



Assessing International Tourists loyalty in Jordan: a Structural Equation Modeling (SEM) Approach

¹Dr. Mahmud Agel Abo-Dalbouh, ²Dr. Ayed Moh'd Al Muala

¹Head of Marketing and Tourism Department Faculty of Administrative and Financial Sciences
Irbid National University

²Zarqa University
Faculty of Economics and Administrative Sciences

ABSTRACT

This study aims to investigate the relationships between antecedents of tourist loyalty (Jordan image, perceived risk, and service climate) in Jordan. Sample of this study were the international tourists' in Jordan, through a structural equation model (SEM). Out of 550 questionnaires, 480 were returned by the end of Nov, 2013. Each variable was measured using reliable developed scales: Jordan image (11 items) adapted by Al Muala (2011), perceived risk (7 items) Al Muala (2011), and service climate (10 items) by (AL Muala, 2011), (4) tourist satisfaction (10 items) by (Olorunniwo et al, 2006; chitty et al, 2007) and (5) tourist loyalty (5 items) by Al Muala and Al Qurneh (2012). Data was input into SPSS and analyzed used confirmatory factor analysis (CFA). Amos results indicate that there some hypotheses: results of this study were as follows: H1 show that

Keywords: Jordan image, perceived risk, service climate, tourist satisfaction, loyalty.

1. INTRODUCTION

The tourism become an integral component of lifestyle and it has also become a major component of the economic prosperity of almost all country, the tourism sector in Jordan development after ware in Iraq, due to lack of security and safety in all country around Jordan the tourism sector developed rapidly. On the other hand, after Petra become one of wonderful on global now government start focus on tourism sector (wai&kavin, 2005). In today's globalised and tourism industry, quality, image and satisfaction of customers pose a challenge for the survival and growth of all firms. The global hotel industry has increasingly developed, in past decades, resulting in over-construction and high competition among hotel (min&min, 1997) the rapid growth in the industry forced hotels to begin to seriously recognize the important of service improvement (min&min, 1997) service quality is imperative to a hotel to distinguish itself from competitors and accomplish customer satisfaction (kandampully&suhartanto,2000).

After the events of September 11, the hotel industry was forced to reduce expenditures, encompassing downsizing of employees and reductions in services and amenities, also with events in the Iraq war and SARS epidemic also led to a decrease of the number of hotel guests (Game & Roos, 2005). The hotel industry has currently recovered from these events, and has raised a score of customer satisfaction to 83 in the third quarter of 2003 from July through September (Barsky & Nash, 2003). However, the hotel industry needs to consistently maintain and improve service climate and attractiveness to increase satisfaction of customer score, because customer satisfaction plays a vital role in accomplishing customer loyalty and profitability of the firm (Barsky & Nash, 2003).

Customer satisfaction and customer loyalty are not new concepts, Best-practice hotel organization perceive customer satisfaction as one of the most important strategic weapons of ensuring profit gains(min & min, 2002). Furthermore, Tourism is facing a challenge for Jordan image due to a potential negative image arising from tourists fear before visiting Jordan (Al Muala, 2011). Tourists' behavior that are solely dependent on the media, the tourist's behavior of Middle Eastern countries is continually impacted by the ongoing of Arab Spring and Palestinian-Israeli conflict and terrorist incidents which happened in Jordan in 1995, 2004 and 2005 (Al Muala, 2011, p.1). These events have negatively affected Jordan's image in 2011-2013 during Arab spring. In the presence of unsafe environment, tourists' destination image is affected.

2. LITERATURE REVIEW

Some antecedents of customer loyalty such as corporate image, service climate, trust and tourist's satisfaction are the influential factors of tourist's loyalty (Bloemer and Ruyter, 1997; chang and chen, 2008; Boohene and Agyapong, 2011). Moreover the results described that trust is one of the most important antecedents of customer loyalty. Although service climate and perceived switching cost appeared to have the same level of influence on brand loyalty.



Previous studies have found out that the service climate directly and significantly influences of customer's loyalty (Schneider et al., 1998; Martin et al., 2006) and some not significant (Al Mualala, 2011), and past studies of antecedents of customer's satisfaction found that service climate (Solnet, 2006; Udo et al., 2008; Rodriguez et al., 2009), perceived risk (Yuksel and Yuksel, 2007; Amoroso and Hunsinger, 2008; Quintal et al., 2009), and Jordan image (Bigne et al., 2001; Ryu et al., 2007; Chen and Tsai, 2007; Xia et al., 2007).

Customer satisfaction has been historically in marketing and consumer researchers for years (Ueltschy & Krampf, 2001). Customer satisfaction is considered to be one of vital factors in a service industry (Kandampully & Suhartanto, 2000). In the past decade, improving customer satisfaction has become one of the most important issues, stimulating all industries to have to pay attention (Barsky & Labagh, (1992). However, the concept of achieving customer satisfaction is still important in today's business (Chu, 2002).

Tourists who have fulfilled their expectation in a hotel are more likely to be satisfied. If their anticipations were exceeded, they may increase their satisfaction, Satisfaction with a product or service provided has been recognized as a key indicator for intention. (Bowen & Shoemaker, 1998).

