasan et al. , 2002; Teo et al., 2003; McMillan et al., 2003; Hsieh and Hiang, 2004; Chen and Yen, (2004); Auger, 2005; Lee, 2005; Johnson et al., 2006; Lowry et al., 2006; Joyce and Kraut, 2006; Jiang and Benbasat, 2007; Boushra, 2008; Cyr et al., 2009; Voorveld et al., 2009).

Teo et al. (2003) `s study used different levels of interactivity (user–document interactivity, user–system interactivity, machine interactivity, user–user interactivity, and person interactivity). Respondents were trained to assess an on-line store concerning shopping for a new computer system.

McMillan et al. (2003) studied the impact of structural factors (Website features & innovative plans) and perceptual factors (Website involvement and Website interactivity) on of hotel Websites. Chen and Yen (2004) ` showed that the user control, playfulness, and two-way communication elements are significant antecedents of Website quality. Auger (2005) showed that there is a significant relationship between website interactivity and overall performance. Johnson et al. (2006) examined the link between perceived interactivity and attitude toward the website and involvement.

Boushra (2008) studied if the augmented degree of Website interactivity has a positive impact on the Web users" emotions, comportsments, and experience online in the setting of hotel Websites. In Addition to explore how actual user-site interactivity influences Web users" assessments. Vernuccio et al. (2012) found no significant direct influence of Website interactivity on e-brand attitude. They also showed that the influence of Website interactivity is mediated by personalization and trust. Kim (2014) explores how interactive product virtualization technologies can create virtual product experiences, affecting shoppers" use of interactive product simulators for online shopping.

McDowell et al., (2016) examines empirical relationships between website features and online conversion rates. Results indicate that certain website design features do clarify a significant portion of the variance transforming e- visitors to buyers. Features that promote flow, a

psychological state of immersion into an activity, positively associate with conversion. Srinivasan *et al.* (2002) tested a number of factors affecting online e-loyalty comprising „„contact interactivity““ and showed a significant correlation. Jiang and Benbasat (2007) examined the impact of vividness and interactivity on consumer intentions to return to a website and to purchase products.

They showed that both factors affected significantly on them. Lee (2005) investigated the impact of perceived interactivity on customer trust and purchase intentions in MC. The results revealed that user control, responsiveness, connectedness, ubiquitous connectivity, and contextual significantly influence on customer trust in MC. The findings also revealed that ubiquitous connectivity and contextual affect directly on behavioral intentions. However customization was not. Hang and Chen"s (2009) studied eloyalty concerning personalization, interactivity, convenience, and character. Jih (2010) tests the influence of commercial website design and managing, website interactivity, the performance factor, and customer loyalty. They showed that consumer e-interactivity helps e-business firms to develop e-loyalty.

Jih *et al.*, (2010) investigates the causal effect of website interactivity on transactional loyalty and relational loyalty. Findings revealed that website loyalty affects positively on both forms of loyalty. Besides, relational loyalty is found to contribute more to overall loyalty than transactional loyalty. Khan and Hashmi (2016) aimed to recognize the impact of interactivity of e- word of mouth on customer e-loyalty. Findings show that interactivity of EWOM systems and website quality has positive influence on e-loyalty. Lowry *et al.* (2006) investigated the impact of interactivity on Website usability. They revealed that interactivity influences effectively website satisfaction. Furthermore, they found that increasing interactivity contributes to enhance customer trust in commercial websites through enhanced Website usability, satisfaction, interaction.

Fatricia (2011) investigates the elements that influence customer satisfaction in online and offline atmosphere. The results showed that the ease of obtaining information is the only common feature significantly affects the general customer satisfaction in online service. In addition, the specific factors such as interactivity of website and trust were found to affect significantly the customer satisfaction in online service. On the other hand, in offline service, common factors including obtaining information, frequency of use, and payment equity were found to increase the customer satisfaction. Personal interaction as a specific factor is also proved to have a significant influence on customer satisfaction. Chung *et al.*, (2014) showed that interactivity and information quality positively affect user satisfaction with micro-blogs but design does not. The effect of information quality on user satisfaction is also greater than interactivity.

Aghadavood *et al.* (2015) investigate the impact of CRM on the customer interaction. The findings revealed that there is a significant relationship between customer satisfaction, customer loyalty, and customer relationship management. Also a significant relationship was found between customer satisfaction and customer loyalty. Also the relationships between customer satisfaction, customer loyalty, and customer interaction were significant.

Loyalty

Customer loyalty has long been an important research subject for both business and marketing. The last several decades have witnessed a shift from physical products to e-service field, along with the advancement of information technologies (Liu *et al.*, 2014). So, an increasing interest has been given

to consumer loyalty building in the very competitive environment of e-commerce (Ghane et al., 2011).

Despite considerable efforts have been dedicated to study consumer loyalty, there is no sufficient information regarding how online service loyalty can be created in a competitive e-service market, in which several major service providers compete for customers (Liu et al., 2014).

In fact, this severe competition globally requires a shifting to relational marketing, especially to meet increasing and varied customer"s demands. Company management must create e-loyalty to retain customers (Romadhoni et al., 2015). But, keeping them loyal is considered as one of the main challenges (Laškarin, Galičić, 2015).

In e-service market, it is difficult to build customer loyalty, whereas satisfied consumers may easily switch to other service providers (Oliver et al., 1985). Due to the lack of trust, satisfaction and loyalty, e-users of commercial websites may not buy anything online. Henceforth, creating Loyalty is essential for companies (Safa and Ismail, 2013; Dick and Basu, 1994). Loyalty can be seen as a driving power helping consumers to keep purchasing from brands (Aurier et al., 2001).

