ANTECEDENT AND MEDIATOR OF ACTUAL VISIT BEHAVIOR AMONGST INTERNATIONAL

TOURISTS IN JORDAN

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ANTECEDENT AND MEDIATOR OF ACTUAL VISIT BEHAVIOR AMONGST INTERNATIONAL

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ABSTRAC

Actual visit behavior has been for many years an area of ongoing interest in fields that span both tourist behavior and international marketing. Despite the growth of the tourism industry, hotel industry is facing fluctuating tourist revisit intention provoked by dissatisfaction, high travel risk, mediocre hotel service, or negative Jordan image. Moreover, considerable fragmentation and inconsistency in empirical findings has limited theory development. This thesis, which is based on the concepts of Theory of Planned Behavior (TPB), has the following objectives: (1) to identify the direct influence of (perceived risk, revisit intention and perceived behavior control) on actual visit behavior. (2) to identify the direct influence of (tourist satisfaction, tourist attitude, subjective norm and perceived behavior control) on revisit intention. (3) to identify the direct influence of (perceived risk, Jordan image and service climate) on tourist satisfaction. (4) to examine to what extent revisit intention and tourist satisfaction mediate the relationship between perceived risk and actual visit behavior. (5) to determine the mediating effect of revisit intention on linkage of perceived behavior control with actual visit behavior. (6) to determine how the underpinning theory of Planned Behavior (TPB) can be used to explain actual visit behavior in Jordan. The measurement for the latent variables is adopted from past studies as follows: tourist satisfaction (10 items); perceived risk (7 items); Jordan image (11 items); service climate (10); revisit intention (5); tourist attitude (6 items); subjective norm (6 items); perceived behavior control (6 items); actual visit behavior (5 items). From 850 samples, 494 usable responses were returned representing a 59% response rate. Using Structural Equation Modelling (SEM), the Generating (MG) achieved model fit as shown in the GOF index: Ratio (CMIN/df) =1.186; GFI=0.973; RMSEA= 0.019; TLI=0.991; P-value=0.096. The SMC = 0.703 which means that the predictors explain 70.3% variance in actual visit behavior. The findings highlight five direct significant antecedents of actual visit behavior: revisit intention (β=.264, CR=2.720 p=0.007), perceived risk (β=-.318, CR= -2.197 p=0. 028), subjective norm (β=.199, CR=2.112 p=.035), Jordan image (β=.504, CR=2.653 p=.008) and service climate (β=.226, CR=3.020 p=.003); three direct significant antecedents of intention: tourist satisfaction (β=.373, CR=5.400 p=***), tourist attitude (β=.182, CR= 2.734 p=.006), subjective norm (β=.262, CR= 4.178 p=***); three direct significant antecedents of satisfaction: Jordan image (β=.356, CR=2.407 p=.016), subjective norms (β=173, CR=2.343 p=.019) and perceived behavior control (β=.159, CR=2.117 p=.034). The study found two insignificant direct antecedents to actual visit behavior PBC and satisfaction; one insignificant direct antecedents of intention i.e. PBC; three insignificant direct antecedents of satisfaction i.e. service climate and attitude. The finding supports eleven hypotheses (H1, H2, H3, H4, H7, H9, H4a, H9a, H10a, H4b, and H5a) and rejects six hypotheses (H5, H6, H8, H10, H2a, and H3a). Satisfaction and intention were found to be non-mediators.

PUBLICATIONS FROM THIS RESEARCH

The following conferences papers have been produced from the research reported in this thesis:

- Al Muala, A.M., Nik Mat, N. K., Isa, F. M. (2010). Applications of Planned Behavior Theory on International Tourists in Jordan: Structural Equation Modeling (SEM) Approach. Yarmuk University Conference. Jordan-Irbed, 15 March 2010

- Al Muala, A.M., Nik Mat, N. K., Isa, F. M. (2010). Assessing International tourists' satisfaction through Jordan Image, Perceived Risk and Service Climate: A Structural Equation Modeling (SEM) Approach. 5th National Human Resource Management Conference. Malaysia-Kuala Terengganu, 8-10 June 2010.

- Al Muala, A.M., Nik Mat, N. K., Isa, F. M., ALMajali, M. M. (2010). Assessing Actual Visit Behavior through Antecedents of Tourists Satisfaction among International Tourists in Jordan: A Structural Equation Modeling (SEM) Approach. The 5th International Conference on Business and Management Research, 3rd – 4th August 2010 UI Campus, Depok, Indonesia.

ACKNOWLEDGEMENTS

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LIST OF ABBREVIATIONS

ACT	Actual Visit Behavior
AGFI	Adjusted Goodness-Of-Fit Index
AM	Alternative Model
AMOS	Analysis of Moment Structures
ATT	Tourist Attitude
CFI	Comparative Fit Index
DF	Degree of Freedom
JOD	Jordanian Dinner
INT	Revisit Intention
GDP	Gross Domestic Product
GFI	Goodness- of- Fit Index
ML	Maximum likelihood
MG	Model Generating
MoTA	Ministry of Tourism
N	Population
n	Sample Size
NFI	Normed Fit Index

PBC	Perceived behavior control
RISK	Perceived Risk
RMSEA	Root Mean Square Error of Approximation
SAT	Tourist Satisfaction
SER	Service Climate
SMC	Squared Multiple Correlations
SEM	Structural Equation Modeling
SN	Subjective Norms
TRA	Theory of Reasoned Action
TPB	Theory of Planed Behavior

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CHAPTER ONE

INTRODUCTION

1.1   PREAMBLE

This chapter introduces the background of the research study. It then presents the statement of the problem, justification of study, research questions, and research objectives. The chapter will then outline the significance of the study, definition of key terms, and scope of the study. Finally, it will conclude with a presentation of the research structure used to meet the main objectives.

1.2   INTRODUCTION

Jordan a country in the region of Middle East is rich with a wide range of tourist attractions yearly. Tourism is Jordan's most promising and vital sector of the economy of the whole country. Jordan has a developed tourism infrastructure with a plethora of luxury hotels and resorts, advanced transport infrastructure, a wide range of activities and cultural events, spas and numerous tour operators operating in the country to serve the main needs of different types of international tourists.

More specifically, this research intent to investigate the predictors of actual visit behavior among international tourists by using theory of planned behavior (TPB). This study also examines the mediating effect of revisit intention and tourist satisfaction in the relationship between (perceived risk and perceived behavior control) with actual visit behavior.

The underlying assumption for this research is that tourists' behavior becomes an important topic for the tourism industry. Additionally, maintaining loyal tourists becomes the main issue for any destination because of the high cost of attracting new tourists. Recently, most of articles and academic literature have been focused on the customers' behavior in different settings (George, 2002; Kolodinsky et al., 2004; George, 2004; Fusilier & Durlabhji, 2005; Jaruwachirathanakul & Fink, 2005; Karami, 2006; Shin & Fang, 2006; Sun & Zhang, 2006; Ndubisi & Sinti, 2006; Dauda et al., 2007; Gopi & Ramayah, 2007; Kim et al., 2008; Canniere et al., 2008), and few studies have focused on tourists' behavior in tourism settings (Steinbauer, 2005; Fan, 2008; Zhang, 2008; Duffy, 2009). It gives an idea that the tourist behavior is not important for academic studies to investigating the factors that influence on tourist's behavior.

It is important to ensure that understanding tourists' behavior is crucial for both tourists themselves and destinations. Thus, the tourism ministry wants to understand the tourists behavior and what might influence their travel whether tourists locally or internationally. Meanwhile, the decision makers in the ministry of tourism, services providers and tourist destinations, have to be aware of tourists' behavior despite their location in order to do whatever necessary to meet their expectations (Pearce, 2005). This research is needed in the Jordanian tourism industry, and tourist situations such as ministry of tourism, managers of hotels, tourist agents and law-makers who face many problems such as the actual visit behavior, revisit intention, tourists' satisfaction and decrease in the number of international tourists (Hamid, 2007). The fact that the number of international tourists in Jordan for the year 2006 was

recorded at 6,712,804 and declined gradually to 5,413.919 in 2009 (MoTA, 2010) reflects the need to investigate these topics.

Furthermore, this study attempts to shed light on the consumption behavior of landed international tourists in Jordan. In addition, this study shows whether the suggested conceptual model is suitable for the Jordanian situation. Finally, the question: Is tourism industry in Jordan growing or declining?

1.3   BACKGROUND

Travel and tourism especially for the economic growth around the world, have undergone different stages of development in the last few decades (Hui et al., 2007). In the process of their development, travel and tourism industry have grown at an amazing pace and become a crucial factor in the economic growth for many developed and developing countries (Lea,1988). This led the tourists' behavior to be a central issue in the tourism literature since it is considered the backbone of tourism in general and tourism management in particular (Wong & Yeh, 2009).

Huang and Xiao (2000) admit that tourist behavior has developed to be a major topic of investigations whether internationally or regionally with the adequate introduction to the depth and variety of tourism and tourist actual behavior which are essential to the economic development of one country. Thus, not many researches have been done on the understanding of a tourist's behavior and many attempts have been made by hotel managers to understand the tourist's behaviors world-wide.

According to Castro et al. (2007), one of the major challenges that face tourism managers is to understand the behavioral patterns of individual tourists. They argue that international tourists may face many dangers that may affect their behavior such as diseases, tourists' accidents and natural disasters. For example, this can be observed in the natural disasters and the series of terrorist's attacks around the world (e.g. the Indian Ocean Tsunami in 2004 and 11 September event, 2001, in the United States of America) (Howard, 2009). In other words, it is believed that hotel managers should possess the ability to understand the patterns of tourists' behaviors. This is because it is realized by many researchers such as Hui et al. (2007) and Howard (2009), when hotel managers understand such crucial issues new source of income towards the economic development of many countries such as Jordan will be available. In fact, this is still one of the beliefs that many hotel managers and tourist and travel agents in Jordan adhere to.

This study has been chosen for the main reason that researcher opines hotel managers and tourists and travel agents should not regard actual tourists' behavior as a vacuum, but rather the backbone of the tourist industry and tool for developing the national economy. This is similar to the opinion of Wong and Yeh (2009) who propose that the investigation of tourism should move further than promoting the country's tourist resources and focus on the actual tourist behavior. They place emphasis on the importance of the actual tourists' behavior and the need to provide an awareness of what tourist patterns make the national economy develop and are consequently acceptable. This is a responsibility which must be laid on the shoulders of the hotel managers, travel and tourists agents and law makers in the country.

However, Lea (1988) noted that investigating the patterns of actual tourists' behavior is not an easy task due to the scarcity of research in this area. It is important that explicit definition and numbers of tourists to Jordan should be provided. This researcher believe that this will enhance hotel managers, tourists and travel agents to a better understanding of actual tourist's behavior and could lead to improvement in the tourist and travel industry. Consequently, because of the scarcity of research in the area of travel and tourism, especially concerning the actual tourist's behavior, many researches have been conducted to investigate and demonstrate how the travel and tourism sectors can be improved (Harahsheh, 2010).

Tourist and travel industry in Jordan particularly the actual tourists' behavior, is regarded as the most difficult issue that hotel managers, tourist and travel agents face when attempting to promote and market their country world-wide. In fact, travel and tourism industry in Jordan has a critical role in the development and growth of the national economy and offers an appropriate avenue for travel and tourism agents to market and promote their companies as a source of income (Harahsheh, 2002).

Thus, travel and tourism sectors have gone through many changes and developments during the last few years in terms of healthy and clean tourist environments. Similarly, tourism and travel industry in Jordan is considered as an essential component that contributes to the development of the national economy (Magablih, 2002). It plays an important role in promoting connections, relations, understanding and tourist cooperation between Jordan and the outside world. As a result, it is very essential to focus on the Jordanian context in promoting travel and tourism,

particularly the actual visit behavior in order to determine where the weak areas in the growth of tourism are and how can they be rectified.

Tourism in Jordan is an essential issue and important aspect for doing businesses and developing the economy of the country as it should be investigated on such a large scale. In this regard, the focus of this research is on the actual visit (tourist) behavior amongst the international tourists in Jordan. In addition, this research is essential to foster the development of hotel managers and travel and tourists' agents' logical thought and independent promotion ability, to foster good and healthy tourism environment in the Jordanian context, to develop the cultural and social knowledge exchange with the outside world, and last but not least to lay a solid base for further future research.

This research which adopts the theory of planned behavior (TPB) (Ajzen ,1991) is concerned with the actual visit behaviors in the Jordanian context unlike other researches studies which are more concerned with tourism in general. Actual visit behavior is unlike other aspects of tourism as it deals with a basic issue in the travel and tourist industry. It helps tourist and travel agents, hotel managers and law-makers to understand the processes involved in the tourists' behaviors by providing them with the appropriate solutions.

1.4 STATEMENT OF THE PROBLEM

This study identifies six problem statements based on issues discussed above:

1.4.1 Declining Actual Visit Behavior

Jordan is facing a problem in actual visit behavior; this apparent from the declining numbers of international tourists in Jordan between the years 2006 and 2009 in Jordan. For example, the number of international tourists in Jordan for the year 2006 was recorded at 6,712,804 and declined gradually to 5,413.919 in year 2009 (MoTA, 2010). However, actual visit behavior of international tourists in Jordan has declined more during recent years. However, preliminary data from the central bank showed that the amount of income from tourism during 2008 declined by (1.2%) which amounted to (1,569,100) million dinars compared to (1,559,200) million dinars in 2009 (MoTA, 2010).

Furthermore, Alhroot (2007) found that there is a weak intention of revisit amongst tourists in Jordan. This may be related to indefinite reasons (economical, social or political). Moreover, there is not much research has been done to examine the path between intention and actual behavior in Jordan tourism settings (Qwaider, 2005; Alhroot, 2007). Furthermore, a few studies examine perceived risk and actual behavior in tourism settings (Lin, 2008).

According to (Hu, 2003), revisits reflect the mental state of the tourist towards his/her loyalty to the intended destination. Yet, there is still a shortage of information about the causal relationship between past travel experiences, future revisit intentions, and effect of post-evaluation factors on the tourists' return likelihood.

Tourists' behavior is often predicted by their intention which is the antecedent of actual behavior. In this regard, not much research has been found to discuss this issue at depth (Zhou, 2005).

1.4.2 Increase Travel Risk

The tourism industry's growth around the world in general and in Jordan in particular is inhibited by increased perceived risk due to a range of threats which lead to decreasing numbers of international tourists such as terrorism, epidemic, diseases, swine flu and Severe Acute Respiratory Syndrome (SARS) (McAleer et al., 2010). All these events increase perceived risk by decreasing the number of international tourists and may affect negatively the Jordanian tourism and travel sectors.

Being one of the Arab countries, the consequence of 11 September 2001, has influenced the tourism industry in Jordan as well (Buhalis, 2000; Mohsin, 2005; Liesch et al., 2006; Newell & Seabrook, 2006; Johnson, 2009; Jordan times, 2009; McAleer et al., 2010). This has also been expressed by most previous discussions on tourism concerning the tourist's intention to revisit Jordan. These discussions were mainly journalistic account in nature or non-academic findings (Heung & Qu, 2000). So, there is an urgent need to investigate the real causes behind this tourist's declination trend in Jordan.

In addition, Jordan is also affected by many international terror events as new targets terror .This was a result of the terror attacks on three Jordanian hotels in Amman in late 2005 (Alrai, 2005). Additionally, five tourists were injured and two British women as well as tourists from New Zealand, the Netherlands and Australia by

gunman and there were attacks on tourists from the UK and tourists' Australia in 2006 (BBC, 2006). Therefore, this may give negative perceptions to tourists towards safety and security of Jordan.

1.4.3 Variety predictors of satisfaction, intention, and actual behavior

The variety predictors in this study are considered another problem statement of this research; such as antecedents of satisfaction, intention, and actual behavior. However, there are variety in antecedents of actual behavior such as intention, most of the earlier researches have been conducted in developed countries and in different settings (Fusilier & Durlabhji, 2005; Jaruwachirathanakul & Fink, 2005; Karami, 2006; Shin & Fang, 2006; Sun & Zhang, 2006; Gopi & Ramayah, 2007; Kim et al., 2008; Canniere et al., 2008), and few studies in tourism settings (Zhang, 2008; Duffy, 2009).

Furthermore, there are variety in antecedents of behavior intention is investigated in previous studies, such as attitude towards behavior (Karami, 2006; Tarkiainen & Sundqvist, 2005; Smith & McSweeney, 2007), subjective norm (Lam et al., 2007; McIvor & Paton 2007; Lin, 2008), perceived behavior control Karami, 2006; Gopi & Ramayah, 2007; Quintal et al., 2009), customer satisfaction (Ryu et al., 2007; Yuksel & Yuksel, 2007; Hui et al., 2007).

Moreover, most of the earlier researches have been conducted in developed countries and focused mainly on IT, and banking industries (Tan & Teo, 2000; Shih & Fang, 2004; Pilling et al., 2004; Chu & Wu, 2005; Laforet & Li, 2005; Al Sukkar & Hasan, 2005; Ok & Shon, 2010; Gopi & Ramayah, 2007; Nor & Pearson, 2007; Celik,

2008; Amoroso & Hunsinger, 2008;), and few studies pertained to the tourism industry (Lam et al, 2007; Quintal et al., 2009; Sparks & Pan., 2009; Han et al., 2010).

Previous studies mostly investigated the relationship of satisfaction such as perceived risk (Yuksel and Yuksel (2007), destination image (Bigne et al., 2001; Chi & Qu, 2008), service quality (Um et al., 2006; Iglesias & Guillen, 2004; Andersen & Host; 2004; Yoo & Park, 2007; Tsoukatos & Rand, 2007; Wang et al., 2004), service climate (Solnet, 2006; Martin et al., 2006), perceived value (Chitty et al., 2007; Um et al., 2006; Wang et al., 2004), price (Martin-Consuegra et, al., 2007; Iglesias & Guillen, 2004). While the difference in this study by including three antecedents of satisfaction (Jordan image, perceived risk and service climate). Thus, the findings of such research motivated the researcher to conduct this study in order to investigate whether international tourists in Jordan are satisfied or not.

Finally, theory of planned behavior (TPB) has not been tested in a Jordanian tourism's context which is considered another problem statement of this research. Most theories relating to tourists behavior have been created in developed countries such as TPB established by Ajzen & Fishbein 1980 in the USA. In fact, this theory is not thoroughly tested in developing countries or even in non-western cultures such as Jordan which indicated a problematic series in adoption of this theory (Dai & Kuo, 2007; Ahmad & Juhdi, 2008; Schubert, 2008; Quintal et al., 2009; Sparks and Pan, 2009; Han et al., 2010). Therefore, measurement constructs could be tested in a non-western setting such as Jordan.

Bang et al. (2000) support this notion when they conclude that the TPB model contains Western cultural biases. According to scholars such as Ticehurst and Veal (2000), Javalgi et al. (2005) TBP should be revised, or extended because subjective norm can also influence the outcomes of the research through experience of friends, family, and tourists. Also, Hui (1982) states that "the validity of the TPB theory challenge exists", this is because Wallendrorf and Reilly (1983) criticism of this theory has put the application of TPB into questioning amongst western subjects. Also, previous research and literature that used TPB focused only on constructs of attitude (ATT) subjective norms (SN) and perceived behavior control (PBC) without adding external variables to the full model (Bagozzi, 1981; Warburton & Terry, 2000), such as satisfaction (Yuksel & Yuksel, 2007), climate, policy, facility and training (Huang & Hsu, 2003), security risk and financial risk (Lee, 2009). This study will include satisfaction and its antecedents (Jordan image, perceived risk and service climate) as external factors to increase the power of TPB. Thus, the challenge for validating this theory exists in the present research.

Candan et al. (2008) strongly suggests that external variables should be considered in order to improve the power of the TPB theory. Similarly, Bagozzi and Dabholar (2000) found out that adding external variables to TPB theory can provide insights and suggestions into other factors to help predict behavior. Furthermore, there have been limited researches on tourist's behavior using TPB as an underpinning theory (Steinbauer, 2005; Zhang, 2008; Lin, 2008; Duffy, 2009).

1.4.4 Inconsistency Results

There are inconsistency results in this study, regarding to perceived risk and actual behavior, some of study were found significant findings (Sathye, 1999; Kolodinsky et al., 2004; Mphil et al., 2007; Ozdemir & Trott, 2009) while another studies found insignificant (Ndubisi & Sinti, 2006; Hongfeng et al., 2008), revisit intention and actual behavior, for this linkage found consistency findings. However, few studies have been conducted in the tourism field (Lin, 2008). For the linkage between perceived behavior control and actual behavior, there are inconsistency findings, some studies were found significant (George, 2004; Fusilier & Durlabhji, 2005; Chu & Wu, 2005; Gopi & Ramayah, 2007; Baker et al, 2007), and few studies found insignificant (Pedersen & Nysveen, 2005).