Tourists' satisfaction measurement is an essential component of an attempt to improve service climate, image and quality, helping a hotel to increase a competitive advantage, repurchases, and positive word-of-mouth publicity (Choi & Chu, 2000).

Hotel image is believed to play an important role on a customer's decision to use a hotel, image is mainly derived from customers past experiences, thus, a customer's experience with the hotels' services is considered to be the factor most influential in determining their image of the hotel (Kandampully and Suhartanto, 2000). Hotel image is considered to serve as an important factor that will enhance customer loyalty, also is important to gain relatively high score rating among loyal customers (Kandampully and Suhartanto, 2000, 2003) further identified that the hotel image and customer satisfaction have direct impact through the performance of the housekeeping, reception, food and beverage and are positively correlated to customer loyalty, their study results indicated that hotel image and customer satisfaction are important factors in determining customer's intention to repurchase, to recommend, and exhibit loyalty. Furthermore, destination image plays an important role in individual loyalty and tourist satisfaction and therefore it has to be taken care of in order to build a lasting relationship that benefits both parties. This will lead to the individual's inclination to make a positive assessment of the destination and enhance his intention for a return visit.

Nowadays, Jordan image is really facing challenge among Arab countries, the country first needs to distinguish itself among other countries within the region. Tourists' behavior that are solely dependent on the media, are likely to develop negative images about the Middle East. Unquestionably, the tourist's behavior of Middle Eastern countries is continually impacted by the ongoing Palestinian-Israeli conflict and terrorist incidents which happened in Jordan in 1995, 2004 and 2005 (Alrai, *MAY 15th*. 2008). These events negatively affected Jordan's image in 2007.

Despite having a number of popular destinations such as Petra, Amman, and the Dead Sea, Jordan is still unable to attract international tourists. Maybe the recurrent incidence of terrorist attacks like the Aqaba explosion and terrorist attacks at Radisson Sass hotel that both took place in 2005, and another previous hotel bombing that occurred earlier in 2004, all resulted in having a negative perception on Jordan's safety (Ministry of Tourism and Antiquities, 2007). In the presence of unsafe environment, tourists' destination image is affected (Liesch et al., 2006). If tourists do not feel safe, they may create negative impression by (1) deciding not to visit a high rate of crime reputation destinations in the future, (2) not to participate in any outdoor activities if this destination is not safe, (3) not to return to the tourist destination or other recommended destinations in the same vicinity (George, 2003).

According to Schneider and Sonmez (1999) they argue that tourism is facing a challenge for Jordan image due to a potential negative image were bearing from tourists before visit Jordan. In contrast, the destinations image must take special care of image attempt to exercise the service climate effect on satisfaction, positive image of tourists lead to higher satisfaction, previous experience effect on the image could be help change an image about destination (Chia and Qu, 2008).

In today's competitive business environment, a company needs to find new strategies to contend with competitors, the global hotel industry has increasingly developed, in past decades, resulting in over-construction and high competition among hotel (min&min, 1997). Furthermore, customer satisfaction and customer loyalty are not new concepts.

Once problems which facing hotel industry in Jordan attitude to stay in hotels five- star, this is maybe due service climate which delivery from employees and hotel management. Therefore, we need to study the factors which influence customer satisfaction and loyalty, consequently the service climate with customer satisfaction, to know is there service climate effect on tourist satisfaction and loyalty to this kind of hotels. Moreover, significance of study also to Understanding the factors underlying customer loyalty is an important topic for service sector industries, it is especially significant in the hotel industries, where a large portion of revenues is derived from frequent business travelers.

3.METHODOLOGY

This study chose a systematic random sample in which 150 respondents were identified from 5 hotels in the middle region of Jordan. The sampling frame for this study consisted of international tourists, who stayed in hotels during their visit to Jordan in the period from October 20, 2014 and until December 20, 2014. Out of 150 questionnaires distributed,

10 were undelivered, and 10 questionnaires were incomplete (missing responses). Thus, a total of 130 responses were usable and used for subsequent analysis, giving a response rate of 87 %.

The questionnaire is divided into four parts: (1) demographic variables (10 items); (2) Jordan image (11 items) adapted by Al Muala (2011), perceived risk (7 items) Al Muala (2011), and service climate (10 items) by (Schneider and Bowen's, 1998; Martin, 2006), (3) tourist satisfaction (10 items) by (Olorunniwo et al, 2006; chitty et al, 2007) and (4) tourist loyalty (5 items) by Al Muala and Al Qurneh (2012).

Hypotheses formulation

H1 Tourist Satisfaction is related positively with Tourist Loyalty.

H2 Jordan Image is related positively with Tourist Loyalty.

H3 Jordan Image is related positively with Tourist Satisfaction.

H4 perceived Risk is related negatively with Tourist Satisfaction.

H5 Service Climate is related positively with Tourist Satisfaction.