Consumer loyalty is generally represented by repeat purchases, revisit and recommendations to others (Backman & Crompton, 1991; Baloglu, 2001; Mazanec, 2000). In e-commerce environment, understanding how loyalty develops remains a crucial management issue (Luarn & Lin, 2003; Romadhoni et al., 2015).

E-loyalty plays a significant role in most of online businesses (Reichheld& Schefter, 2000). There are many benefits of e-shopping which attract consumers to take part in online transaction (Alam and Yasin, 2010) increasing financial profits)Ting *et al.*, 2016; Scheraga 2000; Cyr et al., 2007; Reichheld et al., 2000; Srinivasan *et al.*, 2002; Vinerean, 2013). Besides, building a competitive advantage (TaghiPourian and Bakhsh, 2015; Cristobal et al., 2007).

The customer loyalty is a very significant thing built by the service providers to avoid customers leave or move to other service providers (Romadhoni et al., 2015). Brand loyalty with the service is noticed to be higher as the customer perceives greater risks in alteration of service brand. The cost involved in switching is also higher (Anu Chandran. p.27). Loyal customers are vital to the long-run profitability of any business as acquiring a new customer may cost as much as five times more than retaining an extant customer (Ng, 2013; van Riel et al., 2001).

Nowadays, the consciousness of marketing managers about influencing consumer loyalty is continuously taking on added importance (Reichheld and Sasser, 1990). Customer loyalty is one of the most significant dimensions in the technology-mediated environment (Taylor & Hunter, 2002). Through repeated visits to the website, loyal customers are more likely to discuss past service experiences to other customers positively, transmit positive messages about their service provider giving a positive word of mouth at no extra cost to the service provider (Reichheld and Sasser, 1990; Romadhoni et al., 2015).

Customer loyalty is deemed as an indicator of long term organization"s success, sustainability, survival and growth. Which means that client loyalty required being managed (Laškarin, Galičić,

2015; Pratminingsih et al., 2013; TaghiPourian and Bakhsh, 2015). Understanding customers' expectancy for service quality will help management and employees to satisfy them. (Cronin and Taylor, 1992). Further, loyal customers are easier to satisfy as retailers identify better their anticipations (Li, 2015).

Loyalty is an important concept in marketing research that has been the topic of much research over the past mid-century (Ltifi, and Gharbi, without date). It is a kind of relationship marketing which comprises equally positive relationship between customers and businesses (Schmid, 1997; Ng, 2013). It derives from customer behavior literature (Chegini, 2010). It includes the probability of future renewal of a service contract or the possibility of a change in patronage and how the customer is expected to provide a constructive word-of-mouth recommendation (Andreassen & Lindestad, 1998). The principal of loyalty is the customer's ability to turn out competitors efforts to persuade consumer into shifting product or services and recommend e- service provider to other potential customers (Pratminingsih *et al.*, 2013).

Mills (1998) present loyalty as "Relational loyalty is a developing process in which the contributions of both partners strengthen their mutual loyalty ". The definition of loyalty has been modified continuously with consumer market changes (Li, 2013). Loyalty is one of the most-defined terms in marketing fields. It is understood in various manners and often by various researchers depending on the nature of products and services (Morgan, 1999). There are numerous researchers defined the loyalty (Jacoby and Kyner, 1973; Engel et al., 1982; Tellis, 1988; Keller, 1993; Jenkinson, 1995; Zeithaml et al., 1996; Oliver, 1999; Yin and Kannan, 1999; Chegini, 2010; ; Andreassen & Lanseng, 1997).

Customer loyalty can be defined in two different ways as related to attitudes and buying behavior of customers, in the marketing literature (Al-Laymoun, 2016). The first defines loyalty as an attitudinal response to a product or service (Anderson and Karunamoorthy, 2017; Brunel Business School, 2010). It represents the expression of the emotional link that pushes a consumer continues to purchase. Keller (2008) suggested that loyalty exists when positive attitudes for the brand are apparent in repeat buying behavior. This approach focuses on attitudes, where brand loyalty is considered to depend on emotional commitment (de Oliveira, 2007). In this approach, customer loyalty is defined as „a kind of attitude“ (Fournier and Yao, 1997). Attitudinal loyalty is the level of the customer's attitudinal support and psychological attachments to a company or selected brand (Chaudhuri, Holbrook, 2001) which is often in the form of a long-term and constant relationship with the brand (Khan et al., 2010). Attitudinal loyalty is regarded as the customers' attitudes toward brands (Ouzakalder, 2002).

The attitudinal approach has been adopted by a number of authors. For example, Keller (1993) defined loyalty as "a favorable attitude toward a brand resulting in consistent purchase of the brand over time". Anderson & Srinivasan (2003) defined it as „feelings or attitudes that prompt a positive memory and thus make a customer to re-visit a website for information, communication or entertainment purposes, or to re-purchase a particular product or services from an online business“. Cyr (2008) defined e-loyalty as „intention to revisit a website, or to consider purchasing from it in the future“. Chang and Chen (2009) define e-loyalty as "a customer's favorable attitude toward an ecommerce website that predisposes the customer to repeat buying behavior". E-loyalty, has been regarded as a „consumer's intention to buy“ from a website, and

that consumers will not change to another website (Flavia'n et al., 2006). Henceforth, e-loyalty is about an e-customer's interest to repurchase from the supplier in the future (Islam et al. 2012).