Furthermore, there are inconsistency results regarding customer satisfaction and behavior intention. Some of studies were found significant findings (Ryu et al., 2007; Yuksel & Yuksel, 2007; Gonzalez et al., 2007; Chen, 2008; Hong et al., 2009; Alegre & Cladera, 2009). While few studies found that there are an insignificant relationship (Andresen, 1998; Alhroot, 2007), for attitude, subjective norm and perceived behavior control with behavior intention. There are some of studies were found significant findings ((Pilling et al., 2004; Laforet & Li, 2005; Al Sukkar & Hasan, 2005; Gopi & Ramayah, 2007; Nor & Pearson, 2007; Celik, 2008; Amoroso & Hunsinger, 2008; Quintal et al., 2009; Han et al., 2010). While few studies found that there are an insignificant relationship, attitude (Fusilier & Durlabhji, 2005; Sparks & Pan, 2009), subjective norm (Pedersen & Nysveen, 2005; Ok & Shon, 2010), and perceived behavior control (Pavlou & Chai, 2002; Ng & Rahim, 2005; Woon & Kankanhalli; Celik, 2008).

Additionally, there are inconsistency results regarding perceived risk and satisfaction. Some of studies were found significant findings (Yuksel & Yuksel, 2007; Celik, 2008; Grabner-Krauter & Faullant, 2008; Amoroso & Hunsinger, 2008; Quintal et al., 2008; Wong &Yeh, 2009). While few studies found that there is an insignificant relationship (Udo et al., 2008), regarding the Jordan's image and satisfaction (Andreassen & Lindestad, 1998; Bigne et al., 2001; Ryu et al., 2007; Chen & Tsai, 2007; Chi & Qu, 2008; Xia et al., 2009). Additionally, there are an inconsistency results regarding the service climate and satisfaction in which some of studies were found significant findings (Andreassen & Lindestad, 1998; Bigne et al., 2001; Ryu et al., 2007; Chen & Tsai, 2007; Chi & Qu, 2008; Xia et al., 2009) regarding the service climate and satisfaction, while some studies found that there is an insignificant relationship (Alhroot , 2007).

1.4.5 Lacking in Mediating Effect of Intention and Satisfaction

There are limited previous studies that attempted to examine the mediating effect of tourists' satisfaction and revisit intention in Jordan, most of the past research on tourism in Jordan which is focused only on the satisfaction of tourists and its direct effect intention (Qwaider, 2005; Alhroot, 2007; Harahsheh, 2010). Moreover, in the literature there are inconsistent findings for instance, some found intention has a mediating effect studies (Shim et al., 2001; Harakeh et al., 2004; George, 2004; Khoo & Ainley, 2005). In contrast, others did not find intention to be a mediator (Mateos et al., 2002).

Regarding the satisfaction as mediating effect, there are inconsistent findings for instance, some of researchers found satisfaction has a mediating effect (Patterson and Spreng, 1997; Caruana and Malta, 2002; Al-Hawari and Ward, 2006; Olorunniwo et al., 2006; Ryu et al., 2007). In contrast, others found as satisfaction not a mediator Maxham and Netemeyer (2002). As shown in previous studies there are fragmented studies regarding the mediating effects of intention and satisfaction. However, this study is integrated between two mediating effect of intention and satisfaction in the relationship between perceived risk, PBC and actual visit behavior.

1.4.6 Methodological Problems

Regarding the methodological approach in this research, most of the studies have not used the structural equation modeling (SEM) (Cronin et al., 2000; Heung & Qu, 2000; Jay & Suhartanto, 2000; George, 2004; Cheng et al., 2005). In contrast, few studies were used SEM (Ryu et al., 2007; Chi & Qu, 2008; Alegre & Cladera, 2009). Additionally, there is a lack of SEM application in tourism settings (Quintal et al., 2009; Han et al., 2010). Therefore, this study used Amos version 6.0 to obtain a good fit model.

This research will discuss about actual visit behavior amongst international tourists' in Jordan. Tourists already know about the Jordan image, dealing with the hotel staff and feeling satisfied or unsatisfied. This research considers perceived risk as one of the important determinant of actual visit behavior. It means tourists already have a positive image in their mind about Jordan according to what they received. Additionally, examination of the mediating effect of satisfaction and intention is considered an important issue in this study.

1.5 RESEARCH QUESTIONS

The results of this research will help us to arrive at reasonable conclusions and answer the following research questions:

Q1: what is the direct significant influence of perceived risk, revisit intention and perceived behavior control on actual visit behavior?

Q2: What is the direct significant influence of satisfaction, attitude, subjective norm and perceived behavior control on revisit intention?

Q3: What is the direct significant influence of perceived risk, Jordan image and service climate on tourist satisfaction?

Q4: Do revisit intention and tourist satisfaction mediate the relationship between perceived risk and actual visit behavior?

Q5: Does revisit intention mediate the relationship between perceived behavior control and actual visit behavior?

1.6   RESEARCH OBJECTIVES

The objectives of this research are to examine the revisit actual behavior amongst international tourists in Jordan. More specifically, the research objectives are as follows:

1. To identify the direct significant influence of perceived risk, revisit intention and perceived behavior control on actual visit behavior.

2. To identify the direct significant influence of satisfaction, attitude, subjective norm and perceived behavior control on revisit intention.

3. To identify the direct significant influence of (perceived risk, Jordan image and service climate on tourist satisfaction.

4. To examine to what extent revisit intention and tourist satisfaction mediate the relationship between perceived risk and actual visit behavior

5. To determine the mediating effect of revisit intention on linkage of perceived behavior control with actual visit behavior.

1.7   JUSTIFICATION OF STUDY

The justification for this research is as follows:

1. The decline of the number of tourists who are visiting Jordan is an alarming fact that requires intensive and immediate investigation (MoTA, 2009a). The researcher is aware that the development and sustainability of intention to revisit a country is a difficult task especially in the presence of very competitive alternatives. But the relationship between tourist's satisfaction and intention to revisit Jordan requires more research in order to figure out the causes behind the decrease in the number of tourists especially in 2007 (Kandampully & Hsin-Hui, 2007; Kim et al., 2008; Yuksel, 2007).

2. As has been discussed, the risk triggered by the phenomenon (events) that happened in 1994, 2004, and 2005 in Jordan (Alrai, 2005), motivated the

researcher to conduct this study, this is because the researcher believes that these events could have a negative effect on tourism in Jordan. This means that these events could be one of the reasons behind the international tourists' reduction and shrinkage in Jordan. According to our limited knowledge there are no previous studies that have been conducted to investigate perceived risk and actual visit behavior in tourism settings in general and in particular in Jordan (Sathye, 1999; Kolodinsky et al., 2004; Ndubisi & Sinti, 2006; Mphil et al., 2007; Hongfeng et al., 2008; Ozdemir & Trott, 2009). Consequently, this study will examine this variable as an antecedent of tourist satisfaction and actual visit behavior in Jordan.

3. The variety predictors in this study are one of reasons that motivated the researcher to carry out this research. The relationship between intention and actual behavior has been carried out a lot in the area of internet banking adoption, IT, online shopping settings (Karami, 2006; Shin & Fang, 2006; Sun & Zhang, 2006; Gopi & Ramayah, 2007; Kim et al., 2008; Canniere et al., 2008), while few studies have been conducted in tourism settings (Zhang, 2008; Duffy, 2009). Additionally, There are variety in antecedents of behavior intention, satisfaction (Yuksel & Yuksel, 2007; Hui et al., 2007), attitude (Karami, 2006; Tarkiainen & Sundqvist, 2005; Smith & McSweeney, 2007), subjective norm (Lam et al., 2007; McIvor & Paton 2007; Lin, 2008) and perceived behavior control (Gopi & Ramayah, 2007; Quintal et al., 2009) on intention were in different settings. Antecedents of satisfaction were fragmented in many studies, such as destination image (2001; Chi & Qu, 2008), service climate (Solnet, 2006; Marti et al., 2006), and perceived risk

(Yuksel and Yuksel (2007). This study will include antecedents of satisfaction (perceived risk, Jordan image, and service climate).

Therefore, the Jordanian government encourages studies that attempt to identify the level of revisit intention/actual behavior of international tourists', as it would lead to a better understanding of tourists' behavior (Alrai, 2009a). In general, there is a need for research concerning the actual visit behavior of international tourists in less developed countries. Thus, a better understanding of the tourists' behavior in Jordan, will most likely lead to getting full explanation of the factors that affect the international tourists' behavior towards Jordan's tourism industry.

The combination of strong empirical support and widespread applicability in different research setting has contributed to the popularity of the TPB. The TPB has been applied to the study of health behavior such as healthy eating (e.g. Astrom & Rise, 2001; Conner et al., 2002), and exercise behavior (e.g. Bozionelos & Bennett, 1999). In addition, the TPB has been applied to the prediction of pro-social behaviors such as blood donation (e.g. Giles & Cairns, 1995) and volunteering behavior (e.g. Warburton & Terry, 2000). However, there have been limited researches on tourist's behavior using TPB as an underpinning theory. The present research was designed to test the applicability of the TPB in tourist's behavior. A number of additional factors were considered in order to improve the explanatory power of the TPB model.

4. Inconsistency results are also considered an important reason for assessment antecedents of actual visit behavior, and determinant factors of tourist's behavior in different settings (George, 2004; Fusilier & Durlabhji, 2005; Jaruwachirathanakul & Fink, 2005; Karami, 2006; Shin & Fang, 2006; Sun & Zhang, 2006; Gopi & Ramayah, 2007; Kim et al., 2008). Perceived risk is considered as an important factor could have impact on actual visit behavior. Thus, there is significant relationship between intention and actual behavior (Gopi &Ramayah, 2007; Amoroso & Hunsinger, 2008; Canniere et al, 2008), previous studies found inconsistency results in the relationship between perceived risk and actual behavior, some of them were found significant (Sathye, 1999; Kolodinsky et al., 2004; Mphil et al., 2007; Ozdemir & Trott, 2009), and others found insignificant (Ndubisi & Sinti, 2006; Hongfeng et al., 2008). Additionally, antecedents of satisfaction and intention have inconsistency results. Therefore, these inconsistency results show that there is a gap in previous studies.

5. Additionally, there are few previous studies which examine the mediating effect of satisfaction (Patterson and Spreng, 1997; Caruana and Malta, 2002; Al-Hawari and Ward, 2006; Olorunniwo et al., 2006; Ryu et al., 2007), and intention (Shim et al., 2001; Harakeh et al., 2004; George, 2004; Khoo & Ainley, 2005) in different settings, while no studies conducted in Jordan examine the mediating effect of satisfaction or intention (Qwaider, 2005; Alhroot, 2007; Harahsheh, 2010). However, satisfaction and intention were examined as dependent variables in different settings. Additionally, studies investigated satisfaction not including antecedents. Therefore, this study

examines the mediating effect of tourist satisfaction and revisit intention in Jordan settings.

6. Methodological justification of using Structural Equation Modeling (SEM) is the last justification. Previous studies have not used SEM profusely (Westbrook, 1987; Anderson & Sullivan, 1993; Schneider & Sonmez, 1999; Cronin et al., 2000; Heung & Qu, 2000; Jay & Suhartanto, 2000; George, 2004; Cheng et al., 2005). Only recently SEM was used to analyze TPB models in previous studies (Valle et al., 2006; Um et al., 2006; Yuksel & Yuksel, 2007; Ryu et al., 2007; Chi & Qu, 2008; Alegre & Cladera, 2009). Thus, from the list above only few studies were conducted on tourism (Quintal et al., 2009; Han et al., 2010).

1.8 SIGNIFICANCE OF STUDY

The findings from this research will benefit both practitioners and academics:

1.8.1 Practitioner Level

From the practical perspective, this study can enhance the knowledge of tourists who have interest in or are already involved in tourism and travel to Arab countries specifically Jordan. It seems that most of the studies on tourists' behavior have been conducted in the United States and Europe. Therefore, this study may provide a certain extent of information to international tourists seeking to understand the issue of safety or security in the Middle East tourism industry, a rather challenging issue facing Arab country today.

The findings from this research will help the government of Jordan in planning its strategies to support and motivate international tourists to visit Jordan. Investigation of actual visit behavior is one of the most important concepts for the tourism industry. It indicates that the managers of hotels, travel agencies, ministry of tourism could find out the appropriate climate to increase numbers of international tourists', and reduce any costs due to switching tourists. Furthermore, investigations of actual visit behavior has significant connotation for both government policy makers and investment businesses, and strategies which could be targeted at tourist segments based on their level of intention to visit Jordan in the future. Understanding the tourist's behavior is an important for policy makers and government policies to increase numbers of international tourists. Additionally, understanding the weakness of provided services, staff with dealing tourists, transportations, safety, privacy are considered as an important issue.

The study will also be beneficial to Jordanian decision makers especially the ministries that are directly involved in tourism activities like the Ministry of Jordanian Tourism and Ministry of Jordanian Planning. The information gathered will be useful for developing strategies to maximize tourist satisfaction level which directly influences the performance of the tourism industry, especially by improving the security and safety of the country.

It will also help in the creation of national policies, especially policies to increase support and improvement of domestic products that, in turn, will have a positive effect on Jordan's image (Abbas, 2009). Given that, the longer a tourist remains loyal, the more profit to Jordan's tourism can gather from this single person and group of tourists.

Knowledge of the level of perceived risk and revisit intention will give insight both to the marketer and the government to understand tourists' behavior and develop appropriate strategies to improve the Jordan image in tourists' perceptions. Additionally, improvement the service climate and Jordan image considered as a tool, used by the government, to decrease the negative image of Jordan by tourists (Harahsheh, 2010).

Assessment of the tourist's behavior that conducted in this study will benefit hotels' management. Understanding tourist's behavior can help hotel managers according to tourist's preferences, particularly in attracting and retaining tourists. This will, in turn, increase the opportunity for the success and growth of Jordan's tourism. Therefore, marketers need to keep improving their understanding of tourist's behavior both from an individual's perspective and also in terms of market sectors .

In addition, this research would help hotels to implement relevant plans, policies and procedures based on their understanding of tourist's behavior in specific tourists' attitudes towards visiting Jordan. Furthermore, it will help hotels analyze their markets, target the right segments and assess their marketing performance.

1.8.2   Academics Level

The study adds to the literature on actual visit behavior in Jordan. Actual visit behavior has been studied in developed countries. Nevertheless, there have been insufficient studies conducted in Arab countries in general and in particular in Jordan.

The researcher will make an important contribution to the literature of tourism marketing by examining the impact of perceived risk, revisit intention and actual visit behavior, Jordan image, service climate, and perceived risk on tourist satisfaction. The study will also reveal the impact of antecedents of revisit intention and tourist satisfaction on the Jordanian hotel industry. Additionally, the study will reveal to what extent tourists' satisfaction will influence the tourist's revisit to Jordan. Additionally, improving the service climate and Jordan image considered as a tool, used by the government, to decrease the negative image of Jordan held by tourists (Harahsheh, 2010).

Furthermore, testing the constructs should contribute to enhancing the knowledge of researchers about the tourism industry in Arab countries and Jordan particularly. Moreover, since empirical studies on tourism security in Jordan are very limited, this study will provide a wider perspective of the importance of a country's security and safety on the performance of its tourism industry, in terms of tourists' satisfaction and their intention to revisit the country. As a result, this study will understand actual visit behavior. In addition, this study may contribute to the body of literature by extending the need for more empirical researches in the future on similar or almost the same issues especially in other Arab countries that encounter similar problems of country's safety or security.

Furthermore, these findings will address the lack in the studies using TPB and support the validity of the TPB model in Jordan. However, many of the theories' predicting tourist's behavior that have been created in the USA such as TPB (Quintal et al., 2009; Sparks and Pan, 2009), have been useful in predicting diverse behavior

across western countries. Therefore, this study will add a new contribution to body of TPB in Arab studies, and particularly in Jordan.

Adding external variables with the full model of TPB will increase the power of the TPB theory in predicting tourist's behavior. Candan et al. (2008), pointed out that adding external variables to the TRA theory, additionally, Bagozzi (1992) suggested that adding an external variables to TPB model could help other factors to predict behavior. Thus, the model generated from this research may be a useful tool for academics to understand the factors influencing tourist's behavior towards visiting in again in the future.

Structural Equation Modeling (SEM) is statistical techniques which focus on quality of study analysis (Abbas, 2009). SEM important to show better fit model and real result to many relationships in same time. There are few methods which widely applied that compared to SEM; it has many useful features, particularly in modeling multivariate relations (Byrne, 2006). There is lacking of SEM application in tourism settings (Quintal et al., 2009; Han et al., 2010). Therefore, this study will add to body of previous studies a new method to use such as Amos version 6.0 to obtain a good fit model.

Finally, the results of the study will also benefit hotel operators whereby they can better identify the best ways to satisfy tourists' needs and wants. In addition, it increases the positive perception of their hotels which may then reflect on Jordan's image as a safe country to visit and revisit in the future.

1.9 DEFINITION OF KEY TERMS

The following terms are defined in the context of this research and supported by literature review.

1. **Actual Visit Behavior:** The actual visit behavior is the manifest; tourists use all services and activities during their visiting to any destination (Ajzen, & Fishbein, 1980). Additionally, observations can be seen during visit actual to Jordan.

2. **Revisit Intention:** Revisit intentions refer to the likelihood of using a service provided again in the future. Customer satisfaction has a positive influence on repurchase intentions regardless of the type of service provider (Fronell, 1992). In this context, repurchase intention will be referred to as tourist's intention to revisit a country or in this case, Jordan.

3. **Tourist's Satisfaction**: it is the concordance between consumer's expectation for a particular product and the actual performance of this product (Kotler et al., 1999). If the actual product is equal to the expectations of consumers that would mean that the consumer is satisfied with the product. The actual performance of the product is expected to increase satisfaction. If the actual performance of the product is less than expected performance that would mean the consumer is not satisfied with the product. In this study, besides satisfaction with service, tourist also must be satisfied with the security and safety of Jordan.

4. **Tourist Attitude:** the previous attitude from a tourist toward performing that behavior (Ajzen, & Fishbein, 1980). Most of people think about their decisions and the possible results of their actual visit before any decision.

 Subjective Norm: refers to the social pressure exerted on the person or the decision maker to perform the behaviors. It refers to a tourist's perception about what other people (family, friends) think of his or her behaviors in question (Ajzen, & Fishbein, 1980).

5. **Perceived Behavior Control**: perceived ease or difficulty of performing the behavior from tourist's perception of the simplicity or complexity that faces them during visit.

6. **Perceived Risk**: It is the perception of tourists' unstable security the fear of terrorist operations (Mansfield, 2006). This term will be operationalised for the purpose of this study in Jordan.

7. **Jordan Image:** it refers to "the sum of beliefs, impressions, ideas, and perceptions that tourists hold of objects, behaviors, and events" (Crompton, 1979, p. 18). In this contextual setting, it is referred to as the impressions of Jordan's image and also often means the overall individual's impression of the place intended to travel (Pizam & Mansfield, 2006).

8. **Service Climate:** It refers to the ability of the hotel to provide many services to the customer in a calm atmosphere, attractive appearance of staff, prompt service, cleanliness of rooms and places to sit, delicious food and drink that fits consumer tastes. The service climate is vital because of the links between perceptions of employees and customers through encounters in the hotel (Solnet, 2006).

1.10 SCOPE OF STUDY

The framework of this research targets international tourists who visit Jordan during 2008/2009 with an attempt to measure the actual visit behavior of international tourists and important level of perceived risk and Jordan image. This study will examine the international tourists who are staying at Jordanian hotels in the southern region of Jordan. This study chose a systematic random sample in which 850 respondents were identified from 55 hotels in the southern region of Jordan. Moreover, the study was conducted in the context of hotels in southern of Jordan. The reason for choosing the hotel industry was that hotels provide many services and offer both tangible and intangible elements, as most tourist product offerings combine tangible and intangible elements.

1.11 STRUCTURE OF THE RESEARCH

This thesis comprises seven chapters. Following is a summary of each chapter.

Chapter 1 gives a brief introduction to the background and the research problem for this study, and justification of the study. It then outlines the research questions, objectives of this study, definition of key terms, significance of the study, scope of the study, and then presents the structure and process of this research.

