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TO READ OR NOT TO READ: MODELING ONLINE NEWSPAPER READING SATISFACTION AND ITS IMPACT ON REVISIT INTENTION AND WORD-OF-MOUTH

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ABSTRACT

Aim/Purpose	In this research, we examined the influence of the information system (IS) quality dimensions proposed by Wixom and Todd on reading satisfaction of online newspaper readers in Bangladesh, especially the readers' intention to revisit and recommendations through electronic word-of-mouth (eWOM).
Background	We identified the top 50 most visited websites, of which 13 were online newspapers, although their ranking among Bangladesh online newspapers varies from month to month. The literature illustrates that, despite the wide availability of online news portals and the fluctuations in frequency of visits, little is known about the factors that affect the satisfaction, word-of-mouth, and frequency of visits of readers. An understanding of reader satisfaction will help to gain richer insights into the phenomenon of readers' intention to revisit and recommendation by eWOM. Stakeholders of online newspapers can then focus on those factors to increase visits to their websites, which will help them attract online advertisements from different organisations.

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Methodology	Data were collected using a structured questionnaire, from 217 people who responded to the survey. We used SmartPLS 3 to analyze the data collected, as it is based on second-generation analysis, which in turn is based on structural equation modeling (SEM).
Contribution	This research explores the impacts of technological dimensions on readers' satisfaction, as most of the previous research has focused on cultural or social dimensions.
Findings	The results supported all of the hypothesized relationships between technological dimensions and reader satisfaction with online newspapers, except for one. The first, information, was predicted with accuracy and completeness, while the second object-based belief, system quality, was predicted by its accessibility, flexibility, reliability, and timeliness. Overall, quality factors influencing readers' satisfaction were shown to lead to word-of-mouth revisit intentions. Our proposed model was empirically tested and has contributed to a nascent body of knowledge about readers' revisit intentions and eWOM recommendations regarding online newspapers. It was also shown that strong satisfaction leads to higher revisit intention and eWOM.
Recommendations for Practitioners	To keep the users satisfied, online newspapers need to focus on improving information quality (IQ) and system quality (SQ). If they do this well, they will be rewarded with higher revisit intention and recommendations by eWOM.
Recommendations for Researchers	This study extends Oh's customer loyalty model by integrating the Wixom-Todd model. This study reinforces an alternative rationale of the construct satisfaction.
Future Research	We ignored negative stimulus like technostress, which can have an impact on satisfaction. In future, we will test the relationship between technostress and its impact on online newspaper reading.
Keywords	information quality, system quality, IS success model, online newspapers, PLS

INTRODUCTION

BACKGROUND

Online newspapers represent an increasingly important area of the electronic business worldwide (Mierzejewski, Yim, Napoli, Lucas, & Al-Hasan, 2017). The official website of the Bangladesh Telecommunication and Regulatory Commission (BTRC) (2017) stated that the total number of Internet service subscribers was 67.245 million at the end of January 2017. The number of Internet users has grown over the years, especially among youth ("Internet users soar," 2017). The global youth population has reached 1.8 billion from a total population of 7.3 billion. In Bangladesh, some 47.6 million—that is, 30% of the total population of 158.5 million—are young. Ara and Mehjabeen (2010) defined youth in Bangladesh as people who are 18 through 35 years old. In our research, we mostly focus on young readers. *Prothom Alo* (<http://www.prothom-alo.com/opinion/article/697459>) is the largest newspaper of Bangladesh and was ranked the fifth most visited online news portal reported in Alexa.com (<http://www.alexa.com/about>). According to the Online BanglaNewspaperList ("Bangladesh Online Newspapers," n.d.) there are approximately 10,000 online newspapers in Bangladesh.

Bangladesh is a small country with a large number of newspapers, television channels, magazines, online newspapers, news portals, and blog websites. Bangladeshi newspaper media have reached the scale of an industry. Therefore, the government is now focused on protecting journalists' rights and their basic salary structure to cater to their family needs, which will motivate young people to become

journalists. From Alexa.com (2018), we identified the top 50 most visited websites based on recent rankings (which vary on a monthly basis), of which 13 were online newspapers. Recent trends are shown in Table 1 below.

Table 1. Most visited online newspapers from Bangladesh

Serial	Name of newspaper	Position in Bangladesh (2018)	Position in Bangladesh (2017)	Position in Bangladesh (2016)
1	prothom-alo.com	4	5	5
2	kalerkantho.com	8	7	16
3	bdnews24.com	29	10	9
4	bd24live.com	9	11	19
5	banglanews24.com	14	13	10
6	ittefaq.com.bd	X	25	34
7	bd-pratidin.com	12	26	X
8	ntvbd.com	17	34	20
9	jugantar.com	X	39	X
10	banglatribune.com	X	43	41
11	jagonews24.com	16	46	28
12	bdmorning.com	X	47	X
13	dailynews.com.bd	X	48	X

Note: (X) means not within the top 50 for the specified year

Table 1 shows a very interesting pattern. There is a definite change in readers' frequency of visits over time. In 2018, online newspapers like "ittefaq.com.bd", "jugantar.com", "banglatribune.com", "bdmorning.com", and "dailynews.com.bd" are not in the top 50 most visited websites in Bangladesh whereas they all were in 2017. Many individual entrepreneurs, news providers, and organizations that advertise on online newspaper sites monitor this kind of web access data.

This data indicates that, despite the wide availability of online news portals and the fluctuations in frequency of visits, little is known about factors affecting readers' satisfaction. An understanding of readers' satisfaction will help to gain richer insights into the phenomenon of readers' intention to revisit and recommendation by eWOM. Stakeholders of online newspapers can then focus on those factors to increase visits to their website, which will help them to attract online advertisements from different organizations.