The second defines loyalty as behavioral. Loyalty behavior includes for example continuing to buy services from the same supplier, and increasing the scale of a relationship, or the action of recommendation (Yi, 1990; Pratminingsih et al., 2013; Laškarin, Galičić. 2015). From behavioral view, customer loyalty is simply a customer's constant repurchase of a trademark (Romadhoni, 2015). It is measured based on regular, frequent purchase behavior as a sign of loyalty. In particular, it interprets a form of customer behavior directed towards a certain brand over time (Neal, 1999; Khan et al., 2010; de Oliveira., 2007). It means customers' intention to repurchase (Edwardsson et al., 2000). Behavioral loyalty indicates the amount of services that a person purchases or plans to purchase repeatedly (Oliver, 1999; de Oliveira, 2007; Ouzakaldir, 2002; TaghiPourian and Bakhsh.2015). In this context, Strauss and Frost (2001) suggest that, given the relatively compressed buying cycle time, the main emphasis of e-loyalty should be on converting behavioral intent to immediate buying behavior. Certainly, loyalty is not only an abstract sense; it must be translated into concrete actions and behaviors (N'goala, 2003).

A number of authors defined e-loyalty from the behavioral dimension For example, Zeithaml *et al.* (1996) e-loyalty refers to "a customer's intention to recommend it to others and say positive things about a certain company". Srinivasan et al., (2002) defined, e-loyalty as "a customer's preference towards an e-retailer, which results in the repeat purchasing behavior". Jacoby and Kyner (1973) defined loyalty is "a biased behavioral response expressed over time by a decision making unit with respect to one or more alternative brands out of a set of brands and being a function of psychological processes". Chegini (2010) defined loyalty is "theory and guidance leadership and positive behavior including, repurchase, support and offer to purchase which may control a new potential customer". Based on these definition could say that loyalty is a repeated buying behavior showed over a constant period and driven by a positive attitude toward the brand , including both attitudinal and behavioral features.

Other authors combined between the attitudinal and behavioral dimensions in defining loyalty such as Engel et al., (1982) who defined brand loyalty as "the preferential, attitudinal and behavioral response toward one or more brands in a product category expressed over a period of time by a consumer." Gremler (1995) suggested that both attitudinal and behavioral dimensions are necessary to measure loyalty. This means that loyalty is regarded as a mixture of a positive attitude and customer commitment to online service suppliers leading to the repurchase intent and a positive e-word of mouth (Chung and Shin, 2010).

It is essential to consider both behavioral and attitudinal loyalty as the behavioral approach could not separate between true loyalty and opportunistic loyalty possibly resulting from a lack of substitutes. (Brown, 1953) (Cited in: Li et al., 2015, p.588). The usage of attitude and behavior together in loyalty definition significantly increases the extrapolative power of loyalty hence; composite approach permits researchers to understand customer loyalty in several fields, such as retailing, recreation, upscale hotels, and airlines (Pritchard and Howard, 1997).

It is not logic to take one side to identify loyalty to compose a comprehensive view about this concept. So, adopting the composite approach is better to well define loyalty. To summarize, loyalty contains both customers` attitudes and their behaviors towards the product or the service.

Due to the propagation of Internet and its growing effect on marketing, a new form of loyalty arisen, so-called „e-loyalty“ (Vinerean, 2013). Most scholars have defined e-loyalty as being similarly as loyalty in a conventional business environment (Ponirin, 2011). Therefore, the theoretical basis of e-loyalty is similar to those of traditional loyalty (Ltifi and Gharbi, without date) although there are certain differences arise in terms of e-consumer behavior and online marketing activities (Srinivasan et al., 2002). E-loyalty is an extension of the traditional loyalty conception to the technology-mediated online shopping world (Ghane et al., 2011; Anderson & Srinivasan, 2003; Li, 2013).

When moving from offline to online, the loyalty evolves into eloyalty (Anderson & Srinivasan, 2003). It is evident through consumer attitudes or behaviors toward the particular online shop (Anderson & Srinivasan, 2003). The e-loyalty is referred as a virtual consumer readiness to visit the website continuously or consider purchasing something from the appropriate websites (Cry, 2005). Online shopping is more impersonal, and lacks direct contact interaction, and social cues (Cyr et al., 2007). Hence, encouraging consumer loyalty in online milieus is a complex process (Coverdale; Morgan, without date). As a result, Internet retailers endeavor to capture the international market through the creation of positive online shopping experiences that encourage return visits and repeat purchase chances, resulting in eLoyalty (Cyr, 2008).

Customer Satisfaction

In the framework of e-commerce, marketing academics have been concerned with investigating customer satisfaction (Evanschitzky et al., 2004). Customer satisfaction has been an important topic for decades, mainly in the field of customer behavior in the service sector. Satisfaction has been viewed as the foundation in business relationships (Svensson et al., 2009). Customer satisfaction is a business philosophy which tends to create value for clients, managing their anticipations, and demonstrating ability and responsibility to fulfill their needs (Dominici and Guzzo, 2010).

Customer satisfaction is crucial for retaining the customer (Kotler, 2000). Henceforth, the organizational survival and growth is influenced by retaining satisfied customers (Fecikova, 2004). E-satisfaction as a construct has gained increasing importance in the marketing literature in recent times. Consumer satisfaction is not only a high performance outcome, but also a principal predictor of customer online buying intention (Azam *et al.*, 2012).

Customer satisfaction is a crucial aid for firms in their tough competition ever (Devesa et al., 2010; Amoako, 2012) especially in the competitive online business environment (Che Nawi et al., 2015). Understanding the variables that moderate and determine tourism satisfaction is important in a highly competitive world with informed and demanding tourists (Devesa et al., 2010).

In e-business, Nowadays, Customer satisfaction is a critical aspect for online-stores success (Cyr *et al.*, 2007; Ranjbarian *et al.*, 2012) as it helps to plan marketable tourism products and services

(Schofield, 2000). When website attributes and the services delivered exceed customer expectations e-satisfaction, is created (Bansal et al., 2004).