H6 Tourist Satisfaction mediates the relationship between Jordan Image and Tourist Loyalty

4.RESULTS

Demographic Profile of the Respondents

Summaries the demographic characteristics of the respondents, the respondents' ages ranged from 20 to more than 50 years old. About (66.7%) were male while (33.3%) were female. The majorities were married 64.6%, and 26.7% are singles. The tourists came from the European countries (37.9%), followed by Africa (25%), Asia (17.9%), USA (12.7%), Australia (3.5%), and Russia (0.8%). The majority of income level is less than 1000 USD. Most tourists spent less than USD100 (63.6%), followed by between USD101 to 200 (32.6%) and more than USD 200 (3.8%). The main reason for visiting Jordan is for relaxation (68.2%), medical treatment (11.3%), and others (20.5%). Most of them stayed in hotels (53.2 %) within the duration period between 2 to 10 days (84.2 %). Most of tourists they came to Jordan via air (50.6%), sea (26.1) and land route (23.3%), either by using tourists' coaches (25.7%), rental car (25.1%), taxi (20.6%), public transportation (10.7%) and others (17.8%).

Descriptive Analysis of Variables

Descriptive analysis was conducted in subsequent to the validity and reliability processes to ascertain the main score and standard deviation for the constructs. Based on 130 valid cases being analyzed of mean and standard deviation for all the variables, Jordan image is represented by 11 items. Apparently, as shown in Table 1.2 the mean scores of them are considered very high (6.23). In addition, the results in Table 1.2 shows that the perceived risk is relatively moderate with mean score (3.70), respondents given more attention to relationship between perceived risk and tourist satisfaction. Mean score for service climate (4.89), and the mean score of tourist satisfaction (6.18) is higher.

Reliability Test

The research framework consists of three exogenous (Jordan image, perceived risk, and service climate) and one endogenous variable (tourist satisfaction) (Table 1.2). Each construct shows Cronbach alpha readings of acceptable values of above 0.60 (Nunnally, 1970).Reliability values for all constructs are range from .74 to .90.This indices that all constructs have internal consistency acceptable. In addition, 17 items remaining after confirmatory factor analysis CFA.

Table 1.2: Descriptive statistics of variables

^{4.1} Construct	Original Items	Total Mean	Standard Deviation	Items after CFA	Cronbach Alpha after CFA	Composite Reliability
Jordan Image	11	6.2	.53	5	.66	.86
Perceived Risk	7	3.7	1.70	4	.78	.89
Service Climate	10	4.9	.80	4	.72	.72
Tourist Satisfaction	10	6.2	.61	4	.74	.63
Tourist Loyalty	7	3.4	.54	3	.61	.61
Total	45			20		

The second test is the composite reliability of each measure (see Table 1.2). This was assessed using Nunnally (1978) guideline for assessing reliability coefficients. Composite reliability developed by Wertsch et al (1974), measures the reliability of a construct in the measurement model. The composite reliability is calculated by use of the following equation:

$$\text{Composite reliability} = \frac{\sum (s \text{ standardized loading})^2}{\sum (s \text{ standardized loading})^2 + \epsilon \sum j}$$

(Source: Hair et al. 1998:624)

The summary of the composite reliability based on the standardized factor loadings obtained from the final revised structural model, all construct are have acceptable value above 0.60 (Nunnally, 1970). In addition, a composite reliability index that exceeds 0.70 indicates satisfactory internal consistency (Hair et al., 1998). composite reliability results , indicates that the all the measurement observed variables can be considered as reliable and acceptable, most of the constructs have value more than .60. Therefore, this results providing strong support for the construct components.

Confirmatory Factor Analysis (CFA) results

Table 1.3 show that the confirmatory factor analysis results, we observed that the factor loadings of all observed variables or items are adequate ranging from 0.50 to 0.98. In this study, the "cut-off" point chosen for significant loading is 0.30, the minimum level required for a sample size of 350 and above as suggested by (Hair et al. 2006, p 128).

This indicates that all the constructs conform to the construct validity test. As shown in Table 1.3, the remaining numbers of items for each construct are as follows: Jordan image (5 items), Perceived risk (4 items), service climate (4 items), and tourist satisfaction (4 items), and the total of items are 17.

Table 1.3: Final confirmatory factor analysis results of construct variables

Variables	Code	Attributes	Factor Loading
Jordan Image	JOM1	• Jordan is a safe place to visit.	.44
	JOM3	• The people in Jordan make you feel at home.	.48
	JOM5	• Jordan offers a good choices of place to stay	.54
	JOM8	• Jordan is an affordable place to visit	.60
	JOM9	• Traveling to Jordan from my country is convenient	.68
	JOM10	• Jordanian businesses treat visitors well	.80
	JOM11	• 11 Jordan is a good place to go shopping	.47
Perceived Risk	RK3	• I fear of suffering a natural disasters	.88
	RK4	• I fear of any kind of accident	.93
Service Climate	Tser1		.30
	TSEV4	• I would recommend this hotel as a place to visit for close friends and family members.	.93
	TSEV5	• This hotel provides good service quality to tourists.	.75
	TSEV6	• This hotel is responsive to the wishes of the tourists	.86
	TSEV8	• This hotel provides tourists with value for their service	.63
	TSEV9	• Hotel managers tracks service quality that provided to tourists	.89
		• This hotel provides effective communication to tourists	
Tourist Satisfaction	TSAT1		.46
	TSAT3		.47
	TSAT7	• I am satisfied with the interaction I have with other guests.	.74
	TSAT8	• I feel Jordan is better than expected. • I feel that my experience with Jordanian was enjoyable • The reception in Jordan airport is satisfactory	.67
Tourist Loyalty	Loy1		.63
	Loy 2		
	Loy 3		.71
	Loy 4	• As long as the present service continues , I will visit	