RESEARCH PROBLEM

From a theoretical point of view, our attention was on the technological dimensions of online newspapers. Previous researchers have paid attention to various media, like online groups, buying websites (Che, Zheng, Peng, Lim & Hua, 2015), and social shopping (Yang, Li, Kim & Kim, 2015), which indicates limited attention paid to online news portals.

In 1992, DeLone and McLean developed an information system (IS) success model to measure the impact of information quality (IQ) and system quality (SQ) on individual and organizational impact. Seddon (1997) criticized the DeLone and McLean (D&M) IS success model (1992). He reported that the use of an IS cannot be considered as a success measure, and that individual and organizational benefits may not lead to satisfaction. Many researchers empirically assessed the impact of SQ and IQ

on user satisfaction and intention to use the system (Rai, Lang, & Welker, 2002). Wixom and Todd (2005) suggested that IQ and SQ are multidimensional as well as that several predictors influence IQ and SQ.

In this research, we examined the influence of the IS quality dimensions proposed by Wixom and Todd (2005) on online newspaper readers' satisfaction and, more importantly, on readers' intentions to revisit and recommendations by eWOM. This study asks two research questions to evaluate the impact of IQ and SQ on readers' satisfaction that will lead to their revisit intention and to eWOM recommendations. First, this paper asks whether the dimensions of IQ and SQ proposed by Wixom and Todd (2005) work in the context of online newspapers in Bangladesh. The study follows the well-established Wixom-Todd theoretical model of user satisfaction and technology acceptance. Wixom and Todd (2005) assessed IQ and SQ as the object-based belief of users. They identified completeness, accuracy, format, and currency as antecedents of IQ, and reliability, flexibility, integration, accessibility, and timeliness as antecedents of SQ. Limited research has focused on the impact of those object-based beliefs on measuring user satisfaction in the context of online newspapers. Thus, our first research question is:

RQ1: Do the IQ and SQ influence readers' satisfaction?

Second, this study examines whether there is any impact of readers' satisfaction. We look at reader loyalty (Chang, Wang, & Yang, 2009) in terms of a behaviour approach, like the rate of visits to a website, frequency of visits, and possibility of revisits to the website to read news. This behaviour also includes the eWOM recommendations by readers, which is a true, attitudinal form of loyalty (Chang et al., 2009).

RQ2: Does readers' satisfaction lead to readers' re-visit intention and word-of-mouth?

To answer the research questions, we developed a theoretical model that focused on object-based belief and its antecedents. The model was based on the Wixom-Todd 2005 model, associated with reader satisfaction and its impact on the revisit intention of and eWOM recommendations by readers. To test the model, we conducted a survey among online newspaper readers.

In this paper, after a thorough literature review, we develop hypotheses on the antecedents of the object-based belief of the Wixom-Todd model as well as on user satisfaction, revisit intention, and eWOM recommendations. Finally, we describe our research settings, and discuss our results as well as the limitations and implications of our research.

LITERATURE REVIEW AND THEORETICAL DEVELOPMENT

WIXOM-TODD MODEL

Information technology success depends on the integration of satisfaction, quality attributes, and usage of the system (Nelson, Todd, & Wixom, 2005). Nelson et al. (2005) claimed that despite quality and satisfaction being researched over the years, hardly any attention is paid specifically to IQ and SQ. We begin the development of our model from Wixom and Todd (2005) because its grounding literature covers different antecedents of IQ and SQ. As our study is related to e-services, we chose variables from Xu, Benbasat, & Cenfetelli (2013), who adapted the Wixom-Todd (2005) model in the context of e-service.

Following the research of Nelson et al. (2005), Wixom and Todd (2005), and Xu et al. (2013), we selected completeness, format, accuracy, and currency as the antecedents of IQ, and chose reliability, flexibility, accessibility, and timeliness as the antecedents of SQ.

Information quality

In this research, we defined IQ as the quality of information provided by the online newspapers of Bangladesh. The impact of IQ on an individual's satisfaction was highlighted in the context of e-service by Xu et al. (2013). If IQ is high, it means the information is up-to-date, which meets readers' needs, thus resulting in a higher level of satisfaction among readers.

Predictors of information quality

Nelson et al. (2005) defined a fundamental set of predictors, which are given in Table 2 below.

Table 2. Predictors of information quality

Predictors	Reflection	Definition
Completeness(CMP)	Contextual Quality	The degree to which the system provides all necessary information
Accuracy(ACR)	Intrinsic Quality	User's perception of whether the information is correct
Format(FRM)	Representational Quality	User's perception of how well the information is presented
Currency(CRC)	Contextual Quality	User's perception of the degree to which the information is up to date

With regard to the IQ of online newspapers, we defined "completeness" as the required information being provided by the online newspaper, and "accuracy" as correct and truthful news provided by it. Consistent with the definition, we look at "format" as the organization of information provided by the online newspaper system and "currency" as up-to-date information provided by the system. The Wixom-Todd model (2005), used in an organizational warehouse setting, has frequently identified the completeness and accuracy of information as key dimensions of website IQ (Yang Tsai, Kuo, & Lin, 2017; Xu et al., 2013). According to Allcott and Gentzkow(2017), social media platforms such as Facebook have a dramatically different structure to previous media technologies. Content can be relayed among users with no significant third-party filtering, fact-checking, or editorial judgment. In the case of online newspapers, if a user's perception of completeness, accuracy, format, and currency value is high, this is more likely to have a positive impact on the overall IQ of the newspaper system. Thus, we hypothesised:

- H1a: Completeness has a positive impact on information quality.**
- H1b: Accuracy has a positive impact on information quality.**
- H1c: Format has a positive impact on information quality.**
- H1d: Currency has a positive impact on information quality.**

System quality

According to DeLone and McLean (1992), system quality is often identified as a predictor of user satisfaction. SQ refers to the quality of the system, especially usability features of the system, like access (Gable, Sedera, & Chan, 2008), ease of use (McKinney, Yoon & Zahedi, 2002; Gable et al., 2008), navigation (McKinney et al., 2002), reliability, efficiency, and flexibility (Gable et al., 2008; Tam & Oliveira, 2017). In this context, SQ describes the structural characteristics of online newspaper websites and their performance dynamics, such as availability, accessibility, and response time. Wixom and Todd (2005) explained SQ as an overall perception of the performance and usability of any system. For web-based services, Xu et al. (2013) and Tseng (2015) considered SQ as a part of the index for success of the website.