In the context of online business, customers' satisfaction with a particular e-service provider is expected to increase their inclination to make more online purchasing (Pleessis, 2010; Srinivasan, et al., 2002) and thus increasing repurchase intention and finally enhancing profitability of the organization. While dissatisfied customers will generally try to search for any available alternative (Peppers & Rogers, 2004; Anderson and Srinivasan, 2003; Bowen and Chen, 2001; Sardinha, 2015). Satisfied customer is more willing to recommend that service to others and spread positive word of mouth (Cyr et al., 2007). In addition, customer satisfaction reveals the degree of a customer's positive attitude about a service supplier (Pratminingsih et al., 2013; Muylle et al., 2004).

Overall satisfaction is a function of the extent of the multiple attribute disconfirmations, and mediates their effects on behavioral intentions (Shankar et al, 2003). E-satisfaction has been investigated as an antecedent to the continuous intention of e-commerce services in technology acceptance (Bhattacharjee 2001). E-satisfaction can be recognized as behavioral attitude from the attitudinal and behavioral perspective (Cenfetelli, et al., 2005) as satisfaction is commonly recognized as a quasi-attitudinal construct (Bagozzi and Gopinath, 1999). Customer satisfaction in e-commerce activity can be identified in system satisfaction and information satisfaction (Delone and McLean, 2003; Luarn & Lin, 2003). Li (2013, p.6) argued that e-satisfaction with social shopping website is a result of an evaluative process where website users assess the website quality and then decide whether or not to reconsider the website, make purchases.

Satisfaction in online marketing is customer judgment of their internet experience as compared to their experience with traditional offline service supplier or retailers (Tan et al., 2009). According to Chang et al. (2009) satisfied customers are more probably to repeat purchases from an e-commerce company (Sardinha, 2015).

With the rise of e-commerce, researchers introduced the concept of e-satisfaction. In this context, Szymanski and Hise (2000) conceptualize e-satisfaction as the consumers' judgment of their Internet retail experience as compared to their experiences with traditional retail stores. Anand (2007) defines e-satisfaction based on relationship marketing with the use of media technology. In a broad perspective, the Internet is a new technology and satisfactions on the web site (e-satisfaction) become the controller through the ease of use and the usefulness. According to Anderson and Srinivasan (2003) e-satisfaction is defined as "the contentment of the customer with respect to his or her prior purchasing experience with a given electronic commerce firm". According to (Toufaily et al., 2016) satisfaction is "the emotional response generated by customer online relationship with the company".

Based on the above definitions it is concluded that customer satisfaction is the level of one's feelings generated by comparing the performance of a product with the expectation of the product.

The relationship between e-satisfaction and loyalty

Both the service management and the marketing literatures suggest that there is a strong theoretical groundwork for a practical investigation of the relationships among customer

satisfaction, and customer loyalty (Al-Laymoun, 2016). This relationship would seem to be applicable to e-commerce and in offline stores (Zhang et al., 2013).

Today's enterprises are constantly looking for ways to boost customer loyalty primarily through improving consumer satisfaction (Liu et al., 2014) which is reflected positively on their performance (Finn *et al.*, 2009) and ultimately, resulting in better profit (Posselt and Gerstner, (2005).

In e-commerce, loyal customers have been considered extremely valuable (Visansakon and Prougestaporn, 2015). Customer Satisfaction is considered as one of the main antecedents for e-loyalty in the online industry and the intention to return (Farhadi *et al.*, 2012). Thus, to build customer loyalty, e-retailers must shift the focus to e-satisfaction (Azam et al., 2012).

It is believed that if there is a higher level of customer satisfaction, there will be a repeated positive reinforcement that will build commitment and loyalty (Sardinha, 2015; Pratminingsih et al., 2013). Because customer receives maximum profit at his minimum input (Afsar et al., 2010). Even though a satisfied customer does not guarantee loyalty (Brown & Gulycz, 2002). In certain e-service market, it appears to be particularly difficult to build customer loyalty, whereas satisfied consumers may easily switch to other e-service suppliers (Liu et al., 2014).

It is argued that e-satisfaction of online shoppers positively and significantly affects their e-loyalty in B2C market (Henig and Klee, 1997). Loyal customers are not necessarily satisfied customers, but satisfied customers tend to be loyal customers (Fornell, 1992). Therefore, e-satisfaction needs to be an important objective of online companies in order to develop e-loyalty (Vinerean, 2013).

Apparently, e-service loyalty has been mainly assumed to be a result of satisfaction, which is enhanced by a diversity of service quality (Liu et al., 2014). Satisfaction levels depend on the length of the customers' previous experience with the business. Customers, who more frequent the organization, have more satisfaction (Al-Laymoun, 2016).

The relationship between e-satisfaction and e-loyalty of customers had been investigated in numerous studies (e.g; Van Riel et al., 2001; Anderson & Srinivasan, 2003; Shankar et al., 2003; Anderson; Karunamoorthy, 2003; Luarn & Lin, 2003; Chang *et al.*, 2009; Sun et al., 2009).

Van Riel et al., (2001) found that e-loyalty is strongly influenced by customer satisfaction towards the portal or the website. Anderson and Srinivasan (2003) found that the impact of e-satisfaction on e-loyalty is the highest among of consumer-level moderator factors. Shankar et al., (2003) showed that the impact of satisfaction on loyalty is more significant in online than offline commerce. Satisfied customers decline to have higher usage of service, have stronger rebuying intention, and are often willing to recommend the product or service to their acquaintances than those who are dissatisfied. Anderson; Karunamoorthy (2003) investigate the impact of satisfaction on loyalty in the context of electronic commerce. Findings showed that even though e-satisfaction has an impact on e-loyalty, this relationship is moderated by consumers' individual level factors and firms' business level factors.