Chapter 2 gives a brief introduction to the background of important of tourism and background of Jordan. In addition, it gives an overview of tourism in the Middle East and tourism in Jordan. It then includedes the tourism development in Jordan, the Jordan tourism board (JTB), Petra as one of the new wonders of the world and tourism institutions in Jordan.

Chapter 3 contains a literature review with a focus on previous research. It covers actual visit behavior, importance of tourist behavior, underpinning theories, antecedents of actual behavior, the previous studies between revisit intention and actual behavior, antecedents of intention, satisfaction and intention, antecedents of satisfaction, and mediating effect.

Chapter 4 provides the framework of the research and states the hypotheses.

Chapter 5 presents the research methodology and justifies the methods used in this study. This is followed by a discussion of the research design including the development of the instrument, population, sample and data collection. It also covers methods used for data analysis management.

Chapter 6 presents the analysis of data associated with the research framework. The summary of the overall response rate, characteristics of respondents and data screening are some of the topics covered. The determinants of reliability indices using SEM analysis and the AMOS software (version 6.0) are discussed also.

Chapter 7 presents the discussions, suggestions and concluding remarks. After an introduction, it discusses the major findings of the study, including the research contribution and implications. This chapter then elaborates upon important research limitations and avenues for future research. This is followed by the conclusion.

1.12 SUMMARY

This chapter presented the background of the research, problem, objectives, significance, and definition of important terms, as well as the overall structure of the

seven chapters in this study. The structure of this thesis is shown as a flowchart in Figure 1.1.

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┌─────────────────────────────────────┐
│   Research Background and Problem    │
└─────────────────────────────────────┘
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┌─────────────────────────────────────┐
│      Overview on Tourism of Jordan   │
└─────────────────────────────────────┘
                  │
                  ▼
┌─────────────────────────────────────┐
│           Literature Review          │
└─────────────────────────────────────┘
                  │
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┌─────────────────────────────────────┐
│     Research Model and Hypothesis    │
└─────────────────────────────────────┘
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┌─────────────────────────────────────┐
│   Questionnaire and Sampling Design  │
└─────────────────────────────────────┘
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│            Collection Data           │
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│             Data Analysis            │
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│         Results and Findings         │
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│       Discussion and Conclusion      │
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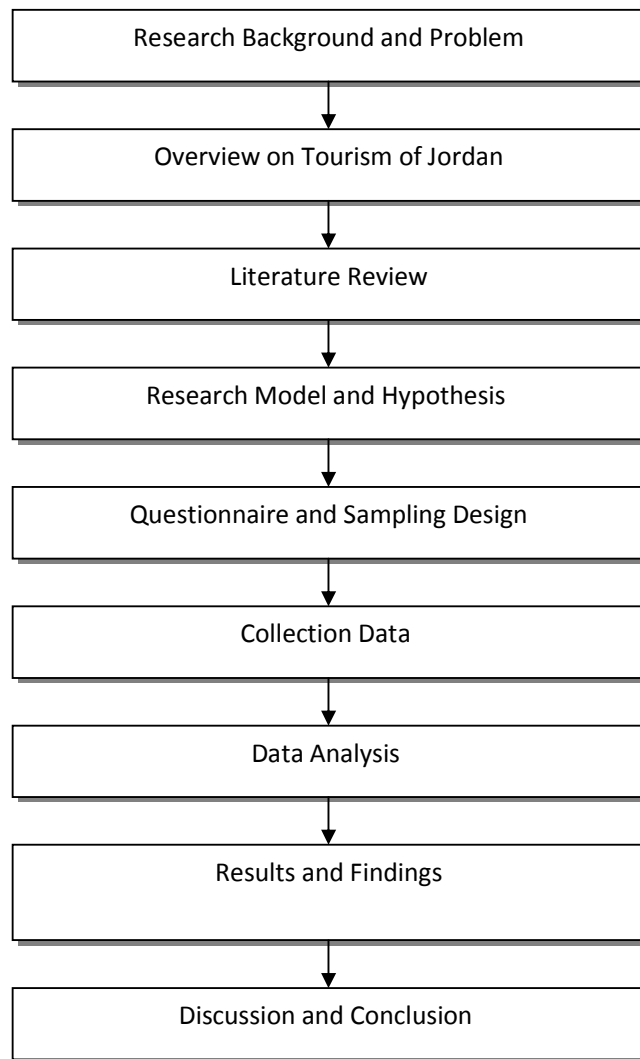
Figure 1.1:

Research Structure of Thesis

CHAPTER TWO

TOURISM IN JORDAN

2.1 INTRODUCTION

This chapter provides a discussion on the background of tourism, tourism marketing, and tourism in Middle East. It then presents the tourism in Jordan, tourism development in Jordan, the Jordanian tourism products and the Jordan Tourism Board. The chapter will then outline Petra as one of the wonders of the world, tourism institutions in Jordan. Finally, it will present the conclusions.

2.2 BACKGROUND OF TOURISM

Tourism is considered as an economic and cultural activity that deals directly with tourists. It is a factor that has an impact on the levels of employment, production, consumption, and ultimately increases domestic income (Abdel-Azim, 1996). Developing countries concentrate on the tourism sector in terms of ease of the procedures provided for tourists, especially in relation to providing excellent service, ease of transport, provision of recreation, and leisure. Also, it provides safety and security, to advance any development forward, particularly to compete with other countries in the area of attractions, in which it plays an important role in tourism income as well as it is a significant factor in developing the local economy (Brosky, 2007).

Tourism refers to traveling from one state to another or moving within a particular state to visit places of interest. According to WTO (2008) "tourism comprises the

activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".

Tourism is an important factor in the world economy in which the economy is affected by the promotions undertaken by relevant changes since they are of high demand (Alhroot, 2007). Therefore, each tourism plan should be designed in a way that encourages positively and impacts the local economy whilst minimizing any negative impacts. The tourism sector has become a large major growth sector with its aspects concerning sustainable service, development and growth, business travel, and the information technology of tourism (Riley et al., 1998).

Moreover, tourism assists the world economy by generating over €500 billion in annual receipts, supporting in excess of 70 million jobs and accounting for almost 4% of global GDP (Hyasat, 2007). Additionally, the World Tourism Organization (WTO) forecasts that international arrivals are expected to reach over 1.56 billion by the year 2020. Of these, 1.2 billion will be intra-regional and 0.4 billion will be long-haul travelers between the regions. By 2020 Europe will be the top tourist destination (717 mil arrivals) followed by East Asia and the Pacific (397 million arrivals) and the Americas (282 million arrivals).

Tourism as a human activity has been enlarged, and knowledge of tourism has been transferred more than ever through traveling and wandering. Tourism is deemed to be categorized by different methods according to researchers, professionals or public

sector organizations. Tourism development has been an issue that includes benefits and costs (Alhroot, 2007). The word tourism appeared in the English dictionary in the early nineteenth century. The word tourism is related to 'tour', which was more closely associated with the idea of a voyage or a dramatic tour than with the notion of individual "travel for pleasure purposes, which is the accepted use of the word today" (Butkart & Medlik, 1974, p. 45). The World Tourism Organization (2004) identified tourism as comprises the activities of persons traveling to, and staying in, a place outside their usual environment for not more than one consecutive year for leisure, business and other objectives.

2.3 TOURISM IN THE MIDDLE EAST

The Middle East is the cradle of civilization and the birthplace of the three main religions (Judaism, Christianity and Islam) (National Geographic Society et al., 2002). The region's history as the setting for many civilizations over thousands of years is crucial, while religion continues to be an important factor in everyday life in the Middle East. Therefore, it has great potential for increasing the number of tourists to visit this region. The main reasons would be cultural, religious and historical. In addition, the region's tourism products are also different, including summer and winter sun beach holidays, and adventure holidays in the desert. The Middle East can provide many natural and man-made attractions, some of which are amazing. Furthermore, the countries of the Middle East are close enough to the tourist generating markets of Western Europe to bring over tourists as well as to develop a sizeable tourism industry (Neto, 2003).

The Middle East can provide many natural and human-made attractions, some of which are wonderful (Alavi, 2000; Salah, 2001). The negative image that used to exist of some countries in the Middle East region was featured by low health standards, tourist harassment, and moderate safety records in air, sea and land transport, and long-standing tension. The region is still torn by internal unrest, such as the Gulf War of 1991, conflict between Israel and Arab countries and the war upon Iraq in 2003, a factor which not only negatively affected tourism throughout the Middle East, but also affected world tourism flows, although the actual hostilities were highly localized (Neto, 2003).

In the Middle East, the region has been negatively affected through the media. Hence, substantially increased and well-planned focused aggressively on marketing and promotional activities that are vital for winning the conviction and confidence of potential tourists. Markets in the Middle East region have competitive merits in providing a wide range of holiday destinations that cater for almost all forms of tourism (Salah, 2001). In addition, more effective safety and security measures are needed to guarantee a more stable tourist climate that promotes to longer-term tourism development programmes in the face of international competition.

The potential of the region's tourism products and their ability to satisfy leisure and relaxation (linked to climate, beaches and urban destinations of notable interest), culture, sports, nature (including the desert), shopping and business tourism, good accommodation and infrastructure, coupled with the implementation of promotional programmes, have helped the sector to show extraordinary results. However, the Arab/Israeli conflict especially since 2000, September 11, 2001 and the war on Iraq

in 2003 have taken their toll on tourism arrivals (Aziz, 2001; Beirman, 2003; Chon et al., 1999; Hyasat, 2001; WTO, 2005).

This applies to Jordan, which has been an appropriate living environment since early mankind. It has been one of the most well-known historical objects and civilizations in the world that is witnessed today in its historical, religious and tourist sites. The strategic location of Jordan and Palestine are at the heart of the Arab World which has made them as a crossroad for traders to other continents in the world (Asia, Africa and Europe) (National Geographic Society et al., 2002).

Also, the geographical location of Jordan has given it a crucial role in facilitating trade between East and West as well as North and South. Jordan has maintained importance in international trade today because of its location. It has been the target of many invasions and crusades throughout military history. It has been a settlement for many civilizations that had economic interests such as the Sumerians, Mesopotamian, and other empires, and being dominated and controlled by the rule of the Greek, Roman and Persian classical civilizations (Kennedy, 2004).

Jordan was ruled by His Majesty, the late King Hussein from 1953 to 1999. He attempted to overcome a number of existing problems and raise Jordan to the level of educational and economic development and political stability that is observed today. He served as a loyal president as a sign of unity and stability for his people and country. Also, he was devoted to the Palestinian cause till the last moment of his life. The first parliamentary elections were held in Jordan in 1989 and 1993 (Amawi, 2004).

From 1991-1992 king Hussein abolished martial law and permitted the establishment of political parties. From that time many change have been made to the election law. This resulted in the boycott by the Islamist parties in 1997 in Jordan. Then, King Abdullah II succeeded and took the throne in February 1999 after the death of his father. He wisely reiterated Jordan's peace treaty with Israel and its economic and political ties with the United States of America. Throughout his first year of power, King Abdullah II relocated the government's agenda and placed more focus to economical and educational reforms in the country (International Monetary Fund, 2006)

2.4 TOURISM IN JORDAN

Jordan is geographically and politically bordered by five neighboring countries, Syria to the north, Iraq to the northwest, the Kingdom of Saudi Arabia to the east and south, Palestine and Israel to the west (MoTA, 2007a).The size of Jordan is about 91,880 km with a population of six million people. Jordan is one of the most stable and secure countries in the Middle East. The Jordanian government pays considerable attention to the security issue. Jordan displays a range of geographical features, starting from the Jordan River Valley in the West ending at the desert plateau of the East, with a range of small hills running the length of the country in between. The lowest point is the Dead Sea at -408 meters, and the highest point is Mount Rum at 1734 meters (MoTA, 2007a). Thus, Jordan has an important location between Arab countries to attract more tourists, and this location has been given attention from international tourists to visit Jordan and Arab countries.

In 1988 the Jordanian government established the Ministry of Tourism and Antiquities (MoTA) for the tourism industry in Jordan. The main purpose of MoTA is to develop tourism through the conservation, management and development of all attractive sites (such as historical, archaeological, religious) with the aim of increasing the number of visitors (MoTA, 2005).

As far as tourism in Jordan is concerned, it is considered one of the most important economic sectors that supports the national economy with hard currencies (Ministry of Jordanian Planning, 2007). Being clean and safe for travelers, and having incredible sights, friendly people, and nice weather, Jordan has become one of the most exciting countries. It offers a wide range of tourist attractions such as the Gulf of Aqaba beach resorts; the Dead Sea, the thermo-mineral springs in the Jordan valley; horse and camel riding; religious sites at Mount Nebo, the Jesus Baptismal Site near the river of Jordan, the Islamic shrines in the Jordan Valley from different historical periods, including Petra, which is a magnificent structure from the 4th century AD, Jaresh a Greco-Roman, that is a city of the 1st century AD; and the Umayyad Arab castles in the Jordan desert from the sixth century and fortresses from the period of the twelfth century (MoTA, 2007b).

Jordan has witnessed rapid development in the areas of social and economic systems over the past four decades (Ministry of Jordanian Planning, 2007). Tourism development is the fastest and becoming the most interesting aspect of one of the general economic developments in this country. Jordan has evolved widely in different social and economic fields over the last four decades (MoTA, 2009a). Therefore, enhanced tourism development is the most interesting aspects of the

general economic developments in the country. Furthermore, the government is focusing on the development of the tourism sector by attracting international and Arab investors to invest in tourist sites, in order to compete with the main tourist countries in the area such as Egypt.

There are many tourist landmarks in Jordan that Jordan can capitalize such as: (1) the city of Petra, which in 2007 became one of world's seven wonders (2) the city of Jaresh Alaggreygip - Romanian (3) the rich mosaic city of Madaba (4) Aqaba (5) the Dead Sea, the lowest point on the earth's surface (MoTA, 2009b). Therefore, Jordan having a diverse climate and many beautiful tourist sites such as religious and historical sites, and is considered an attractive country.

2.4.1 Actual Visit Behavior in Jordan

Jordan is facing a problem in visit intention towards actual visit behavior amongst international tourists. Alhroot (2007) conducted a study in Jordan and found that tourists were dissatisfied with the services provided by Jordanian hotels. But, satisfied visitors who were happy with the provided services were likely to revisit Jordan. Thus, understanding the significance of revisiting Jordan will affect the actual behavior of visitors. Additionally, the actual visit behavior in Jordan was recorded at 6,712,804 in 2006 and declined gradually to 5,413.919 in 2009 as shown in Table 2.1 (refer to page, 40), the decrease in the number of international tourists is still a problem is facing by Jordan's tourism industry (MoTA, 2010).

Perceived risk is considered a major factor that could affect customer satisfaction (Yuksel and Yuksel, 2007). However, respondents agreed that Jordan was a fun

place to visit that provided a good variety of places to stay (Schneider and Sonmez, 1999). Furthermore, tourists' perceptions of Jordan are that it is a safe country and vary welcoming, but the Middle East region is presently seen differently because of many terrorist attacks happening in Arab countries (JTB, 2006).

The dissatisfaction and unhappiness international tourists felt with the services provided by the tourism sector in Jordan may be related to many reasons (Harahsheh, 2002). Alhroot (2007) points out that there is a low level of tourist satisfaction in Jordan due to the fixed prices that led to a rise in profit levels while lowering tourist satisfaction and reducing customer services that could reduce tourist satisfaction.

However, another study conducted by Magablih (2002) examined medical tourism in Jordan. The findings of the study showed that medical health services should provide more regulatory control so that patients' satisfaction can be achieved during his/her medical treatment in Jordan.

Table 2.1:

Number of Tourists Arrivals to Jordan during (2002 - 2009)

Year	Number of Tourist Arrivals	Tourism Income/MJD	Classified & Unclassified Hotel	Travel Agencies	Tourist (Overnight visitors)	Same Day visitors
2005	5,817,370	1,021,6	468	431	2,986,586	2,830,784
2006	6,712,804	1,460,8	476	441	3,546,990	3,165,814
2007	6,528,626	1,638,9	470	536	3,430,960	3,097,666
2008	5,391,461	1,569,100	481	585	2,842,226	2,549,235
2009	5,413,919	1,559,200	482	651	2,885,200	2,528,719

Source: MoTA (2010)

As shown in Table 2.1 above, that the actual visit behavior of international tourists have declined due to many problems as mentioned earlier in Chapter one. One of these problems is perceived risk which is considered as the main factor that has influenced tourist's behavior. In addition, antecedents of tourist satisfaction and revisit intention also have an influence on tourists' behavior. To conclude, Jordan's tourism still suffers many problems that decrease the numbers of international tourists, and the researcher agrees that perceived risk is considered a major factor that has an impact on tourist behavior.

2.5 TOURISM DEVELOPMENT IN JORDAN

Jordan tourism has gone through considerable stages of development since the creation of the country in 1921. Between 1921 and 1950, tourism infra- and superstructures were very low and tourism was mainly religious, either for Muslims to go to Mecca using the Hejaz railway, or to Jerusalem for both Christians and Muslims (Harahsheh 2010). Between the 1950s and 1970s tourism developed remarkably as Jerusalem was the base for spiritual tourism. However, this period witnessed a lot of political unrest and wars such as the creation of Israel in 1948, which was followed by the first Arab-Israeli war; the 1967 war, which drastically devastated the tourism structure in Jordan (Mahafza, 2001). Jordan had lost the West Bank, including Jerusalem and Bethlehem as the main source of religious tourism, and as well as to the economy through agriculture and industry that were established in the Bank. As a result, a lot of Palestinian refugees fled to Jordan which increased the stress on the infrastructure of Palestinian. In 1968, Israel tried to occupy the Jordan Valley as well as the Western heights of the country in a one-day battle known as 'Al-Karamah', where the Israelis were defeated (Mahafza, 2001). Thus,

Jordan is considered an important country for entering to Mecca, and other countries in the Middle East.

In 1950s and 1960s, certain developments in the tourism sector were brought about, including the creation of the Tourism Authority; Royal Jordanian Airlines; the first university in Jordan (University of Jordan); the first laws for tourism. In 1970 there was a civil war in Jordan where what were called the 'Fedayeen' tried to overthrow the Jordanian regime and establish a Palestinian state on Jordanian soil instead of the historical Palestine to the west of Jordan (Harahsheh, 2010). Consequently, these incidents have negatively affected the inflow of tourists and the image of Jordan abroad.

By the mid of 1970s, the Jordanian economy had recovered from the aftermath of the war, and a lot of Jordanian expatriates went to the neighboring Arab Gulf states, because of the inflow of investments to the country, mainly from Lebanon as a result of the civil war there. The boom that started in the 1970s and 1980s is reflected in a stronger Jordanian economy after that long period of political instability. For example, the Iraqi-Iranian War from 1980-1988 was an opportunity for the Jordanian transport and harbor sectors to serve as a backup for Iraq imports through Aqaba. However, the first Gulf War in 1990-1991 had severely affected the Jordanian economy in general and tourism in particular (Masoud, 1997).

In the 1990s, the political climate has changed in the region, the Madrid Peace Conference in 1991 was an endeavor to see an end to the long-lasting hatred and war between Arabs and Israel (Masoud, 1997). This led to the establishment of a peace

treaty and agreement (Oslo Secret Negotiations) between parties, Jordan and Israel in 1993, and the year after. Consequently, the number of tourists to Jordan was doubled and the flow of grants and investments poured into the country. Major developments in the tourism sectors, during this period, were in therapeutic tourism on the Dead Sea and Ma'in Spa; as well as religious tourism in the Baptism Site. After King Abdullah II had assumed his constitutional powers in 1999, the country started a new chapter in developments and advancements. During the 2000s, Jordan's economy experienced a unique growth. This dramatic transformation has meant that Jordan is now widely acknowledged as a newly-developed competitive economy of the Middle East (Harahsheh, 2010).

According to the statistics of the UNWTO (2008) and MoTA (2009a), Jordan witnessed a growth of 30.7% between 2004 and 2008 and with 8.7% for the year 2008 over 2007. The total number of tourists has witnessed an increase by 8.7 % in the year 2008 over that in 2007. Thus, certain developments in the tourism sectors brought many investors to invest in Jordan. This lead to a recovery of the Jordanian economy and reflected in a stronger Jordanian economy after the long period of political instability.