Predictors of system quality

Nelson et al. (2005) and Wixom and Todd (2005) argued that reliability, flexibility, accessibility, integration, and timeliness are strong predictors for the quality of the system. The variable integration (integration of information from other systems) is ignored in this research, based on Xu et al. (2013). This is because the variable of integration is not relevant from the readers’ point of view. It is more appropriate for stakeholders and operators of online newspapers.

IQ reflects the output of the system, while SQ deals with the information processing system that produces the output. The definitions of these predictors are given in Table 3 below.

Table 3. Predictors of system quality

Predictors	Category	Definition
Reliability(RL)	System-related	Dependability of system operation
Flexibility(FX)	System-related	The way the system adapts to the changing demands of the user
Accessibility(ACC)	Task-related	The ease with which information can be accessed or extracted from the system
Timeliness(TM)	Task-related	The degree to which the system offers timely responses to requests for information or action

Specifically, in the context of online newspapers, reliability represents the stable performance of the system and error-free operation. Similarly, flexibility means how the system meets new demands—like adding a search option and creation of a web application or mobile application of the specific online newspaper. Accessibility and timeliness focus on the task-related quality of the system. In this context, accessibility reflects ease of use of the system—e.g, browser-independent web-readable font type and size. Timeliness reveals the response time of the system to view a news article after clicking any link.

Previous research suggested that reliability, flexibility, accessibility, and timeliness were strong antecedents to explain SQ (Xu et al., 2013; Wixom & Todd, 2005). Thus, we hypothesised:

- H2a: Reliability has a positive impact on system quality.**
- H2b: Flexibility has a positive impact on system quality.**
- H2c: Accessibility has a positive impact on system quality.**
- H2d: Timeliness has a positive impact on system quality.**

Readers’ satisfaction

Satisfaction (SAT) refers to an individual’s level of satisfaction when using the IS (DeLone & McLean, 1992). In our context, satisfaction with the online newspaper focuses on readers of the newspaper rather than facilitators or other types of users. Various studies showed satisfaction as adequacy, effectiveness, efficiency (Almutairi & Subramanian, 2005), enjoyment, overall satisfaction, and information and system satisfaction (Gable et al., 2008).

According to Hunt (1977), customer satisfaction is an assessment of emotion that is consistent over time. Later, Rust and Oliver (1994) stated that customer satisfaction arises when using a service or product provides positive feelings to a customer. When a customer’s satisfaction depends on repeated deals or operations of a system, it is considered indicative of overall satisfaction (Shankar, Smith, & Rangaswamy, 2003). That is why we merged information satisfaction and system satisfaction from the Wixom-Todd model to form a combined overall satisfaction variable.

Relation of IQ and SQ with satisfaction

According to Delone and McLean (1992; 2002), IQ and SQ are the key antecedents for satisfaction. Wixom and Todd (2005) also theorized that IQ and SQ influence user satisfaction. In the context of e-service, IS literature suggests that IQ has an impact on information satisfaction (Alzahrani, Mahmud, Ramayah, Alfarraj, & Alalwan, 2017; DeLone & McLean, 2002; Wixom & Todd, 2005). Yan et al. (2017), W. B. Lin (2007), Tandilowga (2013), and Shaltoni, Khraim, Abuhamad, and Amer (2015) concluded that IQ has a strong and significant influence on user satisfaction.

According to Cheng (2014) and Ainin, Bahri and Ahmad (2012), users (students) who are concerned with SQ believe that compatibility and SQ can lead to a student's satisfaction. M. Chen and Qi (2015) reported that the impact of SQ is positively associated with user satisfaction. M. S. Kim and Kim (2017) as well as Keiningham, Rust, Lariviere, Aksoy, and Williams (2018) stated that if the users are satisfied with the fan community's information quality, they may feel a positive attachment to the fan community and have greater trust in both the other members and the celebrity. Similarly, Alzahrani, et al. (2017) found the same relationship between information quality and students' satisfaction with digital libraries. The recent research by Berger, Geimer, & Hess (2017) found a significant relationship of online newspaper content quality and system quality with readers' satisfaction. In response to that, we formulated the following hypotheses:

H3: Information quality has a positive impact on readers' satisfaction.

H4: System quality has a positive impact on readers' satisfaction.

Impact of reader's satisfaction on re-visit intention and eWOM

Oh (1995) explained customer loyalty by employing a behavioral approach and an attitudinal approach. In the case of the behavioral approach, the author measured the customer's intention based on continuity of past purchase and rate of purchase. Meanwhile, the attitudinal approach measured the positive attitude towards that service, favoritism, and a sense of goodwill towards the product (Chang et al., 2009). This attitude towards the service provider leads to positive eWOM. In our context, the intention to revisit and recommendations by eWOM create an integrated form of reader loyalty towards the online newspaper. A similar representation of customer loyalty was found in the context of online shopping by Che et al. (2015), where researchers identified the revisit intention as a reliable indicator. In IS research, M. K. Kim, Wong, Chang, and Park (2016) and Zhao, Chen, and Wang (2016) found that in the case of mobile purchase and choice of social media, a customer's satisfaction is a very strong predictor of customer loyalty.