Luarn & Lin (2003) investigated the impacts trust, customer satisfaction, and perceived value on loyalty for e-service context. The findings showed that trust, customer satisfaction, perceived value, and commitment are separate constructs that combine to determine the loyalty. It was found also that commitment has the strongest influence on loyalty.

Cyr (2008) found that e- satisfaction is strongly correlated to loyalty in three countries: Canada, Germany, and China. Chang *et al.* (2009) found that e-service quality positively affects customer e-satisfaction that leads to e-loyalty, and customers with higher perceived value have higher degree of e-loyalty. Sun *et al.* (2009) showed that the elements of e-service quality affect esatisfaction and perceived value which were also found to influence e-loyalty. Sun and *et al.* (2009) found that the dimensions of e-service quality affect e-satisfaction and perceived value which further affect e-loyalty. Chang *et al.*, (2009) found that e-service quality positively affects customer e-satisfaction that leads to e-loyalty, and customers with higher perceived value have higher degree of e-loyalty. Lee (2013) found a positive relationship between customer satisfaction and customer loyalty. Ghane *et al.* (2011) examined the impacts of e-satisfaction, etrust and e-service quality on e-loyalty, in e-banking. The results showed that even though service quality, e-satisfaction, and e-trust have strong direct influence on e-loyalty, impacts of indirect effects (with e-satisfaction and e-trust playing mediating roles) are more significant.

Azam *et al.* (2012,) developed a model to search the antecedents and results of e-satisfaction. The results showed that information satisfaction (relevancy, understandability consistency and currency) and system satisfaction (users" interface, security, personalization, tele-presence and navigability) contributing to predict e-satisfaction. Satisfaction is a statistically significant factor influencing the consumer intention to purchase online.

El-Haddadeh *et al.* (2012) showed a positive influence of social network usefulness on loyalty to product/services organizations in China. The more useful customers find reviews and posts about travel experiences and their travel company in a social network community, the greater their esatisfaction and e-loyalty toward the online travel company.

Pratminingsih *et al.*, (2013) examined empirically the influence of satisfaction, trust and commitment on customer loyalty in online shopping. The results showed that satisfaction, trust and commitment have a significant influence on student loyalty toward online shopping.

Safa and Ismail (2013) study`s results show that organizational factors influences significantly on e-trust and technological factors have a significant effect on e-satisfaction. E-trust and Esatisfaction lead to E-loyalty in e-commerce. Aghadavood *et al.*, (2015) investigate the influence of CRM on the customer interaction. The findings revealed that there is a significant relationship between customer satisfaction, customer loyalty, and customer relationship management. It was also found that there is a positive correlation between customer satisfaction, customer loyalty, and customer interaction. Sardinha (2015) showed in her study that e-satisfaction is the key antecedent of e-loyalty. E-trust, website design and price affect positively e-loyalty. Besides, choice of brands was revealed to impact e-loyalty through e-satisfaction and e-trust.

Ibojo and Asabi (2015) examined the influence of customer satisfaction on customer loyalty. The results show that there is a significant correlation between satisfaction and loyalty. Romadhoni *et*

al. (2015) study's results demonstrated that e-service quality, e-satisfaction, etrust and ecommitment play a significant role in building the e-loyalty.

Toufaily *et al.*, (2016,) show that usability, quality of support, and security/privacy positively impact e-satisfaction while e-satisfaction influences both cognitive and affective loyalty. In addition, the findings also showed that customization and online social network communities significantly impact both cognitive and affective loyalty whereas perceived social presence has a negative impact on cognitive loyalty. Wang, Lin and Luarn (2006) argue that customer satisfaction significantly influences the intention to re-purchase in addition to post-purchase behavior.

METHODOLOGY

The purpose of this study is to examine perceived interactivity in a model which includes most features available in the Egypt air website. More specifically, a model is created to validate the relationship of perceived interactivity (responsiveness, personalization/customization, playfulness, ease of use, connectedness), satisfaction and behavioral and attitudinal loyalty.

This section describes the research methodology employed to test the hypothesized model presented in Figure 1. Thus, the model of the present study proposes that the e-interactivity of online users of Egypt air website contributes to predict their level of satisfaction then affecting their behavioral and attitudinal loyalty. The items used to operationalize the constructs include 14 items representing the dimensions of e-intractivity, 1 item for the level of satisfaction and 3 items for the loyalty. The proposed model is developed from previous studies that focus on measuring the online interactivity (Auger, 2005; Jih et al., 2011; Davila, 2014; Ghose and Dou, 1998; Srinivasan et al., 2002, Cyr et al., 2009; Mathwick et al., 2002, Wang et al., 2013; Noort et al., 2012, Boushra, 2008). Specifically, these studies explained how e-interactivity dimensions influence customers in the online environment.

Research hypotheses

H1: There is a significant relationship between customers' perceived online interactivity features and level of satisfaction.

H2: Level of satisfaction contributes to predict the behavioral and attitudinal loyalty.

Questionnaires

To validate the conceptual model and the proposed research hypotheses, the researcher developed a survey. An electronic questionnaire for the current study was designed as follows:

1. Respondents „demographic characteristics (gender, age, social status, qualifications, professions, nationalities).
2. The perception of respondents about the e-interactivity activities available in the website of Egypt Air.
3. The respondents level of satisfaction about the e-interactivity activities available in the website of Egypt Air.
4. .4. The respondents' behavioral and attitudinal loyalty to Egypt Air website.