2.6 JORDANIAN TOURISM SERVICES

The Jordan Tourism Board has classified six main tourism services and is promoting Jordan as a 'boutique' destination, which means Jordan as a whole destination is compounded of different products with no specialisation in one segment. These market segments include history and culture; religion and faith; leisure and wellness; ecology and nature; conferences and events (MICE) and fun and adventure (JTB

2005). Jordan is heavily concentrated on its archaeological heritage such as Petra and Jerash as the most visited sites in the kingdom. However, Jerash is the second most attractive tourist site most visited after Petra, it lacks the infrastructure and superstructure and tourist services needed for the inflow of tourists (Harahsheh, 2010). A history and culture segment is one of the main tourism products in Jordan and one that most tourists come to Jordan for. The main historical and archaeological sites in Jordan include Petra; Jerash (Gerasa); Amman (Philadelphia); Madaba; Um Qais (Gadara); Ajloun; Karak and the desert castles. Below is a discussion of major historical sites in Jordan.

2.6.1 Major Historical Sites in Jordan

Jordan is endowed and honoured as being part of the Holy Land. The country witnessed the birth of the three monotheist religions, Judaism, Christianity and Islam. Jordan inherited this religious heritage and people from all the world are flocking to Jordan to experience the spiritual and holy trip to the Baptism Site on River Jordan; Mount Nebo in Madaba; the castle where John the Baptist was beheaded; Lots' Cave on the Dead Sea; Aaron's Tomb in Petra and other Islamic religious shrines spread all over Jordan. Below is a concise discussion of some important religious sites in the country. The health and wellness market segment is increasingly developed and the demand is of high potential. Jordan possesses good therapeutic resources including the world's largest, saltiest, lowest spa, the Dead Sea as well as other important thermal and mineral springs such as Ma'in, Al-Shouna and Al-Himma (Harahsheh, 2002). Thus, Jordan has many historical sites to attract many international tourists to Jordan by promoting Jordan as a holy country and is considered an easy way to enter other countries that have even more historical sites

such as Saudi Arabia. The following discussion presents the major therapeutic sites in Jordan.

2.6.2 Major Therapeutic Sites in Jordan

This market segment is promising in Jordan and it is being developed dramatically to receive more tourists. Jordan has currently seven natural reserves in Ajloun, Azraq, Shoumari, Mujib Dana, Wadi Rum Protected Area and Aqaba Protected Area (JTB 2008). Finally, Jordan is considered as one of the entrepreneurial countries in MICE tourism. The country has placed emphasized its importance in the Jordanian National Tourism Strategy (JNTS) 2004-2010 which identified new types of tourism in order to minimise the seasonality.

2.7 JORDAN TOURISM BOARD (JTB)

The Jordan Tourism Board (JTB) was established in 1998 as an independent public and private sector partnership. The board is run by the Ministry of Tourism and Antiquities, and represented by members of organizations such as tourist hotels in the country, tour operators, transportation companies such as the Royal Jordanian Airlines and the tourist coaches. The Board is run by a General Director, who is in charge of implementing general policies, and marketing strategies and plans to attract more tourists to the country (Fischer et al., 2009).

The Ministry of Tourism aims at promoting Jordan worldwide as a tourist destination. It also plans and implements an integrated program of international promotional activities as part of its marketing strategies such as trade fairs and workshops, consumer road shows, familiarization tourist and press trips, brochure

and multimedia production, and media relations. In order to achieve its objectives, the Jordanian Tourism Board (JTB) uses the excellent services of a number of service offices in Europe and America (JTB, 2008).

The main objectives of JTB are (1) marketing and promoting Jordan tourist products in all worldwide markets through different channels,(2) developing an international tourism map by offering competitive products and providing new products such as health, religious and eco-tourism,(3) increasing the number of tourists to the country by adopting aggressive marketing strategies, policies and programmes,(4) increasing the length of stay of tourists in the country by offering more possibilities, tourist products and by completing the infrastructure and superstructures.

Jordan also has its own associations of hotels and restaurants, namely a Jordanian Hotels Association (JHA) and the Jordan Restaurant Association (JRA), and the Association of Jordan Travel Agents (AJTA). Although these associations take care of their members and attain their benefits, they don't have real impact on the advancement of the tourism sector in the country yet (Harahsheh, 2002). There are different ranks of hotels that start from 5-star hotels to the less expensive hotels that fit every type of budget. The following tables reflect the Classification of Jordanian hotels, the unclassified number of hotels in Jordan and the number of hotels in the Jordanian regions.

Table 2.2:

Classification of Jordanian Hotels

Non Jordanian Employees	Jordanian Employees	Bed	Room	NO. of Hotels	Classification
235	11234	9748	5553	23	Five star
134	2344	4609	2489	21	Four star
355	2130	6089	3091	44	Three star
211	550	4441	2189	54	Two star
87	357	2688	1258	54	One star
1022	**16633**	**24575**	**14580**	**196**	**Total**

Source: MoTA (2007b)

As shown in Table 2.2, it is clear, that most investments are directed to building hotels of one-star, two-star or three-star quality, while there are only 23 five-star hotels and 21 four-star hotels in Jordan.

Table 2.3:

Number of Hotels in Regions of Jordan

Regions	5 Star Hotel	4 Star Hotel	3 Star Hotel	2 Star Hotel	1 Star Hotel	No. of Hotels
Southern	8	4	13	13	17	55
Central	15	17	30	37	32	131
Northern	-	-	1	4	5	10
Total	23	21	44	54	54	196

Source: MoTA (2007b)

As displayed in Table 2.3, it is clear that there are 131 hotels in the Central region. There are only 10 hotels in the Northern region and 55 hotels in the Southern region. Additionally, there are five-star hotels in the Southern and Central regions, while the Northern region does not have any five-star hotels.

Table 2.4:

Unclassified Number of Hotels in Jordan

CITY	No. of Hotels	Rooms	Beds	No. of Jordanian Employees	No. of non Jordanian Employees
AMMAN	320	14,794	27,993	8170	639
PETRA	37	1,938	3739	851	57
AQABA	44	2356	5016	1113	349
DEAD SEA	4	793	1472	1344	68
MA'IN SAP	1	94	142	120	7
IRBID	11	196	447	88	8
AJLUN	3	45	114	16	2
KARAK	7	87	175	15	10
JARASH	3	35	75	22	3
MADABA	9	149	309	68	13
MA'AN	4	42	133	17	8
TAFELAA	4	45	133	39	5
WADI RUM	6	364	813	26	35

Source: MoTA (2007b)

As discussed in Table 2.4, it is clear that most investments in building hotels are in Amman. The national income from the hotel industry is obtained from sales and service taxes as well as revenue from investment in hotels and business taxation. Hotels also need at least 20-30 types of yearly renewable licenses such as an entertainment license, a food license, an accommodation license, and others. Increasing of the revenues in the hotel industry has a positive impact on the tourism industry as both industries are related to one another.

As for transportation in Jordan, the Royal Jordanian (RJ) flies to more than 40 destinations in the 6 continents for long hauls flights. There are 3 international airports, two in Amman and one in Aqaba. Jordan has only one sea outlet in the Gulf of Aqaba on the Red Sea, which has a network of ferries and ships to different countries. Jordan also has a good road network within the country and with the neighboring countries. However, the railway system in Jordan is not feasible because only one old train goes once a week between Amman and Damascus. This is due to the small size of the country in terms of distances and population (Alrai, 2008).

Jordan has a shortage of organized and coherent marketing policies in the tourism industry. The behavior of tourism marketing has been a field of extensive research in the developed markets, especially in the USA, New Zealand, the UK, Australia and Canada (JTB, 2005).

However, findings that depended on sound studies of developed markets cannot be compared to those of developing markets due to their different markets. The tourism industry in Jordan, among other developing countries, has not been focused on either by internal or external researchers due to some impediments (such as fluctuations of the tourism industry, and political, social and economic status in the region).

2.8 PETRA AS ONE OF THE NEW WONDERS OF THE WORLD

Petra became one of the new wonders of the world in mid-2007. This situation helped Jordanian tourism to attract foreign investments as well as the attention of tourists to visit Petra. Consequently, His Majesty King Abdullah II in Aqaba inaugurated three five-star hotels, Aqaba tourism village and other locations in order

to promote Aqaba as a tourist attraction and a regional logistics center (Alrai, 2009b). Also, His Majesty, King Abdullah II in Aqaba inaugurated three five-star hotels, the Aqaba tourism village and other projects in order to promote Aqaba as a tourist attraction and a regional logistics center (Alrai, 2009b). Also, His Majesty King Abdullah II, during a meeting in Aqaba with groups of Jordanian and Arab investors, asserted that the tourism sector needs to continue to develop mechanisms to attract investments to Aqaba and Petra and other tourist places in Jordan, to increase economic growth, and the launch of the projects reflected the results quickly and directly to the local community and the national economy in general (Alrai, 2010).

According to a study conducted by MoTA (2009b), the Jordanian tourism sector has achieved significant developments at the level of tourism investment over the past years being one of the major economic sectors in country, especially after Petra became one of the wonders of the world. However, the hotel sector witnessed a growth rate of approximately 2.3%, where the total number of classified and unclassified Jordanian hotels, during the year 2008 was 481, while hotels in 2007 was 470, and raised the capacity of those hotels by about 4.3%, as the number of hotel rooms was nearly 22,507 rooms in the year 2008, compared to 21,587 in 2007, and increased the number of beds by 4.2%, which amounted to 43,922 beds in 2008 against 42,140 beds in 2007 (MoTA, 2009b). Table 2.5 (refer to page, 49) shows the tourists' activities and investments in Jordan through 2007 and 2008.

Table 2.5:

Tourist Activities and Investments through 2007- 2008 (After Petra)

Tourist Activities	2007	2008	Rate of Growth
Classified and Unclassified Hotels	470	481	2.3%
Hotel rooms	21,587	22,507	4.3%
Hotel beds	42,140	43,922	4.2%
Travel agencies	536	585	9.1%
Tourist restaurant	675	776	15.0 %
Offices of Rental car	312	342	9.6%
Tourist cars	5,761	6,049	5.0%
Souvenir shops	225	294	30.7%
Tour guides	686	873	27.3%
Tour operator	6	7	16.7%
Tourist buses	554	725	30.9%

Source: MoTA (2009a).

As discussed in Table 2.5 above it is clear that the restaurant sector has witnessed a growth of about 15% as the number of tourist restaurants in 2008 was around 776, compared with 675 for the year 2007; the number of tourism organizations and travel agencies in 2008 was around 585 offices, whilst it was 536 offices in 2007, at a growth rate of about 9% (MoTA, 2009a). In addition, the growth rate for many activities increased as shown in Table 2.4. For example, the rate of growth of tourist restaurants was about 15.0 %; offices of rent a car was 9.6%; number of tourist cars is 5.0%; stores of eastern antiques is 30.7%; tour guides is 27.3%; tour operators are 16.7%; and the number of tourist buses is 30.9%.

Thus, the Jordanian government paid more attention after Petra won the position as the second wonder of the world, and encouraged investors, tourists, and decision-

makers to visit Jordan. Additionally, the government opened the front door for all investors to invest in the tourism sector without any complex instructions and gave them facilities to invest in.

2.9 TOURISM INSTITUTIONS IN JORDAN

Tourism appears as a large major growing sector in the global economy. This industry may play a vital role in supporting a country's trade performance. Therefore, many national governments have sought to improve their competitive position with respect to the global tourism market. Thus, governments have started establishing local organizations that are related to promoting their destination abroad (Faulkner, 1992).

Tourism structure in Jordan is divided into four main bodies, namely, the public sector, public/private partnerships, the private sector and NGOs (Harahsheh, 2002). The public sector consists of the following bodies such as the Ministry of Tourism and Antiquities (Department of tourism and Antiquities), 12 visitor centres, the Royal Jordanian (RJ), Petra Regional Authority (PRA) and the Aqaba Special Economic Zone Authority (ASEZA). The second type is a public/private partnership represented by the Jordan Tourism Board (JTB) and its 12 offices abroad.

The private sector consists of tourism and hospitality associations, including the Jordan Hotel Association (JHA), Jordan Restaurants Association (JRA), Jordan Society for Tour and Travel Agents Association (JSTTA), Jordan Tour Guides Association (JTGA) and the Jordan Handicrafts Producers Association (JHPA). Finally, the non-governmental organizations (NGO) include the Royal Society for

the Conservation of Nature (RSCN) and the Royal Independent Board of Trustees of the Baptism Site. Other supporting bodies include the Jordan Investment Board, the Tourist Police and tourism transportation companies (Harahsheh, 2010).

All the above institutions or organizations have a direct and significant role in the Jordanian tourism industry. Access to the participants was easy to negotiate as the researcher had already created connections with the JTB. The researcher has not experienced any problems with access to materials during his research as he has obtained full support from the General Director delegated by its Board of Directors.

2.10 SUMMARY

The tourism industry has an important contribution in the development of the local economy. It is considered as the largest Jordanian export and trade sector amongst the other private sectors. It ranks as the second largest producer of foreign hard currencies exchange in the Jordanian financial market. The tourism industry has made more than US$1.5 billion dollars contribution to Jordanian economical growth, making about 9% of the country's GDP during 2005. It also contributed to the Jordanian employment market, using about 30,000 to 70,000 people, whether involved directly or indirectly the tourism industry. This made about 10% of the total number of employed in 2005. Yet, the Jordanian tourism market has an outstanding prospective for the growth of world class tourism destinations depending on the richness of its mixture between ancient and contemporary archaeology, religious and historical heritage, traditional culture, and natural wonders and resources. The keys to make Jordan a successful tourism destination is the focus, modernism, high levels of stakeholder partnership and community amalgamation.

The financing body for developing the tourism sector, which involves human resources, has been very substantial and important. Defining the economic development strategies and structures is a challenge that paves the way for financial support and funding to be functional. In other words, tourists and visitors to Jordan need to experience a well-defined and modern management of tourist sites. The Jordanian Tourism Board (JTB), which includes the private and governmental tourist agencies, contributes very highly and positively to the visitors and tourists to Jordan as their favorable destination. Thus, this kind of challenge comprises the technical and modern capacities that are needed to secure the financial support and funding to deal with such roles. The process of developing and enhancing tourists and visitors experience and images to Jordan as a tourist destination should be as resources for the country that must be considered seriously. Jordan is a very attractive tourist destination that has a diversity of landscape that extends from the Dead Sea from 408 meters below sea level, up to hills and mountains over 1400 meters, to valleys and an extensive range of desert lands. Because of this diverse landscape, Jordan is characterized by moderate and varied climates that lead to the availability of various kinds of tourist products such as historical, cultural, social, religious sites, and health tourism, which includes both medical and curative. They are amongst the main kinds of tourism in the country. With the supportive series of hotels, restaurants and relevant facilities, these products make Jordan an attractive tourist destination for visitors and tourists.

CHAPTER THREE
LITERATURE REVIEW

3.1   INTRODUCTION

This chapter begins with brief information on the conceptual definition of actual visit behavior, importance of visit behavior, antecedents of actual visit behavior, underpinning theory, the relationship between revisit intention and actual visit behavior, antecedents of actual visit behavior, the definition of tourist attitude, subjective norm, and perceived behavior control, the relationship between attitude, subjective norm, perceived behavior control and intention, the definition of tourist satisfaction, the relationship between tourist's satisfaction and revisit intention, definition of Jordan image, the relationship between Jordan image and tourist's satisfaction, the definition of perceived risk, the relationship between perceived risk and tourist satisfaction, the definition of service climate, the relationship between service climate and tourist's satisfaction, the mediating effect of intention and finally it provides operational definitions of variables.

3.2   DEFINITION OF ACTUAL VISIT BEHAVIOR

Tourists are considered as the principal factor of the tourism industry. It is important to know more information about international tourist behavior, and what they expect during their travels out of their countries (Cook et al., 1999). Therefore, tourist behavior is the act through which the tourists make purchasing decisions (Boone & Kurtz, 1998)

Most past research had defined the term actual purchase behaviour in the marketing perspective. Ajzen and Fishbein (1980, p.82) defined actual purchase behavior as an "individual's readiness and willingness to purchase a certain product or service". It is evident when a tourist goes through all the relevant steps of purchasing services needed (Kotler & Armstrong, 2009). Purchase behavior involves the service, method of payment of purchase and all the other factors related to purchasing a particular service or product.

In addition, tourist's perceptions of service in tourist sites should contain a high level of service quality. Understanding actual visit behavior is very important in order to attract and retain tourists. This will lead to an increase in the opportunity for success and growth of tourism income. Therefore, marketers need to keep improving their understanding of tourist behavior, both from an individual's perspective and also in terms of market sectors.

In this study, the definition by Ajzen and Fishbein (1980) is used as the operational definition. This is based on many previous studies (Shih & Fang, 2004; Raman et al., 2008; Kotler & Armstrong, 2009). Therefore, this study focuses on understanding tourist visit behavior regarding a visit to Jordan among international tourists. In this study the researcher defines the actual visit behavior as a tourist's willingness to visit a certain destination. The following section deals with this specifically.

3.2.1   Antecedents of Actual Behavior

Past studies have identified several predictors of actual behavior in the tourism setting, such as intention (Zhang, 2008; Duffy, 2009) subjective norm (Lin, 2008),

service (Bigne et al., 2001; Lin, 2008), attitude (Steinbauer, 2005), habit (Zhang, 2008).

In non-tourism studies, most the predictors are intention, perceived behavior control (George, 2002; Amoroso & Gardner, 2004; Pedersen & Nysveen, 2005; Chu & Wu , 2005; Fusilier & Durlabhji, 2005; Jaruwachirathanakul & Fink, 2005; Shin & Fang, 2006; Sun & Zhang, 2006; Gopi & Ramayah, 2007; Kim et al., 2008; Canniere et al., 2008), attitude (Shi et al., 2008; George, 2004; Ndubisi & Sinti, 2006; Bagozzi, 1992; Bentler & Speckart,1979, 1981; Dillard & Pfau, 2002; Kim & Hunter, 1993), perceived ease of use and perceived usefulness and privacy (Jahangir & Begum, 2008; Hernandez & Mazzon, 2007; Sun & Zhang, 2006; Rouibah, 2008; Yu & Lo, 2006; Ozdemir et al., 2008; Kolodinsky et al., 2004; Jahangir & Begum, 2008; Gounaris & Koritos, 2008), subjective norm; (Hernandez & Mazzon, 2007; Mphil et al., 2007; Rouibah, 2008; Lin, 2008), compatibility and trialability (Hernandez & Mazzon, 2007; Dauda et al., 2007), perceived risk (Sathye, 1999; Ndubisi & Sinti, 2006; Kolodinsky et al., 2004; Mphil et al., 2007; Hongfeng et al., 2008; Lin, 2008; Ozdemir & Trott, 2009) satisfaction (Nyer, 1998;), e-service quality (Raman et al., 2008), and image (Hernandez & Mazzon, 2007). Table 3.1 (refer to page, 56) provides a list of previous studies of antecedents of actual behavior as discussed in past literature.

Table: 3.1

Antecedents of Actual Behavior

Author	Year	Area	Predictor	Country	Respondent
Nyer	1998	Sports	Satisfaction	USA	undergraduate students
Sathye	1999	internet banking adoption	Risk	Australia	Customers
Kolodinsky et al.	2004	e-banking adoption	Risk	Michigan	Households
Amoroso & Gardner	2004	Internet Technology	Usefulness, Easy of use & Intention	San Diego	Internet users
Shih & Fang	2004	Internet banking	Intention	Taiwan	Bank Customers
. Fusilier & Durlabhji	2005	Education	PBC & Intention	India	Internet users
Jaruwachiratha nakul & Fink	2005	Internet banking	Intention	Thailand	Bank Customers
Pedersen & Nysveen	2005	mobile services	PBC was Insignificant towards actual behavior	Norway	Students
Chu & Wu	2005	electronic tax system	PBC was positive and Significant towards internet usage	Taiwan	Users
Ndubisi & Sinti	2006	Internet banking	Attitude	Malaysia	Bank Customers
Sun & Zhang	2006	Internet banking	Intention	USA	Bank Customers
Hernandez & Mazzon	2007	Internet banking	Ease of use, Usefulness, Image, Compatibility, Trialability & Subjective norm	Brazil	Internet banking users
Mphil et al.	2007	internet banking adoption	Risk & subjective norm	Malaysia & Singapore	Customers
Gopi & Ramayah	2007	Stock Trading	Intention & PBC	Malaysia	Investors
Shi et al	2008	Internet banking	Attitude	USA	Students
Rouibah	2008	Communication technologies	Ease of use, Usefulness, Subjective norm & Enjoyment	Kuwait	Adults
Jahangir &	2008	Internet	Attitude , Ease of	Bangladesh	Internet

Begum		banking	use, Usefulness & Privacy Intention,		banking users
Lin	2008	Travel agents	Subjective norm, Risk & Service Quality	Taiwan	Customers
Hongfeng et al.	2008	adoption of online shopping		China	Students
Raman et al	2008	Internet banking	E-Service Quality	Malaysia	Bank Customers
Canniere et al	2008	Internet Shopping	Past behavior, PBC & Intention	USA	Customers
Kim et al	2008	Electronic Commerce	Intention	USA	Undergraduate students
Ozdemir & Trott	2009	internet banking adoption	Risk	Turkey	Customers

As shown in Table 3.1 above, most of the previous studies were on Internet banking, Internet shopping and communication. In addition, these studies were conducted in Western countries like the USA, Spain, Brazil, and Australia. Few studies were conducted in Arab countries such as Jordan. Furthermore; there is a lack of studies were conducted in Tourism. Therefore, this study was conducted in the tourism sector in Jordan.