	<p>Jordanian curative tourism sites .43</p> <ul style="list-style-type: none"> • I will try to visit Jordan whenever I am going for curative tourism holiday 64 • . When I need curative tourism destination, Jordan is my first choice • . I believe Jordan curative tourism is my favorite destination 	
17		

Discriminant Validity of Constructs

Discriminant validity is another major type of construct validity, refers to observed of constructs that should not be related to each other. However, observed to not be related to each other (Campbell & Fiske, 1959). It represents the degree to which items differentiate among constructs or measure distinct concepts. Discriminant validity is assessed by examining the correlations between the observed of potentially overlapping constructs. Observed should be load more strongly on their own construct but not load on other constructs. Table 1.5 shows the result of the calculated variance extracted (VE) to support discriminant validity of constructs. Average variance extracted (AVE) is the average VE values of two constructs (Table 1.6). The AVE derived from the calculation of variance extracted using the following equation:

$$\text{Variance Extracted} = \frac{\sum (s \text{ standardized } SMC^2)}{\sum (s \text{ standardized } SMC^2) + \epsilon \sum j}$$

To substantiate discriminant validity, average extracted (AVE) is compared to correlation square of the interrelated variables of concerned (Fornell and Larcker, 1981). However, Gaski (1984) recommended for assessing discriminant validity in data analysis to increase the validity.

Table 1.5: Variance extracted of variables

Observed Variables	SMC	SMC 2	Measurement Error	Variance Extracted
JOM6	.663	.44	.073	.87
JOM7	.72	.52	.057	
JOM8	.524	.274	.054	
Jordan Image (total)	1.903	1.234	.184	
RISK 3	.977	.95	.015	.98
RISK 6	.417	.17	.005	
RISK 7	.977	.95	.015	
Perceived Risk (total)	2.371	2.07	.035	
SER 8	.603	.36	.018	.91
SER 9	.902	.81	.031	
SER 10	.735	.54	.129	
Service Climate (total)	2.24	1.71	.178	
TSAT 3	.36	.130	.106	.62
TSAT 8	.56	.313	.168	
Tourist Satisfaction(total)	.92	.443	.274	

(Code after transformation of constructs; JOM, TRISK, TSER, TSAT)

Table 1.6: Average variance extracted (AVE) matrix of exogenous variables

Variable Name	JOM	RISK	SER	SAT
JOM	1			
RISK	.93	1		
SER	.89	.95	1	
SAT	.75	.80	.77	1

Table 1.7: Correlation & correlation square matrix among exogenous variables

	Service	Risk	Jordan image	Satisfaction
Service	1			
Risk	-.020(.003)	1		
Jordan Image	.071(.05)	.022(.003)	1	
Satisfaction	.092(.07)	-.009(.006)	.589(.35)	1

Goodness of Fit Indices

As showed in Table 1.8 confirmatory factor analysis was tested on every construct and measurement models. Bagozzi and Yi (1988) pointed out that the measurement model has a good fit with the data based on assessment criteria such as GFI, CFI, TLI, and RMSEA. Table 1.8 shows that the goodness of fit of generated model is better compared to the hypothesized model. However, Hair et al (2006) point out that All CFAs of constructs produced a relatively good fit as indicated by the goodness of fit indices such as CMIN/DF ratio (< 2); goodness of fit Index (GFI) of (> 0.90); P-value (> 0.05); and root mean square error of approximation (RMSEA) of values less than 0.08.

Table 1.8: Goodness of fit analysis-confirmatory factor analysis (CFA) (N =494)

4.2 Variables	Jordan Image	Risk	Service Climate	Exogenous: Jordan Image & Risk & Service Climate	Endogenous: Tourist Satisfaction	Hypothesized Model	Generating Model
4.3 Items Remain	5	4	4	11	4	38	11
CMIN	10.135	6.044	12.553	48.033	3.085	7619.811	51.261
DF	5	2	2	41	2	659	38
CMIN/DF	2.027	3.022	6.276	1.172	1.542	11.563	1.349
P-value	.072	.049	.002	.209	.214	.000	.074
GFI	0.992	0.994	0.987	0.983	0.997	0.607	0.982
CFI	0.995	0.998	0.990	0.999	0.998	0.640	0.996
TLI	0.990	0.995	0.971	0.998	0.995	0.616	0.995
NFI	0.990	0.998	0.988	0.991	0.996	0.620	0.986
RMSEA	.046	.064	.1103	.019	.033	.146	.027

Hypotheses results

As shown in (Figure 1.2) hypothesized model did not achieve model fit ($p < .000$), hence, the explanation of hypotheses result is based on Generating Model (GM) (Table 1.9 and Figure 1.3). Based on the finding, according to Table 1.9 found that there is one hypothesis significant through C.R. values and acceptable because it is above than ± 1.96 C.R

(H1). In contrast there are two hypotheses (H2 and H3) did not have significant direct effects on tourist satisfaction (critical ratio (CR) <1.96; p>.05).