Prior research on revisit intention argued that this construct reflects visitors' decisions about the likelihood of visiting the same destination (C. F. Chen & Tsai, 2007; Quintal & Polczynski, 2010). By following those arguments, we conceptualized revisit intention as the reader's decision to revisit the news portal to read updated news.

eWOM has been defined as oral, person-to-person communication between a receiver and a communicator (Chang et al., 2009). eWOM makes a huge contribution in the field of marketing (Purnasari & Yuliando, 2015). In our context, we defined eWOM as the positive intention of readers to ask other people—including family, friends, and whoever seeks advice—to choose the online newspaper. Ho, Yang and Chen's (2017) findings also highlighted the impact of social influence on re-usage intention in online communities.

Research on customer loyalty in the field of e-service recognized customer satisfaction as a strong predictor (Chang et al., 2009). In modern marketing literature on service industries, the overall satisfaction of a customer is generated from previous service and a directed revisit to get the service again (Marinković, Senić, Kocić, & Šapić, 2013). Quintal and Polczynski (2010) argued that customer satisfaction is an effective response and has a positive relation with revisit intention. Recently, Apos-

tolou, Bélanger, and Schaupp (2017) argued that online community satisfaction is a strong predictor of continued use intention. This argument could be aligned with our hypothesis, which is

H5: Readers’ satisfaction has a positive impact on readers’ revisit intention (RE-VI) regarding the online newspaper.

When the service is reliable, readers are more likely to be satisfied, and therefore to write or say positive things related to the website that provides the service (Yang et al., 2015). According to Keiningham et al. (2018), word-of-mouth is widely accepted as an important influencer of consumer choice. The authors also argued that it is a social process in which we are motivated by a variety of things, such as a sense of obligation, a desire to help others, or a feeling of pleasure from telling others about products and services. The satisfaction at reading online newspapers might affect recommendations of readers. Similar evidence was found in the context of e-service by Chang et al. (2009). Keeping this in mind and extending the observation to eWOM, we propose:

H6: Readers’ satisfaction has a positive impact on eWOM.

By combining all these hypotheses proposed so far, Figure 1 illustrates our research model.

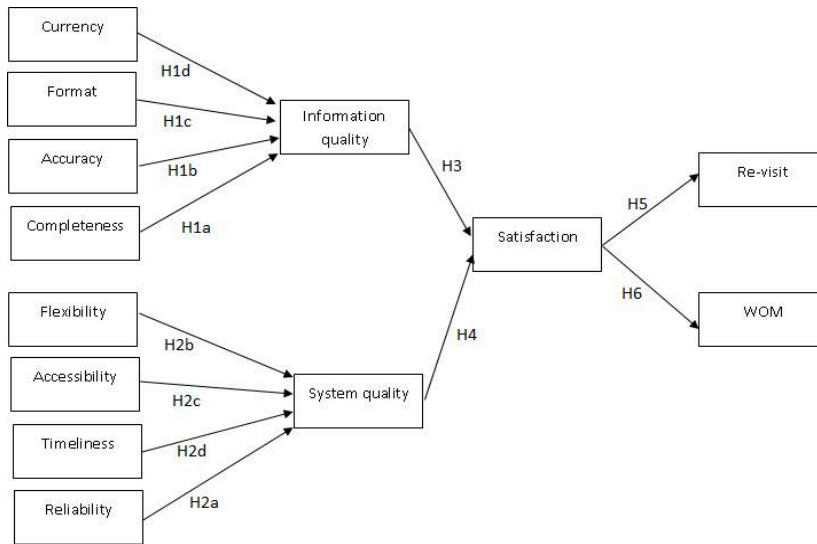


Figure 1. Research model

RESEARCH METHODOLOGY

QUESTIONNAIRE DESIGN

Data was collected using a structured questionnaire. The questionnaire consisted of two parts: The first part focused on demographic questions like age, gender, level of education, and experience of reading online news portals. The second part focused on measurement items for the dimensions of IQ, SQ, satisfaction, revisit intention, and eWOM. Questionnaires for IQ, SQ, and their antecedents (currency, completeness, format, accuracy, reliability, accessibility, flexibility, and timeliness) were adopted from the research of Xu et al. (2013). Items related to satisfaction, revisit intention, and electronic eWOM were adopted from the research of Chang et al. (2009) (See the Appendix). All statements were measured through the Likert five-point scale (1 – Strongly disagree; 5 – Strongly agree).

SAMPLE SIZE AND QUESTIONNAIRE DISTRIBUTION

The model was tested with the data compiled from 217 survey responses. To assess statistical power of sample size for planning survey distribution (Faul, Erdfelder, Lang, & Buchner, 2007; Hager, 2006), the G*Power 3 software was used, with the following input parameters: medium effect size, probability of Type I error $\alpha = 0.05$, probability of Type II error $\beta = 0.05$, which means $(1-\beta) = .95$ and number of predictors = 11 (antecedents of IQ, SQ, and SAT). The estimated minimum sample size required was 178, with actual power of 95%. Still, we distributed 350 questionnaires manually to people of ages between 18- 30 (young online readers who visited online newspaper at least once) and received 217 responses (62% response rate). Respondents are generally university undergraduate and master level students. Data was collected in Fall 2017, and this survey took four months to complete.

COMMON METHOD BIAS

As dependent and independent variables were measured from the same respondents, the sample might be subject to common method variance (CMV) (Scholtz, Mahmud, & Ramayah, 2016). We carried out Harman's single factor test based on the technology management research conducted by Sharma, Yetton, and Crawford (2009) and T. C. Lin, Huang, & Hsu (2015). Our test result shows that the restricted extraction of a single factor only explains 32.57% of the variance which means that the data did not have a CMV problem.