Sampling and data collection

The primary data were collected for a period of 3 months. A sample was selected in a convenient manner. The target population for this study is users of Egypt Air website. Egypt Air was chosen

because its world-reputation. It is a member of star alliance; it is the largest Airline Company in Egypt.

About 1500 questionnaire was downloaded on the Website of (google forms) during the period (15 August -15 November 2017). It has been electronically sent to users of Egypt air website, at their Facebook accounts. only 129 questionnaires were returned completed and useable packets. With a response rate 8.6%. The collected data were analyzed using the Statistical Packages for the Social Sciences (SPSS 19.0) program.

The research instrument consisted of four parts, of which all contained close-ended questions. The first part of the questionnaire contained six questions. The questions focused on the respondents' demographic characteristics, in terms of gender, age, social status, qualifications professions and, nationality). The second part of the questionnaire contained 10 statements that focus on the perception of respondents about the perceived online interactivity by users of Egypt Air website. Those questions were formed to measure the selected dimensions which include: responsiveness, personalization/customization, playfulness, ease of use, connectedness.

The third part of the questionnaire contained 1 statement. The question was aimed at the level of satisfaction about e-interactivity features. The last part of the questionnaire contained 3 statements. The questions were aimed at respondents' behavioral and attitudinal loyalty. A fourpoint Likert scale was used. The four response alternatives were: (1) strongly agree; (2) agree; (3) agree to some extent; (4) do not agree. The respondents received a hyperlink that directed them to the Web site containing the questionnaire. They were allowed to respond to the questionnaire electronically and submit it online.

Analysis

In order to test research hypotheses in the proposed model (see Figure 1), a structural equation modeling was run using statistical package for Social Sciences (SPSS) version 19.0. Statistical techniques such as descriptive statistics, pearson correlation coefficient, and linear regression were used to achieve the objectives of this study. This research aims to examine perceived interactivity in a model. More specifically, a model is created to validate the relationship of perceived interactivity (responsiveness, personalization/customization, playfulness, ease of use, connectedness) with e-satisfaction and in turn with loyalty. To reach this aim, the researcher first conducted a descriptive analysis to explore users' perceptions. Mean and standard deviation for the dimensions selected in the study in order to complete the conclusion obtained by the descriptive analysis. Pearson correlation coefficient between the perceived online interactivity features and level of e-satisfaction, behavioral and attitudinal loyalty. Linear regression analysis was used to investigate the contribution of level of satisfaction to predict the behavioral and attitudinal loyalty.

Results and discussion

Respondents' demographic characteristics.

As table 1 shows a total of 1297 completed and useable packets questionnaires, were returned. Of the respondents, 63.6% (n = 82) were male and 36.4% (n = 47) were female. The age of participants ranged from less than 20 to more than 60 years. Ages between 20-30 years represented the highest percent. Whilst ages less than 20 years was least represented. A majority of respondents was married (53.5%) whilst the minority was widow (er). In terms of positions, those working in the

private sector comprised the largest group followed by public sector employees, other, students, retired and unemployed. With regard to educational level, respondents holding bachelor degree represent the first group followed by those holding a qualification less than bachelor degree.

Table no.1: Personal data of respondents

Attribute		Frequency		Percentage
		Gender		
Male		82		63.6
Female		47		36.4
Total		129		100
		Age		
Less than 20 years	4		3.1	
20: 30 years	37		28.7	
31: 40 years	34		26.4	
41: 50 years	26		20.2	
51: 60 years	18			14.0
More than 60 years	10			7.8
Total	129			100.0
		Social status		
Married	69			53.5
Single	47			36.4
Widow	3			2.3
divorced	10			7.8
Total	129			100.0
		Education		
Below bachelor"s degree	23			17.8
Bachelor"s degree	47			36.4
Master"s degree	28			21.7
Doctoral degree and above	9			7.0
Other	22			17.1
Total	129			100.0
		Occupation		
Public sector employee	28			21.7
Private sector employee		46		35.7
Student		14		10.9
unemployed		7		5.4
Retired		12		9.3
Other		22		17.1
Total		129		100%

Reliability and Validity of Measures

To explain the variability and to summarize the 14 statements regarding perceptions of respondents about the level interactivity features, level of satisfaction and attitudinal and

behavioral loyalty. Cronbach"s alpha reliability coefficient was computed to evaluate the internal consistency. The Table below shows that the coefficient of consistency for survey is .947. It declares that this survey is reliable. Internal consistency was assessed by computing Cronbach"s alpha. The alpha coefficients for each construct of this study are presented in Table 3. As shown in Table 2, Cronbach"s alpha was found to be greater than 0.70.

Table no.2: Reliability Statistics

Cronbach's Alpha	N of Items
.947	14

Factor analysis

In order to ensure the effectiveness of the model evaluation and hypothesis test, it is necessary to test reliability of variables. First of all, I use the whole measurement identifies to test whether the measurement identity in the factor loadings of above 0.5 are considered practically significant. The result of load parameter was shown as table 2.

After the standardized processing of factor loading, it was found that the load is between 0.510 and 0.812; means credibility of measurement scale is relatively high. So the index system has good internal consistency and reliability. According to the result, I found that the dealing with complaints is the most important factor followed by response to inquiries. So, complaints and responses rate of Egypt air website should be taken into consideration. I can find also that providing an appropriate service to answer questions is important for most e-users, so that Egypt air website processors should pay more attention to the provide all information that e-users need to inquire about all services provided by Egypt Air .