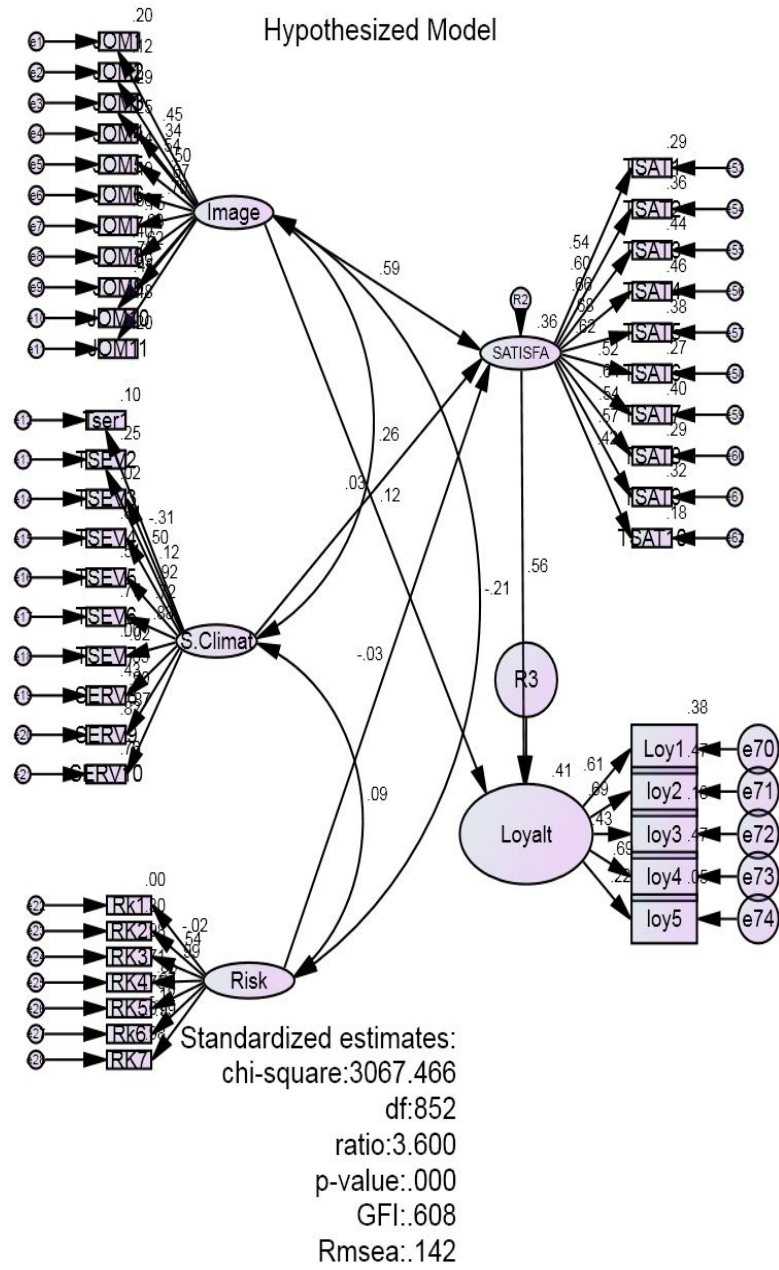


Figure 1.2: Hypothesized Models (SC)

Table 1.9: Direct impact Generating Model (GM): Standardized regression weights

H.	Regression Weights		Estimate	SE	C.R.	P	Hypothesis support
	From	To					
H1	JOM	SAT	.575	.064	8.995	***	Yes
H2	RISK	SAT	-.002	.005	-.414	.679	NO
H3	SER	SAT	.008	.009	.939	.348	NO