3.2.2 Importance of Tourist Behavior

Predicting tourist's behavior for destination choice is a great deal for destinations. It enables tourism marketers to see the demand of the market; provides the proper guidance of needed infrastructure, leads to adjustment of prices and the correct positioning in the market (Oppermann, 1999). But, there is no single method that is

completely appropriate for understanding the destination selection process. So, an integration of various methods is much better to really understand (Sirakaya & Woodside, 2005). It is found that very little information is known by most of the potential travelers to a certain destination and the main sources of information are likely to be media and social contacts such as friends and family (Um & Crompton, 2000).

In this connection, Lennon et al. (2000) state that customer behavior research should be the basis of destination marketing strategies for making the appropriate decisions because it is important to segment tourists as well as understand their behaviors. Chen and Hsu (2000) expressed the view that tourist behavior consists of three categories in relation to trips; behavior before the trip (perceived country image, motivation and decision making), during the trip (attitudes toward service climate in destination) and after the trip of tourists' satisfaction. Not only that, modern life styles and technology complicate and influence tourist behavior because tourists enjoy a wide range of scope from where they have to choose (Decrop, 2000; Hanefors & Mossberg, 2000). In the recent times, the political stability had a strong influence on travel behavior (Seddighi et al., 2001).

Bareham (2004) states that although there are a large number of studies on customer research, it is still tough to predict the behavior of customers. Thus, selecting the most suitable marketing strategy for a targeted customer group remains a complex task. Destination image plays a vital role in tourists' behavior and satisfaction; on the other hand, destination image is influenced by various types of risks such as the

traveling risk, social risk, physical risk and financial risk, which have a strong influence on the tourist's decision-making process (Pike, 2004).

Letho et al. (2004) compared the behavior of first time visitors and repeated visitors, and they obtained their information from different sources; moreover, repeat visitors take more risks and are involved with different functions at the destination. There are many stages where tourist behavior is involved, such as pre-purchase, travel to site, on-site experience, revisit travel, the relocation stage, the interactions with other people and sharing experiences and culture (Pearce, 2005). Furthermore, terrorism has a great impact on tourist behavior. Burke (2005) examined the terrorism factor after 11 September, 2001, and found that it affects tourism directly and tourists tend to avoid destinations where they feel insecurity caused by terrorist acts.

To understand the destination image in the real sense is very important for marketers because it influences subjective expectations, perceptions and potential behavior of tourists (Baloglu & McCleary, 1999; Jenkins, 1999; Bigne et al., 2001; Prebensen, 2006). Similarly, for understanding the customers' perceptions of the destination and developing and maintaining a positive image of a destination need a suitable marketing strategy is needed to enhance the satisfaction level of visitors (White, 2004).

The international tourism market is going to be more competitive with new emerging destinations; so, tourist destinations need to gain sound competitive advantages by attracting visitors repeatedly. Normally, revisit in a stable market generates free advertising in the form of favorable word-of-mouth to family and friends (Lau &

McKercher, 2004; Alegre & Cladera, 2009). For encouraging repeated visits to a destination, it is essential to investigate the determinants of intention to revisit. Therefore, the factors that affect this variable could be improved by increasing the chance of repeat visits to a destination which is a complex decision and involves many interrelated factors (such as tourist's satisfaction, tourist's attitude, perceived risk, and so on). Thus, predicting intentions to revisit and behavior of consumers remains an important aspect in the international tourism market. In order to achieve the objectives of the present research, the researcher believes that there is a good number of important related theories that should be discussed concerning the intention to revisit and behavior as shown in the following section.

3.3 UNDERPINNING THEORY OF ACTUAL VISIT BEHAVIOR

Many previous studies used an alternative approach to predicting intentions and behavior that is widely used in consumer behavior research, which is the Theory of Planned Behavior (TPB) (Ajzen, 1991, 2002). This study used TPB as the main theory to explain international tourists' behavior towards visiting Jordan.

3.3.1 Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) was created by Martin Fishbein and Icek Ajzen, in 1975, to explain volitional behavior. The roots of the Theory of Reasoned Action (Fishbein & Ajzen, 1975) come from the field of social psychology. The TRA did not explain actual behaviors that might require special skills, unique opportunities, resources or assistance from others (Ajzen, 2006). Individuals may not be able to perform in a specific manner given a lack of particular skills or opportunity, which lies beyond the scope of the TRA. According to the Theory of

Reasoned Action (TRA) the strongest and most closely associated predictor of volitional behavior is individual behavior, "intention". In order to make a behavioral intention perform, both the constructs, "attitude and subjective norms" are needed as in Figure 3.1.
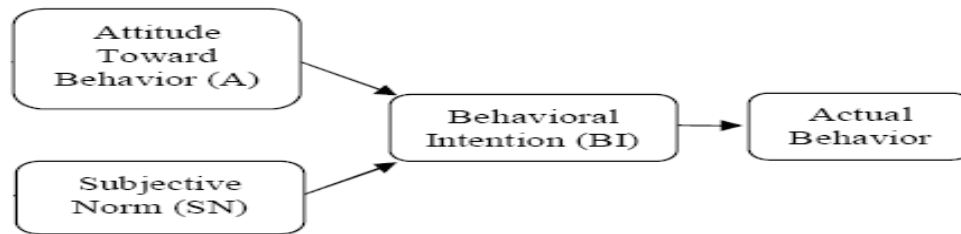
Figure 3.1:
Theory of Reasoned Action Model (TRA) by Fishbein & Ajzen, 1975

3.3.1.1 Empirical Studies Testing the Theory of Reasoned Action (TRA) in Tourism

Having viewed past studies on tourism, there is a lack of previous studies that applied TRA in the tourism industry (Cho & Agrusa, 2006; Sau-Yee, 2007; Lam et al., 2007; Chen & Raaby, 2009). In this regard, Table 3.2 below shows a number of studies related to this aspect in detail.

As displays in Table 3.2 (refer to page, 62), a number of studies have been conducted in the U.S.A, Hong Kong, and China using TRA to investigate customer's intention and online agencies. For example, a study was conducted by Cho and Agrusa (2006) in U.S.A. The sample of the study comprised 350 graduate students at the university stage. The findings of the study revealed that those customers' attitudes towards online travel agencies had a significant impact on the level of e-satisfaction. Also,

the findings of the study contributed to the development of the uses of Theory of Reasoned Action (TRA) by applying it to users' attitudes toward online travel agencies.

Table 3.2:

Previous Studies Predicting TRA in Tourism

Authors	Country	Year	Predictor	Finding
Cho & Agrusa	U.S.A	2006	customers' attitudes	Significant impact on e- satisfaction intention
Sau-Yee	Hong Kong	2007	Tourists' attitudes, subjective norm	Significant impact on intention
Lam et al	China	2007	employees' attitudes, subjective norm	Significant impact on intention
Chen & Raaby	U.S.A	2009	Attitude	Significant impact on intention

Table 3.2 above shows that intention is an important aspect with regards to actual visit behavior. This means that, if a tourist has an intention to visit a specific destination there should be a visit behavior. Sau-Yee (2007) conducted a study to investigate the tourist's attitude towards tourist's intention. The study was conducted in Hong Kong. The sample of the study consisted of 846 tourists. The study was a quantitative research and used TRA. The findings of the study revealed that there is a significant positive impact on tourist's intention towards visiting Hong Kong. In addition, the findings recommend that TRA be used for further research to investigate tourist's intention in similar contexts.

On the other hand, Lam et al. (2007) investigated the attitude and subjective norm towards employee behavior intention. The research was conducted in China. The sample of the study comprised 788 employees. The theoretical framework of the study was based on TRA theory. The findings of the study point out that attitudes and subject norms have significant and positive impact on intention. In addition, the findings of the research are considered as a fit model into a comprehensive research framework. Overall, the hypothesized research model explained behavioral intention of adopting IT by hotel employees in China moderately well. Similarly, Chen and Raaby (2009) conducted a study in New England to examine tourists' intention towards behavior. The sample of the study consisted of 450 respondents. The result of this study point out that attitude had an important and significant impact on supported intention.

Thus, the researcher agrees with the findings of these studies and opines that there is an essential need for investigating tourist's intention on a larger scale. Also, the researcher agrees that TRA is an appropriate model to be used for investigating actual visit behavior in a similar context such as the present study. Furthermore, TPB as will be shown in next step was used in this study to explain actual visit behavior more than TRA.

3.3.2 Theory of Planned Behavior (TPB)

To explain the conditions where individuals do not have complete control over their behavior, Ajzen (1985) extended the Theory of Reasoned Action (TRA). The Theory of Planned Behavior (TPB), as shown in Figure 3.2 (refer to page, 64) was extended by Ajzen (1985) to explain the behavior, which was a direct function of behavioral

intention (INT) and perceived behavior control (PBC). Behavioral intention (INT) is determined by attitude (ATT), subjective norm (SN) and perceived behavior control (PBC). The difference between (TRA) and (TPB) is that TPB adds a new construct to TRA, namely, perceived behavior control (PBC). Perceived behavior control reflects beliefs regarding access to the resources and opportunities needed to perform a behavior, or alternatively, to the internal and external variables that might affect the performance of the behavior.
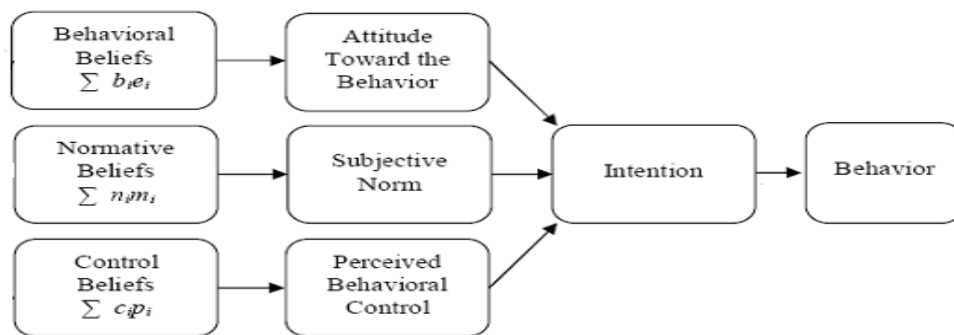
Figure 3.2:

Theory of Planned Behavior (TPB) by Ajzen (1991)

Figure 3.2 above shows that the main components of the TPB are a person's own attitude, subjective norms, perceived behavioral control, intentions, and behavior (Ajzen, 1988). The relations amongst these variables are described in Figure (3.2) above. TPB hypothesizes that individual behavior is driven by behavioral intentions while behavioral intentions are a function of a tourist's attitude toward the behavior. Attitude toward the behavior is defined as the individual's positive or negative feelings about performing a behavior (McIvor and Paton (2007). Behavioral intention is a sign of a tourist's readiness to carry out certain conduct or behavior.

In the theory of planned behavior, perceived behavioral control affects behavior directly and indirectly through intention. If customers do not have enough resources and opportunities to perform a behavior, they may not form an intention or may only form a weak intention to perform the behavior (Ok & Shon, 2010). However, there is empirical evidence that the customers' confidence in their ability to perform a behavior strongly influences the performance of the behavior.

According to the theory of Planned Behavior, if a tourist believes that he does not have enough resources and opportunity to perform the behavior, he may not hold the intention to act. For example, if the product or service is not available in his/her residential area, the person may not hold an intention to buy it. This may from negative attitudes toward the behavior (Ajzen, 1991). According to TPB the behavioral intention is a combination of a person's attitude toward the behavior in question, subjective norm, and perceived behavioral control.

Ajzen and Fishbein (1980) indicate that behavioral intention in the TPB is composed of attitude (ATT) and subjective norm (SN). Thus, behavior intention is a combination of a tourist's attitude towards the intention to revisit, through tourist's satisfaction with service in Jordanian hotels, and its general security and safety state. However, revisit intention is composed of the antecedents of tourist satisfaction, if all antecedents of tourist satisfaction are higher, this will lead to an intention to revisit and actual visit behavior.

Having discussed the different views on the two related theories to the present study (TRA and TPB), the researcher believes that both of them have contributed to the

investigations on tourists' intention and behavior. But, The TPB is the most influential theory in investigating actual visit behaviors in the Jordanian context because it has been used by many scholars in the area of tourism (Ajzen, 1991). Also, the theory has been extended by adding the perceived behavior control component (Ajzen, 1991).

3.3.3   Antecedents of Planned Behavior Theory

The Theory of Planned Behavior postulates three conceptually independent determinants of intention: attitude towards the behavior, subjective norm, and perceived behavioral control (Ajzen, 1991, 2002). Past research and literature on tourism show that many studies (e.g. Kerner & Kurrant, 2003; Rhodes et al., 2006) have been conducted to investigate behavior. The findings of their studies confirmed the reliability of the TPB (Theory of Planned Behavior). This is because the theory was very successful in making a prediction about the behavioral intention of tourists since it is associated with leisure and events. For example, Guinn et al. (2007) used TPB to predict the intentions of sport participants. The findings of the study showed that perceived behavioral control was the most competent way of predicting tourists' intentions to partake in sports.

3.3.3.1 Intention among Theory of Planned Behavior (TPB)

Behavioral intention (INT) is an important factor in understanding behavioral tendency before a particular behavior is adopted. Behavioral intention refers to the expression induced during the decision process; this expression often tells whether certain behavior will be adopted or not. Behavioral intention is a necessary process

in any form of behavior expression; it is a decision made before an actual behavior is adopted (Fishbein & Ajzen, 1975).

According to TPB, an individual's attitude determines the intention of a person. This shows positive feelings towards the individual's performing behavior and subjective norm. Jointly, behavior and subjective norm reproduce both internal and external restrictions on the reaction of performing the individual behavior. Also, the PBC, which is a component of TPB, reveals the perceptions that other groups wish relevant individuals to show and react to a specific manner (Gopi & Ramayah, 2007). However, the term "revisit intention" in this research refers to one's willingness to return to Jordan after having participated in person a visit. This research discussed international tourists' willingness to return to visit Jordan again by applying the Theory of Planned Behavior.

Given this, the researcher finds international tourists' willingness, particularly actual visit behavior to be one of the major issues that should be investigated in the Jordanian context. This is because visit and revisit intention are very crucial for the economic and tourism growth in the country. Therefore, in a Jordanian context, more focus should be given to the actual visit behavior and intention of the tourist in order to help hotel managers, travel agents and law-makers learn more about the importance of such aspects in the national economy and marketing.

3.3.3.2 Attitude among Theory of Planned Behavior (TPB)

Ajzen and Fishbein (1980) suggest that people form beliefs about an object by associating it with various characteristics, qualities and attributes. Because of these

beliefs, they acquire favorable or unfavorable attitudes toward that object depending on whether they associate that object with positive or negative characteristics. These beliefs may be attained by direct observation, obtaining information from outside sources, or generated through an inference process. Some beliefs persist, others do not. The challenge is when one tries to change a perceived attitude (Doll & Ajzen, 1992; Bagozzi & Dabholar, 2000).

Ajzen and Fishbein (1980) further argue that a person's attitude toward behavior is affected by a set of significant beliefs about performing the behavior, and the consequences of that behavior. Given that , the attitude and subjective norm relationship to intention is sensitive not only to external contextual variables, but also to internal or cognitive variables like knowledge, prior experience, effort, moral obligation and perceived behavioral control. Apparently slight variations in the behavior under investigation can have important effects upon whether the attitude or subjective norm is more influential (McKemey & Rehman, 2003).

The researcher is inclined to believe that attitudes are a disposition to respond favorably or unfavorably to a behavior, person, event or item. The favorable or unfavorable response results from an evaluation of the consequences of the response with visiting Jordan. The evaluation is affected by other factors such as poor infrastructures, perceived risk, environment pollution, low level in services provided, and unhygienic problems. These beliefs may result in changing the tourists intention to revisit Jordan.

3.3.3.3 Subjective Norm among Theory of Planned Behavior (TPB)

A subjective norm (SN) refers to a person's beliefs in complying with what others think he/ she should or should not do (Ajzen & Fishbein, 1980). This suggests that a person will feel social pressure to perform a behavior if he is motivated to comply with individuals or groups or believes that the behavior will be approved by significant others.

Ajzen (1988) points out that for many practical purposes an identification of the attitude, subjective norm and their relative importance may be enough to generate intention. However, for a more complete understanding of intentions it is necessary to explore why people hold certain attitudes and subjective norms, which involve the identification of the behavioral and normative beliefs. This is why this study will use tourist's subjective norms to find out the effect of these norms on repurchase intention.

According to Doll and Ajzen (1992) subjective norms also influence behavioral choices. They argue that beliefs pertinent to the social expectations of significant others such as parents, spouses, friends, peer group etc as well as the individual's reluctance to comply with those significant others affects behavioral choices.(Park, 2000; Smith & Terry, 2003). On the other hand, as an example to illustrate the subjective norm with regard to tourist behavior, the tourist could have the normative belief -my family thinks that visiting Jordan is a good thing to do and therefore, there is a motivation to comply and to exhibit actual visit behavior.

If a tourist believes that their significant others hold favorable attitudes towards a specific behavior, or if they think that the performance of a specific action would be viewed favorably by significant others, they are more likely to carry out that behavior (Doll & Ajzen, 1992; Park, 2000; Smith & Terry, 2003). In this connection, the researcher assumes that the choices people make are influenced by their beliefs about how significant others will view their decisions to engage, or not engage, in particular activities.

3.3.3.4 Perceived Behavior Control among Theory of Planned Behavior (TPB)

Ajzen (1985) also argues that an individual's perception of ease or difficulty of performing the behavior is significant. Individuals reflect on past experiences and anticipate impediments and obstacles. Unlike the Theory of Reasoned Action (TRA), this theory incorporates non-volitional behaviors as well. Therefore, TPB can explain tourists' perceptions for performing behavior more than TRA. In the model, perceived behavioral control is independent from attitude or subjective norm and reflects the beliefs regarding the possession of requisite resources and opportunities for doing the target behavior. Perceived behavior control is a third determinant of intentions (Ajzen, 1985).

To summarize the above-mentioned concepts, actual behavior through behavioral intention is established by the following three factors: attitudes, subjective norms and perceived behavioral control, according to the Theory of Planned Behavior. However, in this research, international tourists' perceptions are an assessment for Jordanian tourism. Theory of planned behavior (TPB) represents a comprehensive integration of three variables that are designed to lead to better prediction and

explanations of behavior. According to the TPB, the most important determinant of a tourist's behavior is behavior intention, the tourist's intention to perform a behavior is a combination of tourist's attitude toward performing the behavior (behavior belief, evaluations, behavior outcome), subjective norm (normative beliefs and motivation to comply), and perceived behavior control (external and internal constraints to performing a behavior).

Regarding the theory of TPB, beliefs lead to attitudes towards the behavior. Therefore, tourists who visited any tourist destination will create a positive or negative perception or belief. Furthermore, tourists' behavior is influenced by family, friends, and tourists. Any external and internal constraints facing tourists will lead to positive or negative attitude towards a behavior. However, those will influence tourists' intention to revisit and actual visit behavior to Jordan.