DEMOGRAPHIC INFORMATION

Out of 217 responding individuals, 144 (66.35%) were 18–21 years old and 63 (29.03%) were 22–25 years old, while the remaining 10 (4.6%) were above the age of 25. In regard to gender, 167 (76.95%) were male and 50 (23.05%) were female. Meanwhile, 4.14% had experience of reading online newspapers for less than one year, 53% for one to two years, 33.17% for three to four years, and 9.67% for more than four years. In addition, we asked respondents to name their favourite online newspaper; 60% named *Doinik Prothom Alo*, the largest Bangla newspaper in Bangladesh, 16.88% named *www.bdnews24.com*, an online newspaper, 6.45% mentioned *The Daily Star*, and the remaining 17.05% named other online newspapers.

Table 4 shows the demographic profile of survey respondents.

Table 4. Demographic information of survey respondents

	Frequency	Percentage
Age		
18–21	144	66.35
22–25	63	29.03
More than 25	10	4.6
Gender		
Male	167	76.95
Female	50	23.05
Experience of reading online news portals		
Less than 1 year	9	4.14
1–2 years	115	53
3–4 years	72	33.17
4 years or more	21	9.67

Favourite online news portal

www.prothom-alo.com	130	60
www.bdnews24.com	36	16.88
www.thedailystar.net	14	6.45
Others	37	17.05

DATA ANALYSIS AND RESULT

DATA ANALYSIS TECHNIQUE

Structural equation modelling (SEM) is a procedure used to assess a research model that has a linear relationship among the observed variables (Mahmud, Ramayah, & Kurnia, 2017). SEM is also particularly useful in this paper because it can estimate “a series of separate, but interdependent, multiple regression equations simultaneously” in a specified structural model (Suki & Ramayah, 2010, Zainuddin, Zailani, Govindan, Iranmanesh, & Amran, 2017). To test our model, we employed SEM with the partial least squares technique (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014) and used SmartPLS3.0 software (Ringle, Wende, & Becker, 2014) to calculate the data. All constructs in our model were measured using reflective indicators.

Measurement model

Hair et al. (2014) suggest that after the research model is formed, researchers must test the outer model. For evaluation of the outer model, we measured the average variance extracted (AVE), composite reliability (CR), and discriminant validity (see Table 5 and Table 6).

Table 5. AVE and CR

Constructs	AVE	CR
IQ	0.672	0.860
CRC	0.608	0.822
CMP	0.517	0.762
ACC	0.647	0.846
FRM	0.591	0.812
SQ	0.701	0.875
ACR	0.582	0.806
RL	0.686	0.867
FX	0.615	0.827
TM	0.751	0.857
SAT	0.671	0.860
REVI	0.644	0.878
eWOM	0.759	0.863

In Table 5, note that AVE must be greater than 0.5 and CR must be greater than 0.7 (Hair et al., 2014; Mahmud et al. 2017). Both criteria are fulfilled for our variables. Table 6 shows that the square root of AVE is greater than the corresponding construct correlation, which indicates that our construct is truly distinct from other constructs (Hair, Ringle, & Sarstedt, 2011).

Table 6. Discriminant validity

	ACC	ACR	CMP	CRC	FRM	FX	IQ	REVI	RL	SAT	SQ	TM	eWOM
ACC	0.805												
ACR	0.499	0.763											
CMP	0.378	0.441	0.719										
CRC	0.498	0.394	0.454	0.779									
FRM	0.427	0.421	0.378	0.375	0.769								
FX	0.445	0.447	0.419	0.395	0.382	0.784							
IQ	0.486	0.533	0.507	0.416	0.473	0.566	0.820						
REVI	0.492	0.496	0.397	0.386	0.439	0.463	0.569	0.828					
RL	0.554	0.506	0.317	0.425	0.437	0.499	0.515	0.524	0.802				
SAT	0.439	0.425	0.342	0.377	0.421	0.479	0.545	0.640	0.461	0.819			
SQ	0.527	0.527	0.430	0.378	0.447	0.491	0.576	0.604	0.518	0.629	0.837		
TM	0.308	0.325	0.318	0.200	0.243	0.366	0.330	0.354	0.359	0.280	0.410	0.866	
eWOM	0.466	0.452	0.382	0.378	0.371	0.518	0.541	0.633	0.486	0.642	0.596	0.365	0.871

Note: The diagonal represents the square root of average variance extracted (AVE) while the other entries represent squared correlation.

STRUCTURAL MODEL

After analysing the AVE as well as the reliability and validity of data, we analysed the structural model by using the evaluation coefficient of determination and the significance level of each path coefficient. Focusing on the significance level of their path coefficients, our result indicates that antecedents of IQ (CRC, CMP, FRM, and ACR) and antecedents of SQ (REL, ACC, FX, TM) both explain 42% variance on IQ and SQ. Both IQ and SQ explain 44% variance on readers’ satisfaction (SAT). Finally, SAT explains 40% variance on the revisit intention (REVI) and 41% variance on eWOM.

Support of hypothesis is determined by the significance level of each path coefficient. This means, with regard to our model (see Table 7), the relationship between IQ and SQ on SAT. We found that IQ ($\beta = 0.273, p < 0.01$) and SQ ($\beta = 0.472, p < 0.01$) significantly influence SAT. Thus, H1 and H2 are supported.

We also observe that the antecedents of IQ and SQ have a positive relation with IQ and SQ, where CMP ($\beta = 0.248, p < 0.01$), FRM ($\beta = 0.216, p < 0.05$), and ACR ($\beta = 0.290, p < 0.01$) have significant relations with IQ. Meanwhile REL ($\beta = 0.290, p < 0.01$), ACC ($\beta = 0.290, p < 0.01$), FX ($\beta = 0.204, p < 0.05$), and TM ($\beta = 0.180, p < 0.05$) have significant positive relations with SQ. This indicates that apart from H3d, which is the impact of CRC on IQ, the rest of the hypotheses H3a, H3b, H3c, H4a, H4b, H4c, and H4d are all supported. Currency (CRC) had no effect on IQ ($\beta = 0.19, p > 0.10$).