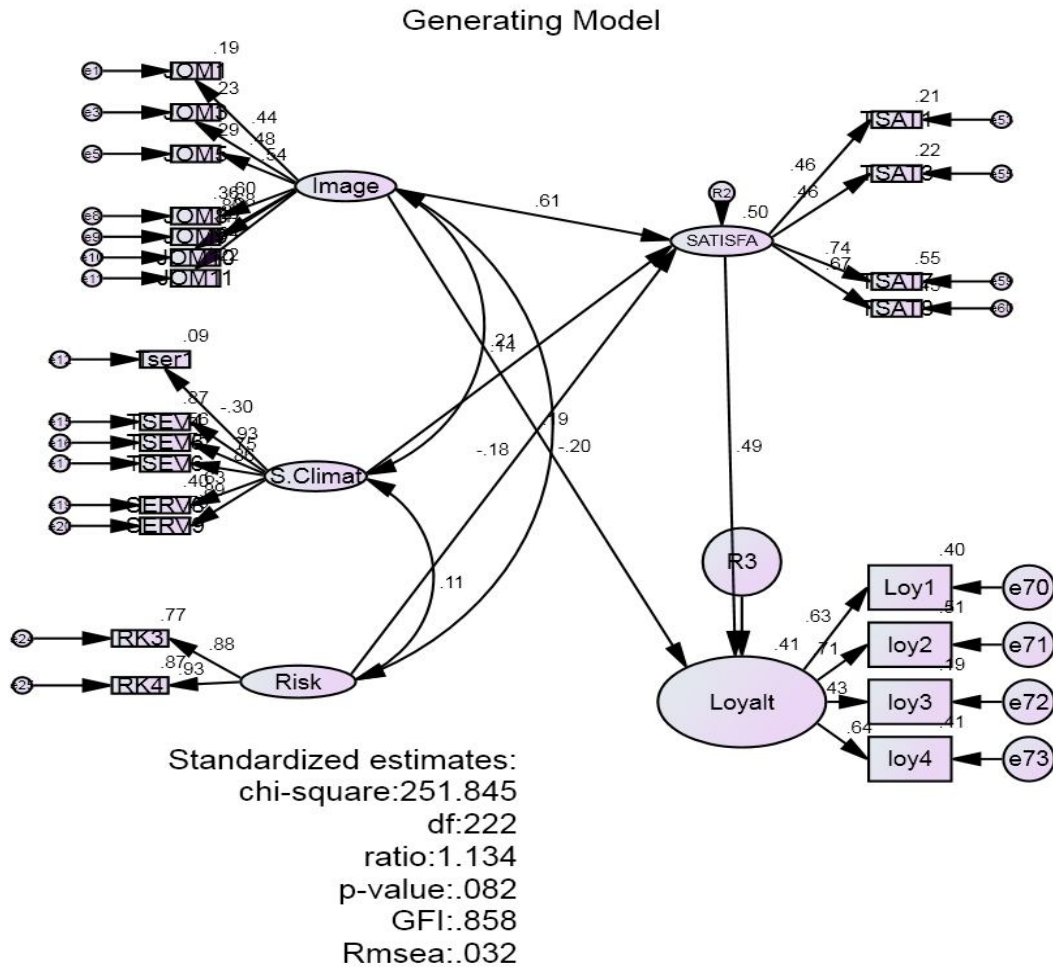


Figure 1.3: Generating Model (GM)

As shown in Figure 1.3 and Table 1.10 indicate that the three exogenous variables (Jordan image, perceived risk and service climate) jointly explained 30.3% variance in tourist satisfaction.

Table 1.10: Squared multiple correlation results

Endogenous Variable	Squared multiple correlation (SMC) = R ²
Tourist Satisfaction	.303

Overall Comparison between structural models

As showed earlier, results revealed that the hypothesized model does not achieve model fit (p value=.000, p <.001). This indicates that hypothesized model was not supported. Even though hypothesized model produced one significant direct impact, it could not be generalized due to non-achievement of p-value (p<.05). Table 1.12 shows that hypothesized model supports one significant direct impact while Generating Model (GM) achieved fit model, and supported also one direct impact. Conversely, the path from perceived risk and service climate to tourist satisfaction is consistently insignificant in Generating Model (GM).

Table 1.12: Comparison between Hypothesized Model and Generating Model (M)

Hypothesis	From	To	Hypothesis model		Generating Model (GM)			
			Estimate	P	Hypothesis Asserted	Estimate	P	Hypothesis Asserted
H1	JOM	SAT	.617	***	Yes	.575	***	Yes
H2	RISK	SAT	.003	.507	NO	-.002	.679	NO
H3	SER	SAT	.006	.664	NO	.008	.348	NO

Among the structural models, Generating Model (GM) achieved the higher square multiple correlation (SMC). Table 1.13 shows that the Generating Model (GM) explains 35.0 % variance in tourist satisfaction. Conversely, the hypothesis model explains 30.3 % variance in tourist satisfaction.

Table 1.13: Comparison between Hypothesized Model and Generating Model (GM)

Goodness-of-fit	Goodness-of-fit Hypothesized Model	Goodness-of-fit Generating Model (GM)
CMIN	7619.811	51.261
CMIN change		7566.97
df	659	38
Df change		621
CMIN/df	11.563	1.349
GFI	0.607	0.982
RMSEA	0.146	0.072
TLI	0.616	0.995
CFI	0.640	0.996
P-value	0.000	0.074
SMC (R ²)		
Tourist satisfaction	.303	.350

Discussion

As mentioned earlier, the results of this study attempts to examine the goodness of fit of the hypothesized structural model by integrating Jordan image, perceived risk and service climate. As showed in Figure 1.2 and Table 1.8, the hypothesized model does not achieve model fit (p-value=0.000, p<0.001). This implies that hypothesized model is not supported. However, the Generating Model (GM) accomplished model fits and supports four (1) direct effect. From Jordan image was found to have a direct significant impact on tourist satisfaction. Past studies have obtained similar result (Andreassen and Lindestad, 1998; Bigne et al, 2001; Chen and Tsai, 2007; Chi and Qu, 2007; Xia et al, 2007) Thus, a positive relationship between Jordan image and tourist satisfaction means that the tourists have positive satisfied towards visit Jordan in future.