Table 3: Reliability and Convergent Validity of Construct

Level indicators	Secondary indicators	Factor loading
Responsiveness	Egypt Air Airline website responds to complaints inquiries are fast	.812
	Egypt Air Airline website provides an appropriate service to answer questions the most common.	.811
	Egypt Air Airline website provides good after sales services	.667
Playfulness	Egypt Air Airline website provides a lot of online activities like (games, etc.).	.591
Customization	Egypt Air Airline website allows me to interact with it to receive tailored info to my needs	.735
	I can order services based on my preferences through the Egypt Air website	.657
Ease of use	Egypt Air Airline website has interactive features to help me achieve my task	.753
	Egypt Air Airline website is easier to use than calling a firm representative	.599
Perceived connectedness	Check reservations is made via telephone or e-mail	.510
	Egypt Air Airline website provides online platforms for customers" to freely express their opinions.	.725

Extraction Method: Principal Component Analysis.

Mean scores and standard deviations of scale items

Descriptive statistics including mean and standard deviation for the interactivity variables including responsiveness, customization, playfulness, ease of use, connectedness, level of satisfaction and attitudinal and behavioral loyalty are presented in table no.4. It indicates that respondents in general agree to the level of e-interactivity features on the Egypt air websites. So they are satisfied in general, leading to loyalty to this airline.

Table 4: Mean scores and standard deviations of scale items

Items	N	Minimum	Maximum	Mean	Std. Deviation
Egypt Air Airline website responds to complaints inquiries are fast	129	1.00	4.00	2.0465	.87375
Egypt Air Airline website provides an appropriate service to answer questions the most common.	129	1.00	4.00	2.0465	.83722
Egypt Air Airline website provides good after sales services	129	1.00	4.00	2.1240	.98431
Egypt Air Airline website provides online platforms for customers" to freely express their opinions.	129	1.00	4.00	2.1318	.93858
Check reservations is made via telephone or	129	1.00	4.00	1.9531	.92097
Egypt Air Airline website provides a lot of online activities like (games, etc.).	129	1.00	4.00	2.5116	1.06885
Egypt Air Airline website allows me to interact with it to receive tailored info to my needs	129	1.00	4.00	2.1395	.94987
Egypt Air Airline website has interactive features to help me achieve my task	129	1.00	4.00	2.1860	.90802
I can order services based on my preferences through the Egypt Air website	129	1.00	4.00	1.9375	.86716
Egypt Air Airline website is easier to use than calling a firm representative	129	1.00	4.00	1.9453	.87222
I am satisfied with interpersonal communication provided by my website through its online channel.	129	1.00	4.00	2.2946	.94706
I will choose Egypt Air airline website for my future air reservations.	129	1.00	4.00	1.9535	.86477
I will prioritize Egypt Air when selecting Airlines for air reservations.	129	1.00	4.00	1.9457	.91267
I agree that I am loyal customer to Egypt Air airline.	129	1.00	4.00	1.9070	.92231

H1: There is a significant relationship between Customers' perceived online interactivity features and level of satisfaction.

To study the relation between Customers" perceived online interactivity features and level of satisfaction, Pearson correlation index is used. In table 5, the correlation indices of interactivity and satisfaction have been calculated. It can be said that all variables of e-interactivity are correlated with level of satisfaction. So that in all dimensions, with the increase of interactivity features, satisfaction will be increased. These results support the finding of other researches (Hsieh and Hiang, 2004; Auger, 2005; Lowry et al., 2006; Chung et al., 2014). Based on this result, I can infer

that developing e-satisfaction in an on-line environment mainly depends on level of interactivity in the website and research questions are answered. This implies that, to improve customer"s e-satisfaction, e-retailers may support the elements of connectivity on their websites. It is clear, that a more interactive website is required for e-users to build preferences. To satisfy customers, the foremost important feature that should be taken into consideration is the e-responsiveness of the websites` practitioners as having the most significant correlation with the e-satisfactions.

Table 5: The relationship between Customers' perceived online features and level of satisfaction.

		Satisfaction interactivity practices
Responsiveness (1)	Pearson Correlation	.682**
	Sig. (2-tailed)	.000
	N	129
Responsiveness (2)	Pearson Correlation	.712**
	Sig. (2-tailed)	.000
	N	129
Responsiveness (3)	Pearson Correlation	.690**
	Sig. (2-tailed)	.000
	N	129
Connectedness (1)	Pearson Correlation	.668**
	Sig. (2-tailed)	.000
	N	129
Connectedness (2)	Pearson Correlation	.596**
	Sig. (2-tailed)	.000
	N	128
Playfulness	Pearson Correlation	.568**
	Sig. (2-tailed)	.000
	N	129
Customization (1)	Pearson Correlation	.631**
	Sig. (2-tailed)	.000
	N	129
Customization (2)	Pearson Correlation	.610**
	Sig. (2-tailed)	.000
	N	128
Ease of use (1)	Pearson Correlation	.672**
	Sig. (2-tailed)	.000
	N	129
Ease of use (2)	Pearson Correlation	.518**
	Sig. (2-tailed)	.000
	N	128
E-satisfaction	Pearson Correlation	Pearson Correlation
	Sig. (2-tailed)	Sig. (2-tailed)
	N	N

** . Correlation is significant at the 0.01 level (2-tailed).

H2: Level of satisfaction contributes to predict the behavioral and attitudinal loyalty.

This study shows that e-satisfaction is the direct antecedent of e-loyalty in the context of online shopping. According to the results shown in tables 6, 7, 8, it seems that e-satisfaction contributes strongly to predict the loyalty in general and particularly the attitudinal loyalty.