Moving further up our model, SAT was found to have a positive and strong effect, both on revisit intention ($\beta = 0.640, p < 0.01$) and eWOM ($\beta = 0.642, p < 0.01$). This also indicates that our hypotheses H5 and H6 are significant. Table 7 breaks down the significance of each path in the study.

Table 7. Results of Hypothesis Testing

Hypothesis	Relationships	Path coefficient	t-values	Result
H1a	CMP -> IQ	0.248	2.482**	Supported
H1b	ACR -> IQ	0.290	3.118**	Supported
H1c	FRM -> IQ	0.216	2.246*	Supported
H1d	CRC -> IQ	0.109	1.095	Not supported
H2a	FX -> SQ	0.204	2.228*	Supported
H2b	ACC -> SQ	0.270	2.861**	Supported
H2c	TM -> SQ	0.180	2.045*	Supported
H2d	RL -> SQ	0.202	1.947*	Supported
H3	IQ -> SAT	0.273	2.916**	Supported
H4	SQ -> SAT	0.472	5.260**	Supported
H5	SAT -> REVI	0.640	10.349**	Supported
H6	SAT ->eWOM	0.642	9.974**	Supported

**p < 0.01, *p < 0.05

Our final research model validation using data from the survey is given in Figure 2.

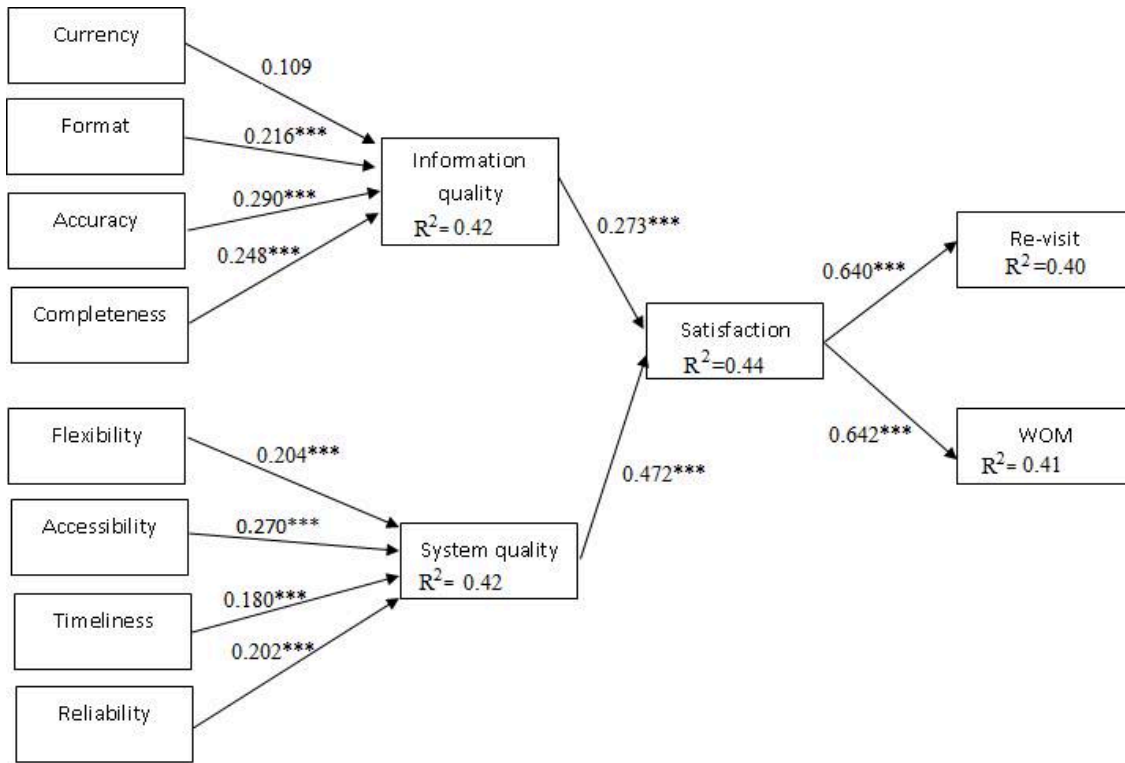


Figure 2. Our final research model validation using data from the survey

STRENGTH OF EFFECT

To determine the effect of independent variables, we measured f². The results of f² are given in Table 8.

Table 8. Effect sizes

Construct	Relation with	f ²	Interpretation*
ACR	IQ	0.104	Weak
CMP	IQ	0.075	Weak
CRC	IQ	0.015	No effect
FRM	IQ	0.061	Weak
REL	SQ	0.042	Weak
FX	SQ	0.049	Weak
TM	SQ	0.046	Weak
ACC	SQ	0.081	Weak
IQ	SAT	0.090	Weak
SQ	SAT	0.268	Medium
SAT	REVI	0.693	Strong
SAT	eWOM	0.701	Strong

*Interpretation rules: f² > 0.35, strong effect; f² > 0.15, medium effect; f² > 0.02, weak effect (Cohen, 1988).

From Table 8, we observed ACR, CMP, and FRM have a weak effect on IQ and REL, while FX, TM, and ACC have a weak effect on SQ. between IQ and SQ, SQ has a medium effect size on SAT, which has a strong effect on REVI and eWOM.