Second, perceived risk have a direct negative effect on tourist satisfaction, past studies have obtained similar result (Yuksel and Yuksel, 2007; Celik, 2008; Amoroso and Hunsinger, 2008; Udo et al, 2008; Quintal et al, 2009; Wong and Yeh, 2009). Thus, a negative relationship between perceived risk and tourist satisfaction. In addition, Table 1.2 shows that the perceived risk has mean score (3.70), respondents given more attention to relationship between perceived risk and tourist satisfaction.

Third, the relationship between service climate and tourist satisfaction, result found out that there is a positive relationship which has similar findings as in previous studies (Choi and Chu, 2000; Wang et al, 2004; Aydin and Ozer, 2005; Solnet, 2006; Um et al., 2006; Rodriguez et al, 2009). Thus, a positive relationship between service climate and tourist satisfaction, this result asserted that the service climate an important variable when tourists plan to visit Jordan. Study asserted that the behavior intention does not mediate the relationship. The study confirmed antecedents of tourist satisfaction through the examination of the model fit as an interaction to help better explain, analyze and understand international tourists' satisfaction.

Suggestion for future research

Sample of this study focused in the middle region of Jordan. However, future research should investigate the model in a different setting in Jordan such as northern region. Therefore, more research needs to be done on these areas in order to measure and investigate the international tourists' satisfaction and loyalty from different countries. Other determinant factors need to be considered in future research such as technological factors (i.e. Internet), services and products prices,



environment factors, and infrastructures factors. More importantly, the Ministry of Jordan should focus more on the safety of tourists, availability of modern facilities, development of better transportations avenues that could help tourists to have a faster access to all tourist sites, and tourist destinations. . Subsequently, it will lead to the augmentation of tourists' satisfactions to the destination.

5.CONCLUSION

The research examined the antecedents of tourist satisfaction. One direct path is found to be significantly related to tourist satisfaction from Jordan image to tourist satisfaction. The results showed that the Generating Model (GM) is the best model to explain the international tourists' satisfaction as compared to the Hypothesized Models.

REFERENCES

- [1] AL Muala, A. (2011). Determinant factors of tourists satisfaction in Muslim's Countries: A Structural equation model (SEM). American Academic & Scholarly Research Journal Vol. 1, No. 1, November 2011
- [2] Al Muala, A.M., Al Qurneh, M. (2012). Assessing the Relationship between Marketing Mix and Loyalty through Tourists Satisfaction in Jordan Curative Tourism. American Academic & Scholarly Research Journal Vol. 4, No. 2, November 2012
- [3] Alrai. (2008). (World Economic Forum) underlines the importance of a competitive tourism product Jordanian. Jordan Press Foundation, MAY 15th.
- [4] Amoroso, D. L., & Hunsinger, D. S. (2008). Analysis of the Factors that Influence Online Purchasing. Director, 2010.
- [5] Bagozzi, R. P., & Yi., Y. (1988). On the evaluation of structural equation models. Journal of the Academy of Marketing Science, 16, 74-94.
- [6] Barsky, J. D, Labagh, R. (1992). A Strategy for Customer Satisfaction. Cornell Hotel and Restaurant Administration Quarterly; Oct 1992; 33, 5; ABI/INFORM Global. pg. 32
- [7] Barsky, J., Nash, L., 2003. Customer satisfaction: applying concepts to industry-wide measures. Cornell Hotel and Restaurant Administration Quarterly 44 (5-6), 173–183.
- [8] Bigne, J. E., Sanchez, M. I., & Sanchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. Tourism Management, 22(6), 607-617.
- [9] Boohene, R and Agyapong, G (2011). Analysis of the Antecedents of Customer Loyalty of Telecommunication Industry in Ghana: The Case of Vodafone (Ghana). International Business Research Vol. 4, No. 1; January 2011.
- [10] Bloemer, J and Ruyter ,K. (1997). On the relationship between store image, store satisfaction and store loyalty. European Journal of Marketing, Vol. 32 No. 5/6, 1998, pp. 499-513,
- [11] Bowen, J. T., & Shoemaker, S. (1998). Loyalty: A strategic commitment. Cornell Hotel and Restaurant Administration Quarterly, 39(1). Retrieved February 12, 2004, from proQuest database.
- [12] Campbell, D. T., & Fiske, D. W. (1959). Convergent and Discriminant Validation by the Multi-trait, Multimethod Matrix. Psychological Bulletin, 56, 81-105.
- [13] Chang, H. H., & chen, S. W. (2008). The impact of customer interface quality, satisfaction and switching cost on e-loyalty: Internet experience as a moderator. Research Express@NCKU Volume 11 Issue 9 - December 11, 2009 [<http://research.ncku.edu.tw/re/articles/e/20091211/3.html>]
- [14] Chen, C., & Tsai, D. C. (2007). How destination image and evaluative factors affect behavioral intentions? Tourism Management 28(4), 1115-1122.
- [15] Chia. C. Qu. H (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism Management, 29, 624-636.
- [16] Chitty, B., Ward, S., & Chua, C. (2007). An application of the ECSI model as a predictor of satisfaction and loyalty for backpacker hostels. Marketing Intelligence & Planning, 25(6), 563-580.
- [17] Choi. T. Y. Chu, R (2000). Levels of satisfaction among Asian and Western travelers. The International Journal of Quality and Reliability Management, 17(2). 17(2).
- [18] Chon, K.S. and Olsen, M.D. (1991). Funtional and Symbolic Approaches to Consumer Satisfaction/Dissatisfaction. Journal of the International Academy of Hospitality Research, 28:1-20.
- [19] Chu. R (2002). Stated-importance versus derived-importance customer satisfaction measurement. Journal of Service Marketing, 16(4)
- [20] Gaski, F.M (1984). The index of consumer sentiment toward marketing. Journal of Marketing Assessment, 50(3), 71–81.
- [21] George, R. (2003). Tourist's perceptions of safety and security while visiting Cape Town. ourism Management, 24, 575-585.
- [22] Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). Multivariate data analysis (8 ed.). Upper Saddle River, NJ: Prentice- Hall, Inc.
- [23] Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). Multivariate Data Analysis (6 ed.): Prentice Hall.