3.3.3.5 Empirical Studies Testing the Theory of Planned Behavior in Tourism

There is a lack of previous studies that applied TPB in the tourism industry. In contrast, TPB has been used in a wide variety of contexts for IT research by (George, 2002; Shih & Fang, 2004; Gopi & Ramayah, 2007; Celik, 2008) and was successfully applied in various situations in predicting the performance of behavior and intention, such as predicting user intention to use Internet banking (Tan & Teo, 2000; Dauda et al., 2007). Table 3.3 (refer to page, 75) shows that there were many studies conducted that used TPB, specifically in the IT and the banking industry, and also shows that there were some of previous studies conducted that used TPB in tourism industry. In contrast, this is the first study that uses TPB in the tourism field in Jordan. Regarding the previous studies in the tourism industry, there were few

studies which were conducted that used TPB theory in tourism (Dai & Kuo, 2007; Ahmad & Juhdi, 2008; Schubert, 2008; Quintal et al., 2009; Sparks & Pan, 2009; Han et al., 2010). However, most of these studies were conducted in developed countries, as shown in Table 3.3

The Theory of Planned Behavior (TPB) was used to examine the electronic saving behavior of Bed and Breakfast establishments for managers in Taiwan by Dai and Kuo (2007). The findings showed there are significant positive impacts between attitude, subjective norm and perceived behavior control towards intention to a behavior. In addition, the TPB model has a good fit to the data and better predictive power. Thus, the TPB theory is expected to predict manager's behavior toward electronic saving very well.

Ahmad and Juhdi (2008) propose the Theory of Planned Behavior to examine the relationship between beliefs, social factors (influence), and self efficacy towards intention to adopt travel e-services. The results showed there are significant relationships between beliefs, social factors (influence), and self efficacy towards intention to adopt travel e-services. Thus, the TPB theory is expected to predict customers' behavior toward adopting of travel e-services very well.

Table 3.3:

Previous Studies Predicting (TPB) in Tourism

Authors	Country	Year	Predictor	Finding
Dai & Kuo	Taiwan	2007	Attitude, norm, behavior control	Significant impact on intention
Ahmad & Juhdi	Malaysia	2008	Beliefs, social factors, self efficacy and travel website effectiveness	Significant impact on consumer intention to adopt travel e-services.
Schubert	U.S.A	2008	Attitude, norm & PBC	Attitude was Significant impact on intention, while, behavior control insignificant impact on intention
Lin	Taiwan	2008	Intention, norm, risk	Intention & risk was significant impact on actual behavior. While, norm insignificant impact
Quintal et al.	Australia	2009	Attitude, norm, behavior control	Significant impact on intention
Sparks & Pan	China	2009	Attitude, norm, behavior control	Significant impact on intention
Han et al.	USA	2010	Attitude, subjective norm, and perceived behavioral control	Significant impact on intention

According to Schubert (2008), TPB was used as a theoretical foundation to examine the influence of consumers' demographic characteristics on attitudes, subjective norm and perceived behavioral control toward green practices in restaurants as well as the influence of those three constructs on consumers' intention to dine in such restaurants. Results revealed that the attitude, norm, and perceived behavior control are significant towards intention, and were good predictors of intention to dine at a green restaurant.

Another study conducted by Lin (2008) to examine the factors that affect on-line consumer behavior intentions in Taiwan. This study found out that there is a significant and positively relationship between subjective norm and customer's intention. In contrast, the relationship between subjective norm and actual visit behavior has found an insignificant impact.

In the tourism field, Quintal et al (2009) explore by examining the constructs' influence on the antecedents of intentions to visit Australia using the theory of planned behavior, the findings shows that the attitude, norm, and behavior control are significant towards intention. Thus, the TPB is expected to predict tourist behavior toward visiting Australia very well.

Sparks and Pan (2009) used TPB in Shanghai, China to investigate potential Chinese outbound tourists' values in terms of destination attributes, as well as attitudes toward international travel. According to their results, the TPB model showed that attitude, norm, behavior control are significant towards intention and it is a useful theoretical approach for investigating behavioral intentions and tourists' behavior.

Another study in the field of tourism was by Han et al. (2010), who proposed and tested Ajzen's (1991) Theory of Planned Behavior (TPB) model to explain the formation of hotel customers' intentions to visit a green hotel. The findings showed that the attitude, subjective norm, and perceived behavioral control have a significant and positive impact on intention; this means that the TPB model has a good fit to the data and better predictive power. Thus, the TPB theory is expected to predict tourist behavior toward visiting Australia very well.

Therefore, the researcher would like to emphasize the fact that although different scholars and researchers may have various views on the application of TRA and TPB, they all agree that TPB is a very influential theory in investigating tourists' intention and behavior.

3.3.3.6 Empirical Studies that Test the Theory of Planned Behavior in Different Research Settings

The Theory of Planned Behavior (TPB) was adopted in several studies and shows a strong predictor of actual behavior in different settings (Taylor & Todd, 1995; Pavlou & Chai, 2002; Shih & Fang, 2004; Pilling et al., 2004; Jaruwachirathanakul & Fink, 2005). As mentioned earlier, TPB as an extension of the well-known TRA is proposed as a model to predict consumer's intention to adopt a behavior.

Taylor and Todd (1995) examine the relationship between customers' intention and usage behavior. Results showed that there is a significant relationship between attitude and norm towards intention, while perceived behavior control was not significant. Additionally, TPB shows that there is a predictive power and the significance of paths was considered, and multiple fit indices are reported.

Pavlou and Chai (2002) propose and tested Ajzen's Theory of Planned Behavior (TPB) to better understand what drives e-commerce across cultures; they examined the theory of planned behavior (TPB) from the customers' perspective to capture behavioral intentions to make transactions online in China and the United States. The results showed that there is a significant impact between attitude, subjective norm and intention.

Shih and Fang (2004) used TPB in Taiwan to predict customers' intention to adopt Internet banking, which is an important issue. Attempts to understand how an individual's belief, embracing attitude, subjective norm and perceived behavioral control can influence intention. The results of this study showed a significant relationship between attitude, subjective norm, perceived behavioral control and intention to adopt, also the results support TPB and provides a good fit to the data.

Pilling et al. (2004) used the Theory of Planned Behavior (TPB), to identify important beliefs that may be targeted to improve food service employees' intentions for three food safety behaviors that have the most substantial impact on public health. Result of this study showed that there is a significant relationship between attitude, subjective norm, PBC and intention. Additionally, results showed that the theory of planned behavior can be used to explain employees' intentions and actual behavior.

A study conducted in Thailand by Jaruwachirathanakul and Fink (2005) has used the TPB theory to examine and encourage consumers to adopt Internet banking services in Thailand. The result showed that there is a significant relationship between intention and actual behavior, and has found that the TPB theory can predict consumer behavior as shown in Table 3.4 (refer to page, 78).

In another study conducted in India by Fusilier and Durlabhji (2005), they used the Theory of Planned Behavior (TPB) to explore behavioral processes involved in Internet technology acceptance and use with a sample in India, by examining the relationship between PBC and intention, the result showed that there is a significant

impact. Furthermore, the result of TPB was supported in their predictions of Internet use intentions and usage.

Based on the Theory of Planned Behavior (TPB), Chu and Wu (2005) examine the antecedents of information technology usage and propose an integrated model for the empirical examination of the users' behavioral intentions for using an electronic tax filing system (EFS). The result showed that there is a significant impact between intention, PBC and actual behavior. In addition, the result of this study found that the theory of planned behavior can be used to explain users' intentions and actual behavior.

Karami (2006) attempts to analyze factors that affect the intention to purchase train tickets through the Internet, and used TPB theory to explain this relationship. Results show that there are significant influences of antecedents (attitude, norm and PBC) of passengers' intention purchasing Internet train tickets.

Baker et al. (2007) aims to investigate the effects of intention to use technology, PBC on actual technology usage and the moderating effect of gender, age and education on new technology implementation in Saudi Arabia by using the Theory of Planned Behavior (TPB), the results showed that there is a significant impact. Additionally, results show that the TPB model performed well in Saudi Arabia. This validation accounted for 37 percent of the variance in behavioral intention among Saudi knowledge workers.

Table 3.4:

Previous Studies Predicting TPB in Different Areas

Authors	Country	Year	Area	Predictor	Finding
Taylor & Todd	Canada	1995	Customer's Shopping	Attitude, norm, PBC	Attitude, norm are significant , while PBC insignificant impact on intention
Pavlou & Chai	USA, China	2002	E-commerce	Attitude &, norm	Significant impact on intention
Shih & Fang	Taiwan	2004	Banks	Attitude, norm & PBC	Significant impact on intention
Pilling et al.	USA	2004	Food safety	Attitude, norm & PBC	Significant impact on intention
Jaruwachirathanakul & Fink	Thailand	2005	Banks	Intention	Significant impact on Actual behavior
Fusilier & Durlabhji	India	2005	Education	PBC	Significant impact on intention
Chu & Wu	Taiwan.	2005	Electronic government	Intention & PBC	Significant impact on Actual behavior
Karami	Iran	2006	Online Ticket	Attitude, norm & PBC	Significant impact on intention
Baker et al	Saudi Arabia	2007	Saudi knowledge workers	PBC	Significant impact on Actual technology usage
Gopi & Ramayah	Malaysia	2007	Internet stock trading	Attitude, norm & PBC	Significant impact on intention

Gopi and Ramayah (2007) used TPB in Internet stock trading in Malaysia to identify

factors (attitude, norm and PBC) that influence the intention to use Internet stock

trading among investors in Malaysia. Findings showed that attitude, subjective norm

and perceived behavioral control have a significant and positive relationship towards

behavioral intention to use Internet stock trading. The theory of planned behavior can be used to explain variations in behavioral intention and actual usage.

Therefore, this researcher agrees with scholars such as Taylor and Todd (1995), Pavlou and Chai (2002), Shih and Fang (2004), Jaruwachirathanakul and Fink (2005), Karami (2006), Gopi and Ramayah (2007), who opine that researchers and scholars should be provided with the opportunity to analyze the actual visit behavior and intention at different levels and contexts that include both developed and developing countries through using TPB.

This opinion is based on the argument that without possessing an appropriate theoretical and conceptual framework, hotel managers and travel agents may resort to a dependence on the expectations and strategies that they have learnt during their work experience to guess the actual visit behavior of tourists (Gopi and Ramayah, 2007).

This might not be suitable for the development and growth of the national economy and market place and can result in tourism problems. In order to avoid these difficulties, researchers, scholars, hotel managers, travel agents and law-makers must expose themselves to further future research in different contexts to explore the vital role that actual visit behavior has on the growth of tourism and marketing as suggested by Ajzen (1991).

Thus, we can conclude that TPB has been widely applied to many settings of consumer behavior and showed significant empirical evidence to predict consumer behavior.

3.3.3.7 External Variables to TPB Theory

TPB postulates that attitude, subjective norms and perceived behavior control are predictors of intention, provided intention is indeed the proximal and approximate predictor for actual behaviors. According to Ajzen and Fishbein (1975, 1980) and Hung et al. (2003), other variable effects on intention or behavior will be indirectly influenced through attitude and subjective norms as antecedents. Based on this, Ajzen and Fishbein (1975, 1980) state that the effect of all other external variables on intended and actual behavior is indirect. In contrast, other variable effects on intention directly will explain actual behavior more than indirect effects (Heijden, 2001).

Furthermore, studies have recently indicated that attitudes, subjective norms, and PBC do not fully explain the effects of external variables on intentions and also inadequately account for the social processes that lead to intentions. Therefore, an external variable is needed to fully and strongly predict of TPB (Hagger et al., 2007).

Table 3.5:

Previous studies using TPB suggested additional external variables

Authors	Year	Area	Independent Variables (External variable)	Dependent Variable	Finding
Heijden	2001	Usage of Websites.	Perceived attractiveness, perceived enjoyment	Attitude & Intention	Significant impact
Wang	2002	Adoption of electronic tax filing systems	Perceived credibility	Behavior Intention	Significant impact
Huang & Hsu	2003	Information Technologies Instruction	Climate , Policy, Facility and Training	Intention to apply IT instruction	Climate has a significant impact, while Policy, Facility and training have insignificant impacts
Kim	2004	Information Technologies	Innovativeness, Training, Experience, Accessibility, Professionals	Intention to use & Actual to usage	Innovativeness, Training, Experience, and Management Support had a significant impact, while professionals and accessibility were Insignificant
Hagger et al	2007	Health Behaviors	Personal Identity and Social Identity	Intention & Behavior	Personal Identity was significant impact but social identity Insignificant impact
Fogarty & Shaw	2003	Occupational health and safety	Workplace Pressures	Intention to Violate & Violations	Significant impact
Wu et al	2007	Mobile communication	performance expectancy, effort expectancy, social influence and facilitating conditions	Behavior Intention	Significant impacts
Lallmahamood	2007	Internet Banking	perceived security and privacy	Intention to adoption	Significant impact
Phuangthong & Malisuwan	2008	Mobile Internet service	Compatibility, Trialability, Visibility, and Result Demonstrability	Behavior Intention & Actual	Compatibility and result demonstrability were significant, while trialability, Visibility, were insignificant
Lee	2009	Internet Banking	Security risk and Financial risk	Behavior Intention	Security risk and financial risk were significant and negative impacts

In view of this, several studies have found external variables that could directly affect intention and actual behavior: Perceived attractiveness, perceived enjoyment (Heijden, 2001), perceived credibility (Wang, 2002), climate, policy, facilities and training (Huang & Hsu, 2003), innovativeness, training, experience, accessibility, professionals (Kim, 2004), Other studies suggest that extra external variables should be added to the theory of TPB, as shown in Table 3.5 above.

Based on the findings in Table 3.5 above, external variables increase the power to predict TPB. However, certain external factors may also affect behavior through intention, and consequently increase the model fit (Huang and Hsu, 2003).

Based on previous studies reviewed in this chapter that suggest that additional external variables give more power to TPB, this study also considers adding external variables of antecedents of tourist satisfaction as one of the central constructs of TPB in building our hypothesized model. Therefore, tourist satisfaction as an external variable in this study will hopefully lead to better predicting the intention to revisit and actual visit behavior among international tourists.

3.3.3.8 Why Use TPB?

The TPB has been applied to a variety of contexts relating to actual consumer behavior. As shown previously in Table 3.3 and 3.4, studies found TPB could be used to predict actual consumer behavior across a wide range of categories. Many studies state that TPB has achieved its goal of predicting behavior across many different products and services. In addition, the assumption of TPB theory is based on individuals who are normal, reasonable, make use of the information that is

available to them and take into account the consequences of their actions a tourist carefully takes the implication of his actions into account before deciding to carry out a certain action or not (Ajzen & Fishbein, 1980).

In this regard, tourist's behavior requires special skills or help from others but is based on one's own decision. TPB is used to explain behavior that results from one's personal control. This assumption is suitable to understanding actual tourists' behavior and decision-making regarding to the intention to revisit Jordan as a rational process.

The important reason for studying TPB in this studying, is that it included a new variable that is called Perceived Behavior Control (PBC), compared with the Theory of Reasoned Action (TRA) (Ajzen, 1991). PBC can reflect a tourist's perceived ease or difficulty towards performing a behavior. However, perceived behavioral control could help a tourist to control issues that may facilitate/constrain the acts needed to deal with a particular situation. Tourists may be facing many constraints during their visit to Jordan; TRA can't explain it without the PBC variable. Therefore, TPB, which is the stronger theory, may explain tourist's behavior more through inclusion of PBC.

3.4 THE RELATIONSHIP BETWEEN ANTECEDENTS OF ACTUAL BEHAVIOR

There are three antecedents of actual behavior in this study which are revisit intention, perceived behavior control and perceived risk these antecedents will be discuss in the next section.

3.4.1 Definition of Revisit Intention

Behavioral intention is a very important factor to assess visitors' potential for revisiting, and it is considered to be a relatively accurate predictor of actual visit behavior (Fishbein, 1980). According to TPB theory (TPB) the behavioral intention is predicted by three main factors which are the attitude, subjective norms, and perceived behavioral control (Ajzen, 1985).

Thus, Fishbein and Ajzen (1975) define the term behavioral intention as the perception of an individual towards performance of an individual of a specific behavior. It is the "person's location on a subjective probability dimension involving a relation between himself and some action intention is predicted by attitude and subjective norm and PBC in the TPB" (Fishbein & Ajzen, 1991, pp. 188).

According to Ryu et al. (2007, p. 3), they define behavioral intentions as "a stated likelihood to return to the restaurant and to recommend the restaurant to family, friends, and others in the future".

Intention to revisit is define as the person's judgment about repurchasing again the tourism service from the same service provider, be a hotel, a travel agency, or an airline company (Hellier et al., 2003).

Behavioral revisit intention is then define by the researcher in this study as "the possibility to return to visit Jordan and recommend Jordan to family, friends and others in the future".

3.4.2 Antecedents of Behavior Intention

The variety of predictors of behavior intention are shown in Table 3.6 (refer to page, 86) below. For example past studies have investigated several predictors of revisit intention, such as attitude towards behavior (Karami, 2006; Tarkiainen & Sundqvist, 2005; Smith & McSweeney, 2007; McIvor & Paton 2007; Lam et al., 2007; Quintal et al., 2009), subjective norm (Chang, 1998; Karami, 2006; Lam et al., 2007; McIvor & Paton 2007; Huang et al., 2008; Lin, 2008; Quintal et al., 2009), perceived behavior control (Pavlou & Chai, 2002; Karami, 2006; Gopi & Ramayah, 2007; Quintal et al., 2009), customer satisfaction (McDougall & Levesque, 2000; Baker, 2000; Chiou, 2004; Um et al., 2006; Castro et al., 2007; Ryu et al., 2007; Yuksel & Yuksel, 2007; Hui et al., 2007), perceived attractiveness (Um et al., 2006), perceived risk (Yuksel & Yuksel, 2007; Huang et al., 2008; Kim et al., 2008; Udo et al., 2008; Lin, 2008), perceived benefits & customer trust (Kim et al., 2008) image (Bigne et al., 2008; Ryu et al., 2007; Han et al., 2010), perceived value (Um et al., 2006; Chen, 2008; Bigne et al., 2008), brand preference (Hellier et al., 2003), service quality (McAlexander et al., 1994; Wang et al., 2004; Olorunniwo et al., 2006; Castro et al., 2007), and past Behaviour (Smith & McSweeney, 2007).

Table 3.6:
Antecedents of Behavior Intention

Author	Year	Area	Predictor	Country	Respondent
McAlexander et al	1994	Health care setting	Service quality	western USA	Patients
Chang	1998	Moral behavior	Subjective norm	USA	Students
McDougall & Levesque	2000	Services sector	Satisfaction	Canada	Customers
Baker	2000	Tourism	Satisfaction	USA	Tourists
Pavlou & Chai	2002	Internet E-commerce	PBC	USA	Internet users
Hellier, et al	2003	Services sector	Brand preference	Australia	Customers
Wang et al	2004	Telecommunication companies	Service quality	China	Customers
Chiou	2004	IT firms	Satisfaction	Taiwan	Customers
Tarkiainen & Sundqvist	2005	Organic food buying context	Attitude	Finland	Customers
Karami	2006	Online Ticket	Attitude, norm & PBC	Iran	Tourists
Um et al.,	2006	Tourism	Perceived value, Perceived Attractiveness & Satisfaction	Hong Kong	Tourists
Olorunniwo et al.,	2006	Services	Service quality	USA	Customers
Smith & McSweeney,	2007	Charitable Organizations	Attitude, Past Behaviour & norm	Australia	Students
Lam et al.,	2007	IT adoption	employees' attitudes, subjective norm & Self-efficacy	China	Employees
Gopi &Ramayah,	2007	Internet stock trading	PBC	Malaysia	Investors
Ryu et al.	2007	Restaurant Industry	Satisfaction	USA	Customers
McIvor & Paton	2007	Natural Disasters	Attitude & Subjective norm	New Zealand	Customers
Castro et al	2007	Tourism	Service quality and satisfaction	Spain	Tourists
Yuksel & Yuksel	2007	Shopping behavior	Satisfaction and risk	Turkey	Tourists
Hui et al.	2007	Tourism	Satisfaction	Singapore	Tourists
Lin	2008	Travel agents	Subjective norm, risk & attitude	Taiwan,	Customers
Huang et al	2008	Tourism	Risk & subjective norm	Asian	Tourists
Kim et al	2008	Electronic Commerce	Risk, perceived benefit & customer trust	USA	Students
Udo et al	2008	Information technology	Risk	USA	Customers
Chen	2008	Airline	Perceived Value	Taiwan	Tourists
Bigne et al,	2008	Tourism	Image, perceived value	Spain	Tourists
Quintal et al	2009	Tourism	Attitude, Subjective norms & PBC	Australia	Tourists
Han et al.,	2010	Tourism	Image	USA	Tourists

Thus, many variables could be possible predictors of intention; this study focuses on four antecedents of behavior intention (attitude, subjective norm, perceived behavior control and satisfaction) only. However, the selecting of these four variables was based on discussions of previous studies as follows.