DISCUSSION

Our study produced several findings. First, among the four predictors of IQ, accuracy, completeness, currency, and format (H1a to H1d), it is surprising that currency (H1d) is not significant but the rest are. Not surprisingly, if accuracy, completeness, and format are high, it will increase the quality of information of the online newspaper. The predictors of SQ—reliability, flexibility, accessibility, and timeliness (H2a-H2d)—also have significant relations with SQ. These predictors could increase the quality of online newspapers. The results are in line with the findings of Van Der Linden and Van De Leemput (2015), Xu et al. (2013), Wixom and Todd (2005), and Nelson et al. (2005). In the case of currency as a predictor, we assume that, for online newspapers, not all readers focused on the current news. Kuiken, Schuth, Spitters, and Marx (2017) and Holmqvist, Holsanova, Barthelsson, and Lundqvist(2003) explained that readers focus on headlines. Previously, the findings of Garcia and Stark (1991) revealed that readers do not actually read the online newspaper; rather, they scan it. Only 25% articles are seen and only 12% of readers actually read the details of the news (Garcia & Stark, 1991). Recent research by Fortunati, Taipale, and Farinosi (2015) revealed that people used to collect interesting materials from printed newspapers, but nowadays people can check the archives or necessary articles from the online newspaper databases. These aspects imply that currency of news is not a significant necessary predictor to improve IQ.

Second, we proved the influence of the IS dimensions on the satisfaction. DeLone and McLean (1992) suggested that IQ and SQ have a strong significant impact on a reader's satisfaction with online newspapers. The more the IQ and SQ, the more the readers are satisfied. This finding demands a focus on the designers and journalists of online newspapers. Our result about the relationship between IQ (H3) and SQ (H4) with reader satisfaction is consistent with the previous findings of Xu et al. (2013), Cheng (2014), M. Chen (2015), and Van Der Linden and Van De Leemput (2015) in the context of e-service.

Finally, this study speaks to the importance of readers' satisfaction, which has the highest effect on a reader's revisit intention (H5) and eWOM (H6). According to our data, reader satisfaction explained 40% and 41% variances in revisit intention and eWOM respectively. Strong significant relations were observed between satisfaction and revisit intention, which is similar to previous research results of Chang et al. (2009), Quintal and Polczynski (2010), and Marinković et al. (2013). The same holds for the relationship between satisfaction and eWOM, which indicates that a higher level of satisfaction with an online newspaper leads the reader to recommend it to his/her friends and family members. We recommend that future research focusing on users' satisfaction should consider the necessity of measuring not only IQ and SQ but also the predictors of those quality constructs. In our case, we provided the evidence of online newspapers, but this research model might also prove useful for different electronic systems which deal with information.

IMPLICATIONS FOR ONLINE NEWSPAPER FACILITATORS

Our results indicate that perceptions of IQ and SQ are strong predictors for satisfaction. Consequently, online newspaper facilitators and social network service providers could include additional functionalities in the online newspaper, such as video-supported group conversations, voting or pool system, response or news loading time, etc. The more functionality a platform offers, the more difficult it will be to replace the platform. This could ensure that readers remain with the platform regardless of whether the news is updated or not.

Some key contributions are shown in Table 9.

Table 9. Key contributions

For Research	<ul style="list-style-type: none"> • This paper contributes to the body of work dedicated to helping IT researchers to better understand readers/ customer satisfaction. • Opens the idea about different IS success dimensions by explaining re-visit intention and word-of-mouth. • Our conceptualization moves beyond satisfaction which was important for IT researchers to measure IS success differently. • Proposed research model is not restricted to any specific online system. Wherever re-visit intention and word-of-mouth are crucial, researchers can use this model and further expand it. • Explores the consequences of the impact of technological dimension on customer satisfaction as most of the previous research focused on cultural or social dimensions. • Extends Oh's (1995) customer loyalty model by integrating the Wixom-Todd model (2005). • Reinforces an alternative rationale of construct satisfaction.
For Practice	<ul style="list-style-type: none"> • Proposed model can be a diagnostic tool for the newspaper service related organization to assess information and system quality of their website. • This paper provides understanding for stakeholders about the necessity of improving system quality by increasing reliability, flexibility, accessibility and timeliness. • By highlighting the IQ, SQ, predictors of IQ, SQ, their impact on satisfaction which leads to re-visit intention and word-of-mouth, this research offers new entrepreneurs insights into online newspaper organizations, the first step to identifying factors that could affect satisfaction of readers.

RESEARCH LIMITATION AND FUTURE DIRECTIONS

As with all research, our findings are limited in several ways. First, our sample focused on young readers. Hence, some individuals may have chosen qualities other than the currency of the news. Second, our research focused on readers who view the online newspaper directly from their PC or mobile, thus utilizing IQ and SQ. SQ would be invalid if the readers read the newspaper pages via social networks like Facebook or Twitter. Third, we ignored several variables, such as subjective norms as positive stimulus or technostress as negative stimulus, which can have an impact on satisfaction. Finally, generalizability is limited due to the small sample size. It might also be influenced by the fact that approximately two thirds of the participants were students (Compeau, Marcolin, Kelley, & Higgins, 2012). However, according to "Rise of Youth" (2015) published in a news paper, some 47.6 million or 30% of the 158.5 million people in Bangladesh are young (10–24 years). Therefore, in line with Compeau et al. (2012), we identified our target sample of respondents and focused on online newspaper readers. In future, we will test the relationship between technostress and its impact on online newspaper reading. In the future, service quality, outcome quality, and affective value will be integrated with readers' satisfaction by following the research of (B. K. Chen & Tan. 2017).

CONCLUSIONS

Despite the increase of online media, especially online newspapers in our daily life, very little research has been conducted to examine the technological factors and their impact on readers' satisfaction. This study identifies the predictors of information and SQ suggested by Wixom and Todd (2005), their relation with readers' satisfaction, and their impact on revisit intention and eWOM. In

particular, this study focused on the impact of accuracy, completeness, currency, and format on IQ, as well as how they influence satisfaction. This study assessed the impacts of reliability, flexibility, timeliness, and accessibility and evaluated how these could improve SQ. Finally, the impact of IQ and SQ on satisfaction, re-visit intention and word-of-mouth were also explored.