Referring to table 6, the t- statistic for level of satisfaction about the e-interactivity construct was 8.637 ($p\text{-value} \geq 0.05$ and beta is .608. Hence there is a sufficient evident that satisfaction about the e-interactivity influence L1. referring to table 7, the t- statistic for level of satisfaction about the e interactivity construct was 6.466 ($p\text{-value} \geq 0.05$ and beta is 0.498 .hence there is a sufficient evident that satisfaction about the e-interactivity influence L2.

Referring to table 8, the t- statistic for level of satisfaction about the e-interactivity construct was 6.605 ($p\text{-value} \geq 0.05$ and beta is .506.hence there is a sufficient evident that satisfaction about the e-interactivity influence L3. These results supports the finding of other researches (Luarn & Lin, 2003; Azam et al. (2012;Pratminingsih, et al., 2013;Safa and Ismail, 2013;Sardinha, 2015;Romadhoni et al., 2015;Aghadavood et al., 2015;Van Riel and Liljander Jurriëns;Anderson and Srinivasan (2003);Anderson ; Karunamoorthy, 2003;Wu et al., 2011). E-satisfaction is an important factor in building e-loyalty customers (Ou et al., 2011; Chung and Shin, 2010). Therefore, e-satisfaction needs to be an important objective of online companies to develop e-loyalty.in: (Vinerean, 2013).

Table 6: Impact of customers' level of satisfaction behavioral loyalty.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.679	.160		4.256	.000
Satisfaction about einteractivity	.555	.064	.608	8.637	.000

a. Dependent Variable: L1

b. Predictors: (Constant), satisfaction

Note: L1= Choosing Egypt Air for future air reservation

Table 7: Impact of customers' level of satisfaction behavioral loyalty.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.845	.184		4.593	.000
Satisfaction about einteractivity	.480	.074	.498	6.466	.000

a. Dependent Variable: l2

Predictors: (Constant), satisfaction

Note: L2=Prioritize Egypt Air when selecting Airlines for air reservations

Table 8: Impact of customers' level of satisfaction attitudinal loyalty.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.777	.185		4.201	.000
Satisfaction about einteractivity	.492	.075	.506	6.605	.000

a. Dependent Variable: l3

b. Predictors: (Constant), satisfaction

Note: L3= I agree that I am loyal customer to Egypt Air airline Conclusion

The primary goal of this investigation is to explore the impact of perceived e-interactivity features in creating e-loyalty to Egypt air airline. In addition to examine the role of e-satisfaction as a mediating variable in predicting e-loyalty. In order to fulfill this purpose, a model was validated to evaluate the impact of perceived interactivity features in creating e-loyalty to Egypt air airline. This study tests all of the impacts of these features can have on e-satisfaction and in turn on user e-loyalty. This study identifies five salient e-interactivity dimensions: responsiveness, customization, playfulness, ease of use, connectedness.

According to the results of the study, the model as developed and tested supports all two hypotheses are supported. The researcher achieved the purpose of this study. As e-users of Egypt air website seem to be satisfied about the interactive activities practiced by it. All variables of einteractivity are correlated with level of satisfaction, so that in all dimensions, with the increase of interactivity features and satisfaction will be increased. All of the five dimensions identified have significant and positive impacts on perceived level of e-satisfaction. Furthermore, it was found that, level of satisfaction contributes to predict the behavioral and attitudinal loyalty.

The results of this study have the following implications. Implications in terms of theory building, this study helps to develop a model to examine the impact of e-interactivity practices on customer e-loyalty and e-satisfaction among e-users. Specifically, these findings could enrich the body of knowledge of online consumer behavior in terms of preferences to a particular website. The findings of this study have several implications for e-service managers to increase loyalty on the World Wide Web whose revenue stream depends on online consumer behavior.

These findings can predict e-loyalty of consumers in the Airline market environment. In other words, these findings form the basis for Egypt air executives to improve their existing website in design and technical aspects. This study could help the e-commerce airlines of Egypt in developing and managing in developing customer e-loyalty online shopping websites. Therefore, this substantial body of knowledge enables Airlines executives to understand and address the key factors of e-interactivity that help them to make their e-users satisfied retain existing consumers and capture new e-consumers. The airlines' websites practitioners can emphasize their service performance, including the interactive activities providing more training to their employees responsible for them and keeping them with the new trends of e-users' expectation in order to always improve the performance to fit well with the needs of the e-customers. In addition, the airlines should pay close attention to the update website with the most available information that

is required to provide answers to all inquiries of e- users, as they strongly can have the impact of their satisfaction levels.

This study has some limitations that can be described as follows: the study did not include in its model proposed the impact of demographic variables on their perception about the e-interactivity features practiced by Egypt air. The sample size is limited. There is a need to maximize it to generate stronger generalizations. For this research special efforts were made to have high response rates as more than 1500 electronic questionnaires were sent to e-users of Egypt air websites, the response rate did not exceed 9%. Considering the fact that this analysis was conducted at an international level, the sample size was modest.

Further, the sample was skewed toward younger respondents. Nonetheless, such consumers are the main target audience for online marketers. Another limitation is that I only measured a limited number of e-interactivity dimensions in the current research. The findings from this research are limited in that the data are taken from narrow sampling frames of e-users of only one website's airline. As perceptions towards websites effectiveness change over the time, the findings of the study were time limited.

Containing demographic variables in a further area of research could contribute to improve the extending model. It is conceivable that there may be additional dimensions of e-interactivity could be included for future research concerning the website of Egypt air as there will be improvements that would be made in the future. Further research can apply the research model to examine other websites `Airlines in general. Also, it is important to note that face-to -face selfadministered questionnaires contribute to increase the response rate so, the findings of the study could be more reliable. From an academic perspective, future researchers now would have more knowledge on e-users experiences and attitudes about the services provided by Egypt air in order to comprehend profoundly their perception about e-interactivity features.

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