3.4.3 Previous Studies between Behavior Intention and Actual Behavior

For most tourism providers, visitor retention is a key to the organization's profitability; behavioral intention is often used to assess visitors' potential for revisiting since it is considered to be a relatively accurate predictor of future behavior (Fishbein, 1980). In addition, a study conducted by Limayem et al. (2001) pointe out that there was no impact between intention and usage behavior, actual behavior has been accepted as one of the most important subjects in contemporary marketing.

Many studies found a significant relationship between behavior intention and actual behavior (Taylor &Todd, 1995; Tan &Teo, 2000; Suh & Han, 2002; Amoroso, 2004; Fusilier & Durlabhji, 2005; Gopi &Ramayah, 2007; Amoroso & Hunsinger, 2008; Canniere et al, 2008), while a few studies have been conducted in tourism settings (Lin, 2008) as shown in Table 3.7 (refer to page, 91). However, many studies stopped at behavior intention as an endogenous variable (dependent variable) (Anderson & Sullivan, 1993; Baker & Crompton, 2000; Hellier et al., 2003; Um et al., 2006; Castro et al., 2007; Chen, 2008; Hong et al., 2009) as shown in figure 3.3 and 3.4 (refer to page, 88). Therefore, this study used intention as a mediating variable and actual visit behavior as the endogenous variable (dependent variable).
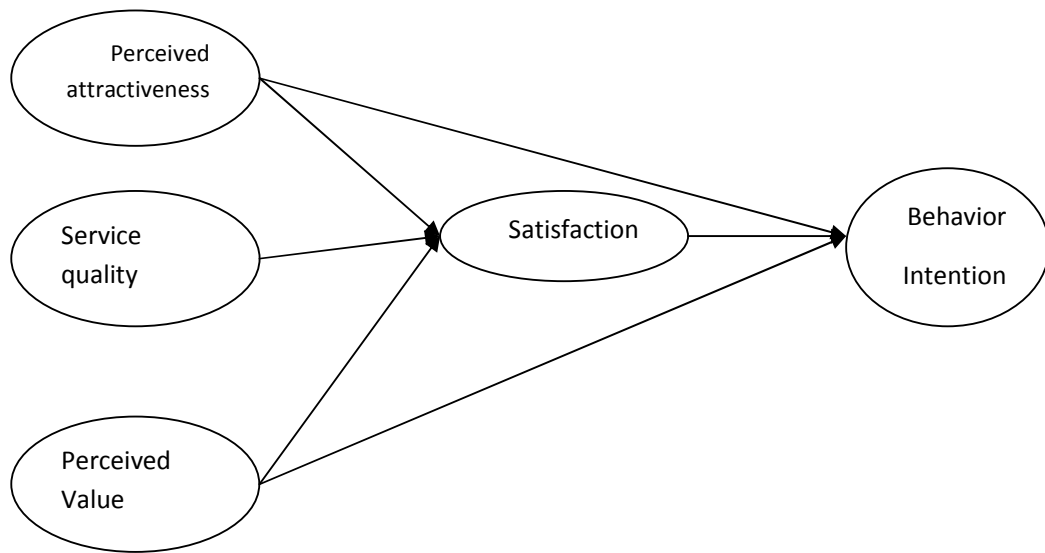
Figure 3.3:

Antecedents of Behavior Intention by Um et al (2006)
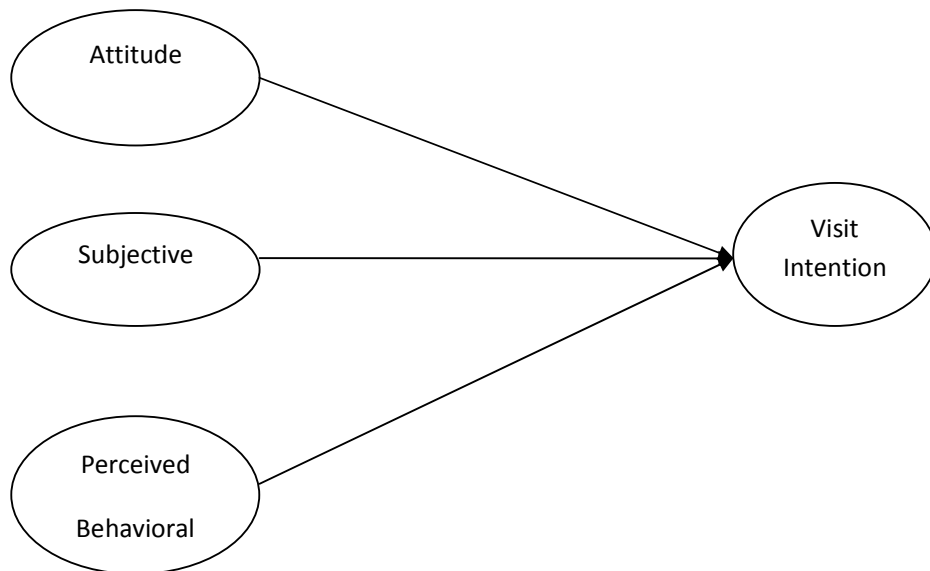
Figure 3.4:

Antecedents of Behavior Intention by Han et al. 2010

In the tourism industry the site and the provided services are important criteria that affect the customers' intention to re-purchase .The levels of customer 's satisfaction, and the experience of satisfaction from the results of the services provided lead to repurchase, and this helps keeping a hotel's name (Fornell, 1992; Oliver, 1980; Roest & Pieters, 1997). There is a difference in understanding intention behavior and the actual outcome of the behavior may be dependent on many other factors besides the specific intention behavior in question. Furthermore, according to Ajzen and Fishbein (1980), measuring actual behavior is not the same as measuring intention behavior.

Taylor and Todd (1995) confirm that attitude, subjective norms and PBC affect the actual usage through the behavioral intention. However, the behavioral intention as a modifying factor for the relationship among other factors plays a more important role when the tourist's behavior has a previous experience with the actual usage.

Tan and Teo (2000) examine the relationship between Internet user's intention and actual usage, this study was done among a number of Internet users in Singapore. However, this study revealed that the behavioral intention factor positively affects the actual usage. Another study conducted in the banking industry in Korea by Suh and Han (2002) explore the relationship between client's a behavioral intention and actual usage. Results of this study point out that there is a positive influence upon the actual usage among the bank's customers.

According to Amoroso (2004) who examine the relationship between behavior intention and actual system use, revealed that there was a positive and significant relationship between intention and usage behavior.

In a study conducted in Taiwan by Shih and Fang (2004) and in Thailand by Jaruwachirathanakul and Fink (2005) to examine the influence of the behavioral intention factor upon the actual behavior, these studies found that the behavior intention has a positive influence on actual behavior.

Pedersen and Nysveen (2005) conducted a study among upper students in school in Adger, this study focus on the relationship between behavior intention and actual behavior, the result confirm the positive influence of the behavioral intention factor when he tested this influence on a number of students in the senior classes and found out that this factor had a positive influence upon their adoption of the e-message services.

However, a study among MBA students in Taiwan by Tang and Chi (2005) discussed the influence of the behavioral intention on usage of purchases online. Result of this study found that this factor affects the MBA students when it comes to their usage of online purchases. In addition, study among college students in India by Fusilier and Durlabhji (2005) discuss how the Internet is used by college students and indicated the positive influence of the behavioral intention factor upon using the Internet in India.

Table 3.7:

Intention and Actual Behavior

Author	Year	Area	Country	Results	Respondent
Taylor &Todd	1995	Computer resource center	Canada	significant	Customers
Tan &Teo	2000	Internet banking	Singapore	Significant	Internet users
Suh & Han	2002	Internet banking	Korea	Significant	Bank Customers
Amoroso	2004	Internet Technology	San Diego	Significant	Customers
Shih & Fang	2004	Internet banking	Taiwan	Significant	Internet users
Jaruwachirathanakul & Fink	2005	Internet banking	Thailand	Significant	Bank customers
Pedersen & Nysveen	2005	mobile services	Norway.	Significant	Students
Tang & Chi	2005	Online shopping	Taiwan	Significant	Students
Fusilier & Durlabhji	2005	Internet banking	India	Significant	College students
Gopi &Ramayah	2007	Stock Trading	Malaysia	Significant	Investors
Amoroso & Hunsinger	2008	Online Purchasing	USA and Australia	Significant	Graduate students
Kimet etc.al	2008	Electronic Commerce	USA	Significant	Undergraduate students
Canniere et al	2008	Internet Shopping	Belgium	Significant	Internet Shopping
Lin	2008	travel agents	Taiwan	Significant	Customers

Malaysia is considered as a developed country, specifically in such as things as e-banking, e-marketing. A study conducted in Malaysia by Gopi and Ramayah (2007) was regarding the influence of the behavioral intention factor upon the trade in stock markets online; it was found that this factor positively affects the actual usage of this service.

Also, Amoroso and Hunsinger (2008) conduct a study in USA and Australia that confirm the positive relationship between the behavioral intention factor and the adoption of e-purchase services for graduate students in Australia.

A study conducted in USA by Kim et al. (2008) examine students' intention towards online purchasing, a Structural Equation Modeling was used to analysis the students' purchasing behavior, and data was collected via a Web survey. The result showed that there is a significant relationship.

A study conducted by Canniere et al. (2008) to examine the influence of the customers' intention towards purchase behavior, and used a sample of customers from 71 Belgian apparel shops. However, the result showed that the customers' intention had a significant impact on purchase behavior. Another study conducted in Taiwan by Lin (2008) to examine the factors that affect on-line consumer behavior intentions and post-purchasing behavior. This study found out that there is a significant and positive relationship between customer's intention and actual behavior as show in Table 3.7 above.

Having discussed the influence of the behavioral intention factor upon the actual behavior amongst different industries as shown in Table 3.7 above, the researcher found that the actual behavior factor can be predicted by behavior intention. Additionally, behavior intention is an important factor that can explain actual tourist's behavior, it is agree that it is realized that the behavioral intention factor can be predicted by three behavioral constructs (attitude, subjective norms & PBC); and will be discuss later in other section.

3.4.4   Definition of Perceived Behavior Control

This section provides a brief discussion on perceived behavior control (PBC). According to Ajzen (1991), perceived behavior control refers to the presence or absence of necessary resources and prospects, and the person's perception of the simplicity or complexity in showing the behavior of attention. In brief, the showing of a certain behavior is associated with the confidence of the person in her/his aptitude of acting the behavior. . Therefore, the definition by Ajzen (1988) will be used as the operational definition.

It is considered as the third determinant of behavioral intention that is important in explaining tourist behavior. Perceived behavioral control can be stated as ''the perceived ease or difficulty of performing the behavior'' (Ajzen, 1991, p. 122). Especially, perceived behavioral control means the perception of how well one can control issues that may facilitate/constrain the acts needed to deal with a particular situation.

Behavior control is defined as one's perception of the difficulty of performing a behavior. According to Ajzen (2002) perceived behavioral control can account for considerable variance in behavioral intentions and actions. Perceived behavioral control can be further divided into two components: perceived self-efficacy, which refers to the ease or difficulty of performing the behavior, and perceived controllability, which refers to the extent to which performance is up to the actor (Ajzen, 2002). Moreover, perceived behavior control denotes one's perceptions about the ease or difficulty in accomplishing the behavior (Athiyaman, 2002).

The researcher define perceived behavior control as a tourists' assessment to the ease or difficulty in performing the visit behavior that is necessary to be discussed as an important aspect in order to achieve the objectives of this research.

3.4.5 Previous Studies between Perceived Behavior Control and Actual Behavior

The PBC affects the actual visit behavior directly to reflect the ability to show the behavior. It may also affect the behavioral intention; then the actual usage; so that the behavioral intention is a modifying factor for the tourists' behaviors (Ajzen, 1985; 1991). In this respect, Table 3.8 (refer to page, 96) shows that the researcher could find a few studies looking into the relationship between the PBC and the actual visit behavior in the field of tourist behavior; yet, the researcher could only find previous studies and research in different fields.

Some previous studies found that there is a significant relationship between perceived behavior control and actual behavior (George, 2004; Fusilier & Durlabhji, 2005; Chu & Wu, 2005; Gopi & Ramayah, 2007), while a few studies found that there is an insignificant relationship (Pedersen & Nysveen, 2005).

George (2004) conducts a study in the USA to examine the relationship between perceived behavior control (PBC) and student's intention to use online purchase. The result of this study pointed out that the relationship between the PBC and those students' actual usage of the online purchase services was significant and positive. In contrast, in a study done by Pedersen and Nysveen (2005) to explore the relationship between PBC and the actual usage of a number of students in senior classes, the

findings showed that the said relationship was not positively influential (insignificant) when it came to those students' usage of the online message services.

Likewise, Fusilier and Durlabhjito (2005) investigate predict intentions to use the Internet as well as self-reported usage. Data was collected from 269 college students in U.S.A using a questionnaire. This study examines the relationship between perceived behavior control and internet usage; and found that there is a significant relationship between perceived behavior control   and Internet usage.

In Taiwan's electronic tax filing system (EFS), from the behavioral perspectives of the end users, Chu and Wu (2005) used the Theory of Planned Behavior (TPB) to examine the relationship between perceived behavior control and EFS usage behavior. The results show that there is a significant impact between perceived behavior control and EFS usage behavior. In a study conducted in Malaysia by Gopi and Ramayah (2007), they to explain perceived behavior control toward actual usage to use Internet stock trading among Chinese, Indian, Malay, and other races and foreigners. The theory of planned behavior (TPB) was used to explain the variation in behavioral intention and actual usage. Three hundred (300) questionnaires were distributed to customers. The results of this study showed that there was a significant and positive direct impact between perceived behavior control and actual usage to use Internet stock trading.

Table 3.8:

Perceived Behavior Control and Actual Behavior

Author	Year	Area	Country	Results	Respondent
George	2004	Internet purchasing	U.S.A	PBC was positive and Significant towards actual behavior	Students
Pedersen & Nysveen	2005	Mobile services	Norway.	PBC was Insignificant towards actual behavior	Students
Fusilier & Durlabhji	2005	Internet banking	India	PBC was positive and Significant towards internet usage	College students
Chu & Wu	2005	Electronic tax system	Taiwan	PBC was positive and Significant towards internet usage	Users
Gopi & Ramayah	2007	Stock Trading	Malaysia	PBC was positive and Significant towards actual usage	Investors

Thus, it is a agree with most of the above mentioned research studies that the perceived behavior control (PBC) has a significant direct positive relationship towards behavioral intention as displayed in Table 3.8 above. Furthermore, the significant results in relationship between PBC and actual behavior due there are some constraints facing the customers (external or internal constraints) during their works, visit any destination, or any other actions. Thus, customers consider into account that the PBC an important factor when they want actual behavior.

As shown in Table 3.8 above, after having discussed the influence of the PBC factor upon the actual behavior amongst different industries. It is agree that the actual behavior factors can be predicted by PBC. Additionally, PBC is an important factor than can explain actual tourist behavior.

3.4.6 Definition of Perceived Risk

The marketing literature and its fields have repeatedly discussed the concept of perceived risk and the influence it has upon the consumer's satisfaction and actual behavior (Lim, 2003; Yuksel, 2007). According to Taylor (1974), risk can be viewed in terms of potential loss, and in human life poor practices involve possible losses. Travel is no exclusion and its degree of risk depends on several factors that include the means of transportation used, the facilities and activities offered at the destination, the customs and environment of the sightseeing areas, and so on. Because it is impossible to reduce the risk, it may be hoped that the perceived tourist risk can be decreased if advance warning can be obtained through risk evaluation.

Risk evaluation can include the expected risks associated with the trip such as sickness, accident, crime, or terrorism. This evaluation should also consider varying degrees of risk, from simple disappointment to serious injury, even death (Sonmez and Graefe, 1998). There are many factors that influence tourists to select holiday destination. One of these factors is the safety or perceived safety of a destination. Tourists do not want to be concerned about the possibility of violence when on holiday. Consequently, tourists are more likely to choose a destination where risks to safety are perceived to be minimal (Allen, 2000).

Today, safety and security for domestic and international travelers have become a global concern. Lack of personal safety is perceived as a major deterrent to the international travelers (Mopeli, 2009). For example, Australia issued a warning about a lack of safety in high risk nations such as Singapore, and Thailand. In addition, the announcement of the international governments contributed to general concerns about personal safety and the atmosphere of risk and anxiety in the international world and they also created much needed awareness of tourism security.

Many events such as, crime, terrorism, food safety, health issues and natural disasters are the main areas of concern. These problems have emerged more clearly after the events of September 11, 2001 (Mansfeld and Pizam, 2006). Tourist confidence in the security and safety of travel decreased dramatically after September 11, 2001 (Hall et al., 2003). Sonmez et al. (1999) reported that statistics from around the world reveal that decreased visitation is associated with higher risk

In the Middle East region, in recent years (especially post 9/11), the media presented the Middle East with a new set of threats in the form of the specter of terrorism that has plagued Arabs and Muslims since. The negative image that arose in the aftermath of 9/11 produced an indissoluble nexus between Arab/Muslim/Terrorist. Precarious the link seems between the three "signs" the semiotics of their influence and dominance cannot be denied (Rami, 2007).

The present study aimed to understand the perceived risk that is actually faced by tourists during their visit to Jordan. Many travelers lack travel insurance or do not

claim, and may not report problems. Jordan is a particularly useful locale to examine these. In addition, the present study surveyed tourists to find out about their encounters with the broad range of risk. Also this study shows how encountering a serious challenging experience in Jordan affected satisfaction levels and chances of a revisit intention towards actual visit behavior. Therefore, the definition by Gallarza and Saura (2006) was used as the operational definition. Furthermore, the researcher defines perceived risk as tourist's perceptions of uncertainty and damage as expected for their destination.

3.4.7 Previous Studies between Perceived Risk and Actual Behavior

Cooper (1997) reveals that the level of risk is an important factor from a consumer' perceptions when they plan to adoption. However, the variety of predictors of actual behavior is shown in past studies that have investigated several predictors of actual behavior, such as perceived risk. Furthermore, this study tried to quantify the factors preventing actual visit behavior in Jordan. The literature on actual visit behavior in Jordan does identify a lack of perceived risk as the prime reason for slow actual behavior thereof by tourists. However, no empirical evidence was available to support this study in tourism settings.

The relationship between perceived risk and actual behavior is an important issue to be discussed concerning the present study. Therefore, Table 3.9 (refer to page, 101) shows that there are few studies that have been conducted to investigate the link between perceived risk and actual behavior. Some of these studies had a significant relationship (Sathye, 1999; Kolodinsky et al., 2004; Mphil et al., 2007; Lin, 2008;

Ozdemir & Trott, 2009), while a few studies found that there is an insignificant relationship (Ndubisi & Sinti, 2006; Hongfeng et al., 2008).

Sathye (1999) examine the major influence factors on Internet banking adoption in Australia, a survey was taken of individual residents and business firms in Australia. This study shows the major factors that significantly influence Internet banking adoption in Australia were security concerns on Internet banking, security was considered as one of the impediments for non-adoption of Internet banking in Australia.

A study conducted in Michigan by Kolodinsky et al. (2004) to examine perceived risk and e-banking adoption, used 500 households as the sample for their study. The result showed that there is a significant relationship. In contrast, another study was conducted in Malaysian banks by Ndubisi and Sinti (2006) to examine perceived risk and Internet banking adoption. A survey was done by using an online questionnaire; 382 personalized messages were sent out by email to attract respondents. The results showed that perceived risk had an insignificant influence on adoption.

A study was conducted in Malaysia and Singapore by Mphil et al. (2007) to identify e-commerce security influences on the adoption of Internet banking. The sample of this study was based on the information collected for 310 respondents who were individual banking customers in Malaysia and Singapore. The regression analysis used in this study, and the results showed that there is a significant and negative relationship between perceived security and Internet adoption in Malaysia and Singapore

Another study was conducted in tourism field by Lin (2008) examine the linkage between perceived risk and actual behavior in Taiwan, samples of this study were from banking and travel agents' customers in Taiwan, selected from four regions, using LISREL for hypotheses testing. The results of this study revealed that there is a significant and negative relationship between perceived risk and actual behavior.