Reading a newspaper out of tradition is not the result of a conscious choice either. According to de Wolff (2012), tradition is a social and cultural phenomenon whereas habit lingers in the personal sphere. The digitization of information dissemination and the diffusion of connected devices have disrupted traditional ways of doing business in almost every business-to-consumer (B2C) market. In this study, we set out to investigate the satisfaction and revisit intention and eWOM formation process in terms of news websites. Transferring the quality-value-satisfaction-loyalty chain from news consumption satisfaction on the Internet, we built a research model based on Oh (1995) loyalty model and Wixom-Todd (2005) model of e-services.

Though many of the hypotheses have been tested earlier in different organizational or individual contexts of the service industry, our findings provide some more insights due to the contextual difference. In terms of depth and impact, according to Alexa.com, 17 online newspapers were positioned among the top 50 most visited websites from Bangladesh.

Increasing readers' satisfaction to an online newspaper is a strategic issue for the journalists and facilitators of the newspaper who invest effort and money to make the newspaper successful. Mostly, online newspapers are free of charge but if readers have less intention to revisit the website, the online newspaper will lose advertising, which is the key to its sustainability (Ihlström & Henfridsson, 2005). Our results provide an initial indication of how reader satisfaction increases the revisit intention and eWOM. In order to increase satisfaction, online newspaper facilitators should focus on IQ and SQ. Online newspaper facilitators can increase the technological factors of accuracy, format, and completeness to increase IQ, and reliability, flexibility, accessibility, and timeliness to increase SQ.

Having integrated into one model the object-based belief from the Wixom-Todd model (2005) and Oh's (1995) study of customer loyalty through a behavioral approach and an attitudinal approach, we proposed a theory in regard to online newspaper reading satisfaction. The first object-based belief, IQ, was predicted by accuracy, completeness, and format, while the second object-based belief, SQ was predicted by accessibility, flexibility, reliability, and timeliness. Overall, the quality factors influencing reader satisfaction lead to readers' re-visit intention and word-of-mouth. Our proposed model was empirically tested and contributed to a nascent body of knowledge investigating readers' revisit intention and eWOM with regard to online newspapers.

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APPENDIX

Survey Questionnaire

Currency		
CRC1	The website provides me with the most recent information about current affairs	Xu et al.(2013)
CRC2	The website produces the most current information about the latest events	
CRC3	The information from the website was always up to date.	
Completeness		
CMP1	The website provides me with a complete set of information for recent events	Xu et al. (2013)
CMP2	The website produces comprehensive information about recent events	
CMP3	The website provides me with all the information I need about recent events	
Format		
FRM1	The information provided by the website was well formatted	Xu et al. (2013)
FRM2	The information provided by the website was well laid out	
FRM3	The information provided by the website was clearly presented on the screen	
Accuracy		
ACR1	The website produced correct information	Xu et al. (2013)
ACR2	The information I obtained from the website for the news was error-free.	
ACR3	The information provided by the website was accurate	
Information quality		
IQ1	Overall, I would give the information from the website high marks for recent news	Xu et al. (2013)
IQ2	Overall, I would give the information provided by the website a high rating in terms of quality for recent news	
IQ3	In general, the website provided me with high-quality information about current events	

Reliability		
RL1	The website system operated reliably for reading news	Xu et al. (2013)
RL2	The website system performed reliably for reading news	
RL3	The operation of the website system was dependable for reading news	
Accessibility		
ACC1	The website system was readily accessible to me	Xu et al. (2013)
ACC2	The website system was very accessible during reading news	
ACC3	The website system was easy to access during reading news	
Flexibility		
FX1	The website system was able to adapt to meet a variety of needs during reading news	Xu et al. (2013)
FX2	The website system was able to flexibly adjust to new demands or conditions during reading news	
FX3	The website system was flexible in addressing needs as they arise during reading news	
Timeliness		
TM1	The website system responded in a timely fashion during reading news	Xu et al. (2013)
TM2	The website system answered my requests quickly during reading news	
System Quality		
SQ1	In terms of system quality, I would rate the website highly	Xu et al. (2013)
SQ2	Overall, the website system that I used was of high quality	
SQ3	Overall, I would give the quality of the website system a high rating for reading news paper	
Satisfaction		
SAT1	I am satisfied with my decision to reading news from this website	Chang et al. (2009)
SAT2	If I had to read news again, I would feel comfortable about reading from this website	
SAT3	My choice to read news from this website was a wise one	
Re-Visit Intention		
RVI1	When I need to read news, this website is my first choice	Chang et al. (2009)
RVI2	I like using this website	
RVI3	To me this site is the best news website to read recent news	
RVI4	I believe that this is my favourite news portal website	
e-eWOM		
WOM1	I would recommend the website to those who seek my advice about reading news	Chang et al. (2009)
WOM2	I would encourage friends and relatives to use the website	

BIOGRAPHIES



Ms. Tapushe Rabaya Toma is currently working as a lecturer at the Department of Software Engineering, Daffodil International University, Bangladesh. She completed her M.Sc. in IT from Institute of Information Technology, Jahangirnagar University and B.Sc. in Software Engineering from Daffodil International University. Her research interests are usability testing, software engineering measurement/models and management information systems, data mining and decision prediction.



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T. Ramayah is currently a Professor at the School of Management in USM. Apart from teaching, he is an avid researcher, especially in the areas of technology management and adoption in business and education. His publications have appeared in *Computers in Human Behavior*, *Resources Conservation and Recycling*, *Journal of Educational Technology & Society*, *Direct Marketing: An International Journal*, *Information Development*, *Journal of Project Management (JoPM)*, *Management Research News (MRN)*, *International Journal of Information Management*, *International Journal of Services and Operations Management (IJSOM)*, *Engineering, Construction and Architectural Management (ECAM)* and *North American Journal of Psychology*. Having his contributions in research acknowledged, he is constantly invited to serve on the editorial boards and program committees of several international journals and conferences of repute.



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