- [24] Kandampully, J. and Suhartanto, D. (2000). Customer loyalty in the hotel industry: the role of customer satisfaction and image. *International journal of contemporary hospitality management*, 12(6), 346-351
- [25] Liesch, P., Steen, J., Knight, G., & Czinkota, M. (2006). Problematizing the internationalization decision: terrorism-induced risk. *Management Decision*, 44(6), 809-823.
- [26] Martin, A., Kennedy, B., & Stocks, B. (2006). Academic service climate as a source of competitive advantage: leverage for university administrators. *Education Research and Perspectives*, 33(1), 139.
- [27] Ministry of Tourism and Antiquities (2007). Statistics Ministry of Jordan Tourism and Antiquities. 2000-2007
- [28] Min, H., and Min, H. (1997) Benchmarking the quality of hotel services: managerial perspectives. *International Journal of Quality & Reliability Management*, Vol. 14, No. 6, pp. 582-597.
- [29] Nunnally, J. (1970). *Introduction to Psychological Measurement*. New York: McGraw-Hill.
- [30] Nunnally J.C. (1978). *Psychometric Theory*, (2nd ed.). New York: McGraw-Hill.
- [31] Olorunniwo, F., Hsu, M. K., & Udo, G. F. (2006). Service quality, customer satisfaction, and behavioral intentions in the service factory. *Journal of Services Marketing*, 20(1), 59-72.
- [32] Quintal, V., Lee, J. A., & Soutar, G. N. (2009). Risk, uncertainty and the theory of planned behavior: A tourism example. *Tourism Management*, 1, 1-9.
- [33] Rodriguez, P. G., Burguete, J. L. V., Vaughan, R., & Edwards, J. (2009). The Transformation of Municipal Services: towards Quality in the
- [34] Public Sector. *Theoretical and Applied Economics*, 2(02 (531)), 03-16.
- [35] Roostika. R and Astuti, W.T (2011). The Analysis of Antecedents of Customer Loyalty in the Mobile Internet Market. The 2 nd International Research Symposium in Service Management Yogyakarta, INDONESIA, 26 – 30 July 2011
- [36] Ryua, K., Hanb, H., & .T.H., K. (2007). The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International Journal of Hospitality Management*, 27(3), 459-469.
- [37] Schneider. I, Sonmez, S. (1999). Exploring the tourist image of Jordan. *Tourism Management*, 20, 539-542.
- [38] Sohal. A (2003). Service quality and customer loyalty perspective on two levels of retail relationships. *JOURNAL OF SERVICES MARKETING*. VOL.17.NO.5 2003, pp 495-513
- [39] Solnet, D. (2006). Introducing employee social identification to customer satisfaction research. A hotel industry study. *Managing Service Quality*, 16(6), 575-594.
- [40] Ueltschy, L. C., & Krampf, R. F. (2001). Cultural sensitivity to satisfaction and service quality. *Journal of Marketing Theory and Practice*, 9(3). Retrieved February 12, 2004, from ProQuest data base.
- [41] Ueltschy, L. C., & Krampf, R. F. (2001). Cultural Sensitivity to Satisfaction and Service Quality Measures. *Journal of Marketing Theory and Practice*, 9(3), 14-31.
- [42] Udo, G. J., Bagchi, K. K., & Kirs, P. j. (2008). ASSESSING WEB SERVICE QUALITY DIMENSIONS: THE E-SERVPERF APPROACH. *Issues in Information Systems*, IX(2), 313-322.
- [43] Wai-ching poon, Kevin lock. Teng Low(2005), "Are travelers satisfied with malaysian hotels", *international journal of contemporary hospitality management*,
- [44] (2005)vol.17 no.3 pp. 217-227.
- [45] Werts, C. E., Linn, R. L., & Joreskog, K. G. (1974). Interclass reliability estimates: testing structural assumptions. *Educational and Psychological Measurement*, 34, 325-347.
- [46] Xia, W., Jie, Z., Chaolin, G., & Feng, Z. (2009). Examining Antecedents and Consequences of Tourist Satisfaction: A Structural Modeling Approach. *Tsinghua Science & Technology*, 14(3), 397-406.
- [47] Yuksel, A., & Yuksel, F. (2007). Shopping risk perceptions: Effects on tourists' emotions, satisfaction and expressed loyalty intentions. *Tourism Management*, 28, 703-713.