Table 3.9:

Perceived Risk and Actual Behavior

Author	Year	Area	Country	Results	Respondent
Sathye	1999	Internet banking adoption	Australia	Significant	Customers
Kolodinsky et al.	2004	E-banking adoption	Michigan	Significant	Households
Ndubisi & Sinti	2006	Internet banking adoption	Malaysian	Insignificant	Customers
Mphil et al.	2007	Internet banking adoption	Malaysia & Singapore	Significant	Customers
Lin	2008	Tourism	Taiwan	Significant	Tourists
Hongfeng et al.	2008	Adoption of online shopping	China	Insignificant	Students
Ozdemir & Trott	2009	Internet banking adoption	Turkey	Significant	Customers

Hongfeng et al. (2008) analyze factors that have an influence on the adoption of online shopping of university students in Mainland China by using structural equation model, the results of this study pointed out that there is an insignificant and negative relationship between perceived risk and adoption of online shopping.

A study was conducted in Turkey by Ozdemir and Trott (2009) to examine perceived risk and adoption of Internet banking. The sample frame of this study was convenience sampling of Internet users above 18 years old. Perceived risk and adoption were shown to have a significant and negative relationship.

As display in previous studies in Table 3.9 above, most of the relationships were between Perceived risk and actual behavior in Internet banking adoption settings. Additionally, most of any previous studies had significant and negative impacts while no studies had been conducted in tourism settings (Lin, 2008).

This gap in previous studies leads to examine the perceived risk and actual behavior in tourism settings, and in particular in Jordan, the researcher to examine the perceived risk and actual behavior in tourism settings, and in particular in Jordan. The researcher considers perceived risk to be a primary factor in influencing actual behavior.

3.5 THE RELATIONSHIP BETWEEN ANTECEDENTS OF BEHAVIOR INTENTION

There are four antecedents of behavior intention in this study which are tourist satisfaction, tourist attitude, subjective norm and perceived behavior control. These antecedents will be discuss in next section.

3.5.1   Definition of Tourist Satisfaction

Satisfaction can be defined as the psychological state the person feels when his/her needs is met as he/she expected (Oliver, 1980). Oliver (1981, p.27) defined satisfaction as a "summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience". If a customer's requirements are fulfilled, the customer goes through an emotional state of happiness that reflects customer satisfaction of the provided service (Oliver, 1997). According to Oliver (1997) satisfaction encompasses more than mere accomplishment. It discusses a consumer's experiences, which is the end state of a psychological process.

In 1988, customer satisfaction was defined as the customer's feedback to the assessment of the perceived inconsistency between previous anticipations and actual performance (Ueltschy & Krampf, 2001). In concert with this definition, Homburg and Glering (2001) defined customer satisfaction as the outcome of a cognitive and sentimental assessment, where some comparison standard is contrasted to the performance that is actually seen.

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

Overall satisfaction is a much broader concept involving holistic evaluation after customer's purchase for some service from a hotel (Fornell, 1992). The major goal of satisfying customers is to increase the probability of repeat purchasing of the same service from the same provider (Szymanski & Henard, 2001). This is why satisfaction is a major strategic focus for service providers due to its strong impact on customer maintenance. 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).

Customer 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). Additionally, according to the consumer behavior theory described by Williams in 1982, and Engel et al. in 1990 consumers' purchasing behavior and levels of satisfaction are affected by the consumer's experience, uniqueness and external motivations (Choi & Chu, 2000).

Therefore, the definition by Chitty et al. (2007) will be used as the operational definition. Furthermore, in this study the researcher defines the tourist satisfaction: as the degree to which tourists' feel their needs and desires are met at the same time they needed a service or any help at tourist sites.

3.5.2 The Relationship between Satisfaction and Behavior Intention

The phenomenon of repeat visitation is one that has engendered substantial interest from researchers and practitioners. Additionally, tourist's satisfaction plays a vital role in achieving revisit intention. In addition, repeat visitors are economically beneficial to a destination (Oppermann, 1998).

Thus, Table 3.10 (refer to page, 109) shows that there are many previous studies that have been conducted between satisfaction and intention in different areas. Some of the previous studies found a significant relationship between satisfaction and behavior intention (Anderson & Sullivan, 1993; Patterson & Spreng, 1997; Baker & Crompton, 2000; Chiou, 2004; Valle et al., 2006; Ryu et al., 2007; Yuksel & Yuksel, 2007; Gonzalez et, al., 2007; Chen, 2008; Hong et al., 2009; Alegre & Cladera, 2009). A few studies found that there was an insignificant relationship (Andresen, 1998; Alhroot, 2007).

A study was conducted at Michigan University by Anderson and Sullivan (1993) to examine the relationship between customer satisfaction and behavior intention. However, for the 57 companies selected for this study (some of the companies being airlines, banks, clothing retail, insurance, and charter travel) in Sweden in 1989 and 1990, the results of their study show that there is a positive direct impact between customer satisfaction and behavior intention.

Likewise, Patterson and Spreng (1997) investigate empirically the nature of the relationships between customer satisfaction and repeat purchase intentions for professional business services. This study revealed that customer satisfaction has a

significant effect on repurchase intentions. In contrast, a study conducted in Norway by Andreassen and Lindestad (1998) examines the relationship between customer satisfaction and loyalty intention. However, from a total of 600 customers sampled from three package (charter) tour operators in Norway. This study revealed that customer satisfaction has no significant impact on loyalty intention.

Baker and Crompton (2000) explore the relationship between customer satisfaction and behavior intention, the study was conducted at an annual festival that attracts over 50,000 participants during the two and a half days it operates. Of the 508 individuals who were given the questionnaire incorporating the perceptions measure, 369 (73 %) were returned with all the questions completed. The findings revealed that there is a positive and significant relationship between customer satisfaction and behavior intention. Similar, another study by Olorunniwo et al. (2000) to examine the relationship between customer satisfaction and behavior intention in a service factory, and used a sample from undergraduate student respondents. The results show that there is a significant relationship in the context of a service industry.

Also, Chiou (2004) explores the relationship between customer satisfaction and behavior intention. This study was conducted in Taiwanese IT firms, for an explanation of benefits of an Internet-based survey. With the assistance of a marketing research firm in Taiwan, a total of 10,000 surveys were emailed randomly to individuals within the company's database. However, overall, 408 completed responses were received. Among them, 199 used company or school portals. Therefore, only 209 responses were usable for further analysis. The response rate is slightly lower than ordinary mail surveys in Taiwan (averaging 5–10%). However,

considering the length of the questionnaire, the response rate is acceptable. Findings for this study found there is a significant relationship between overall satisfaction and loyalty intention.

Valle et al. (2006) explore the relationship between travel satisfaction and destination loyalty intention. The target population of this study involves Portuguese and foreigner tourists visiting Arade in one of the four municipalities of this tourist region, the research sample was 486 tourists visiting Arade, a Portuguese tourist destination. Taking as the basis the use of structural equation modeling (SEM), this results point out that there is a positive and significant relationship between tourist satisfaction and destination loyalty intention.

Another study conducted in Jordan by Alhroot (2007) was to examine the relationship between tourist satisfaction and revisit intention, the results of this study show that tourists do not want to revisit Jordan because they were not satisfied with services that were provided by employees in their hotels. Satisfied visitors who were happy with the provided services are likely to revisit Jordan. Thus, understanding the significance of revisiting Jordan will result in the actual behavior of visitors.

Ryu et al. (2007) examine the relationships among overall quick-casual customer satisfaction, and behavioral intentions in the quick-casual restaurant industry. The findings indicate that overall quick-casual restaurants' perceived value had a significant role in influencing customer satisfaction. Likewise, they revealed that the relationship between customer satisfaction on behavior intention is significant. This will lead to a higher overall effect on behavioral intention.

Yuksel and Yuksel (2007) explore the relationship between tourist's satisfaction and behavior intention; the questionnaire was conducted with tourists departing from the main shopping district through the selected exit points as respondents of the study as they exit the main shopping area of a town in southwest of Turkey. Self-administered questionnaires were distributed to 400 tourists during a three-week period; there were 259 fully completed questionnaires. The results of structural equation modeling support a strong relationship between tourist satisfaction and behavioral intentions.

Gonzalez et al. (2007), despite the importance of the relationship between customer satisfaction and consumer behavior intentions remaining insufficient, examined the relationship between customer satisfaction and consumer behavior intention. Samples for this study were selected from customers who attended Spanish spa resorts. Results of this study found that there is a significant relationship between customer satisfaction and behavior intention. Chen (2008) examine passenger satisfaction toward the intention to use airline services, he found that there is a positive relationship between passenger satisfaction and behavior intention.

Hong et al. (2009) investigate the relationship between customer satisfaction and future intentions across four services. A total of 129 couples who went on summer vacation in 2007 were sampled using purposive quota sampling that was implemented by a polling agency in Seoul, Korea. Study results showed that there is a significant relationship between tourist satisfaction and the intention to revisit.

Alegre and Cladera (2009) examine the effect of tourist satisfaction and previous visits on revisit intention; the data used in the study was drawn from the Survey on

Tourist Expenditure in the Balearic Islands, conducted by the regional government and the University of the Balearic Islands. A significant relationship was found between tourist satisfaction and revisit intention. According to previous studies most of the relationships between tourist satisfaction and revisit intention are significant and positive as shows in Table 3.10 (refer to page, 109).

Table 3.10:

Satisfaction and Intention

Author	Year	Area	Country	Results	Respondent
Anderson & Sullivan	1993	Services Companies	Sweden	Significant	Customers
Patterson & Spreng	1997	Consultancy Firms	Australian	Significant	Customers
Andresen	1998	Tourism	Norway	Insignificant	Customers
Baker & Crompton	2000	Tourism	USA	Significant	Tourists
Olorunniwo et al	2000	Services	USA	Significant	Customers
Chiou	2004	IT firms	Taiwan	Significant	Customers
Valle et al	2006	Tourism	Portugal	Significant	Tourists
Alhroot	2007	Tourism	Jordan	Insignificant	Tourists
Ryu et al.	2007	Restaurant Industry	USA	Significant	Customers
Yuksel & Yuksel	2007	Tourism	Turkey	Significant	Tourists
Gonzalez et, al.	2007	Tourism	Spanish	Significant	Customers
Chen	2008	Airline	Taiwan	Significant	Passengers
Hong et al	2009	Tourism	Korea	Significant	Tourists
Alegre & Cladera	2009	Tourism	Balearic Islands	Significant	Tourists

As shown above in Table 3.10, there is relationship between of satisfaction and behavioral intention amongst different industries; most of these studies have a significant and positive relationship. Therefore, the researcher found that the behavior intention factor can be predicted by satisfaction. Additionally, satisfaction

is considered in this study as an external variable and an important factor that can explain behavior intention better than other factors; the researcher agrees that it is realized that the satisfaction factor can be predicted by three constructs (Jordan image, perceived risk and service climate); which will be discuss later in the next section.

3.5.3 Definition of Tourist Attitude

Attitude is the first significant determinant of behavioral intention that can be stated as ''the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question'' (Ajzen, 1991, p. 188). On the other hand, a person's favorable attitude toward a specific behavior strengthens his/her desire to do the behavior (Ajzen, 1991). Moreover, attitude toward a behavior is treated to be a function of one's salient beliefs that represent the perceived consequences of the behavior.

One of the most persistent definitions of attitude is that "a tripartite construct consisting of cognitive (beliefs, facts, principles, knowledge, or understanding); affective (emotion, feeling, or emotional evaluation); and behavioral tendency or intent "(Gray, 1985, p.22). On the other hand, Taylor and Todd (1995) state that attitude refers to that personal behavior that can be positive or negative towards getting acquainted with a new environment or innovations.

Ajzen and Fishbein (1980) suggest that we form beliefs about an object by associating it with various characteristics, quality and attributes. Based on these

beliefs, we obtain positive or unfavorable attitudes toward that object depending on whether we associate that object with positive or negative characteristics.

Therefore, the definition by Ajzen and Fishbein (1980) is to be used as the operational definition. The beliefs may be attained by direct observation, indirectly by accepting information from outside sources, or generated through an inference process. Some beliefs persist, others are forgotten and new ones may be formed. Tourists' attitude much influences their intentions and behaviors (Bagozzi and Dabholar, 2000; Doll and Ajzen, 1992).

In this study, the researcher defines the tourist's attitude as the tourist's positive or negative feelings, which result from certain behavior towards a particular tourist site.

3.5.4   Definition of Subjective Norm

In the theory of planned behavior (TPB), the second determinant of behavioral intention is subjective norm. Subjective norm was define as ''the perceived social pressure to perform or not to perform the behavior'' Ajzen (1991, p 188). According to Athiyaman (2002), pointed out that the subjective norm refers to one's perception of social pressure to perform or not to perform the behavior under consideration. In addition, subjective norm (SN) is ♀the individual's perception of the social pressures put on him/her to perform or not to perform a behavior for a person, groups or institution.

Beliefs have been categorized differently by many researchers and scholars, thus Ajzen (1991) states that the type of beliefs that arise from social pressure and stress

is called normative beliefs. In other words, the subjective norm is the effect of an individual's normative beliefs that other people desire or do not desire a specific behavior. Also, others' intention to show a specific action or performance is a utility of subjective norms. A subjective norm refers to the effect of a consumer's normative beliefs. That is, the behavior of an individual is accepted, encouraged, and endorsed by their circle of effect. This means that, consumers might believe that their family, relatives, and friends would prefer specific online behaviors (Pavlou & Chai, 2002), and this belief inclines to affect their personal intentions and behavior.

A person's social norms refer to their view of environmental referents that are crucial to them thinking they should or should not do the behavior in question. Ajzen & Fishbein (1980) viewed social pressure or expectations from people in general (subjective norm), or specific groups or individuals (normative beliefs), which form social norms. Therefore, the definition by Ajzen and Fishbein (1980) has been used as the operational definition.

Ajzen (1991) state that social norms can be evaluated by asking respondents to rate the extent to what level "significant others" would approve or disapprove of their doing a given behavior.

In this regard, the researcher agrees with scholars and researchers in this area that the good or effective intention of a tourist may affect the actual visit behavior of a tourist. Also, researchers on intention and subjective norms agree that in tourism what is important is that the tourists should be left with a positive attitude and

intention since together they play an important role in the growth of tourism and expansion of a national economy.

The researcher defined subjective norm as the perceived social factors (family, friends, and relatives) that could have an influence on the performance of the tourist's behavior.

3.5.5 Previous Studies between Attitude, Subjective Norm, Perceived Behavior Control and Behavior Intention

The relationship between tourist attitude, subjective norm, perceived behavior control and revisit intention is another issue to be discussed concerning the present research. Thus, Table 3.11 (refer to page, 122) shows that there are many research studies that have been conducted to investigate the link between tourist attitude, subjective norm, perceived behavior control and revisit intention as shown in this section. Attitude, subjective norms and PBC are positive and significant towards intention (Tan & Teo , 2000; Pilling et al., 2004; Laforet & Li, 2005; Al Sukkar, 2005; Chu & Wu, 2005; Mahmod et al., 2005; Lam et al., 2007; Abu Shanab & Pearson, 2007; Hernandez & Mazzon, 2007 Baker et al., 2007; Gopi & Ramayah, 2007; Nor & Pearson, 2007; Amoroso & Hunsinger, 2008; Lin, 2008; Quintal et al., 2009; Han et al., 2010). There were a few studies that found that there is an insignificant relationship to intention, for attitude (Fusilier & Durlabhji, 2005; Sparks & Pan, 2009), subjective norm (Shih & Fang, 2004; Pedersen & Nysveen, 2005; Ok & Shon, 2010), and perceived behavior control (Pavlou & Chai, 2002; Ng & Rahim, 2005; Celik, 2008).

Tan and Teo (2000) examine the influence of Internet users' attitudes, subjective norm and perceived behavior control upon their intentions to use the Internet in Singapore, they found out that the attitudes, subjective norm and perceived behavior control of those users was significant and positively affected their intentions to adopt that kind of services.

Pavlou and Chai (2002) propose and tested the theory of planned behavior (TPB) in the relationship between customer attitude, subjective norm, perceived behavior control and behavior intention, the online survey instrument was administered to randomly selected Internet users from the U.S.A and China. E-mail addresses of 1,500 selected consumers in both countries were randomly collected from multiple websites. The results of this study showed that customer attitude and subjective norm is a significant and positive direct impact on behavior intention, the study also shows that there is a strong relation to transaction intention in the Chinese collectivist culture, but showed to be insignificant in the U.S. In contrast, there is an insignificant relationship between perceived behavior control and intention.

Shih and Fang (2004) conduct a study to investigate a number of bank clients in Taiwan. They examined the linkage between customer attitude, subjective norm, and perceived behavior control on behavior intention toward using the bank services. The findings pointed out that the clients' attitudes, subjective norm towards the intention to use were a significant and positive impact. In addition, they found out that there is a significant and positive relationship between subjective norm and clients' intentions to use Internet services in a bank.

However, Pilling et al. (2004) used the theory of planned behavior (TPB) to examine how restaurant employees' attitudes, subjective norm, perceived behavior control influence upon intentions for performing food safety behaviors. The results of the study found that there was a significant relationship between employees' attitudes, subjective norm, and perceived behavior control toward behavior intention.

Another study focused on the theory of planned behavior (TPB) by Fusilier and Durlabhji (2005) to predict the intentions to use the Internet as well as self-reported usage. Data was collected from 269 college students using a questionnaire. This study examined the relationship between student's attitude, subjective norm and perceived behavior control towards behavior intention. This study found that there is an insignificant relationship between student attitude and behavior intention. In contrast, this study found that there is a significant relationship between subjective norm, perceived behavior control and behavior intention.

Laforet and Li (2005) conduct a study to identify the relationship between clients' attitude and behavior intention to use bank services. This study found out that the relationship between the attitude and the behavioral intention was significant and positive for a number of bank clients in China.

Al Sukkar (2005) conduct a study in Jordan to test the theory of the TAM model by (Davis, 1989), to explain college students' intentions to use the Internet. This study revealed that there is a significant relationship between college students' attitude and behavior intention to use Internet. Similar, study conducted in Malaysia by Mahmod et al. (2005) to examine the linkage between student's attitude and intention, the

result of the study showed that there is a significant impact between student's attitude and behavior intention to use the Internet.

Pedersen and Nysveen (2005) examine the relationship between user's attitude, subjective norm and behavior intention to use online mobile services, this study found out that there is a significant and positive relationship between the attitudes, perceived behavior control and their intentions to use the online message services in Adger. In contrast, the results indicated that the relationship between subjective norms and the behavioral intentions of those students was insignificant.

In another field, the study focused on Internet users in insurance companies by Chu and Wu (2005) examine the linkage between attitude, subjective norm and perceived behavior control and employees' intention to use Internet in insurance companies. The results of this study pointed out that there are a significant impact between attitude, subjective norm, perceived behavior control and employees' intention to use Internet in insurance companies.

Ng and Rahim (2005) examine the linkage between attitude, subjective norm, and perceived behavior control among college students toward intention to use the Internet in Singapore. The researcher found that there is a significant impact between attitude, subjective norm and student's intention to use internet. In contrast, there is an insignificant relationship between perceived behavior control and students' intention to use the Internet.

Ok and Shon (2010) conduct a study to explore and examine the adoption of Internet banking among user's attitude, subjective norm, perceived behavior control towards intention in Korea, this study focused on customers who have at least one bank account, a total 202 usable. They found that there was a significant and positive direct impact between customer attitude and perceived behavior control toward behavior intention, which also had a slightly stronger effect than other factors on behavioral intention. In contrast, the results of this study found that there is an insignificant direct impact between subjective norm and behavior intention, which also had a weaker effect than other factors of behavioral intention.

However, Lam et al. (2007) examine the relationship between attitude and subjective norm toward revisit intention. The results showed that there is a significant impact between attitudes, subjective norms Taiwanese tourists' intentions to visit Hong Kong.

Another study conducted in Taiwan by Dai and Kuo (2007) to examine the linkage between attitude, subjective norm, and perceived control of electric behavior of The Bed and Breakfast for managers .The findings showed there are a significant positive impacts between attitude, subjective norm and perceived behavior control towards intention to behavior.

In a study conducted in Malaysia by Gopi and Ramayah (2007), they tried to explain customers' attitude, subjective norm and perceived behavior control toward towards behavioral intention to use Internet stock trading among Chinese, Indian, and Malaysia, as well as other races and foreigners. The theory of planned behavior

(TPB) was used to explain variation in behavioral intention and actual usage, with three hundred questionnaires being distributed to customers. The results of this study showed that there is a significant and positive direct impact between customer attitudes, subjective norm and perceived behavior control towards behavioral intention to use Internet stock trading.

McIvor and Paton (2007) conduct a study in Napier, New Zealand to examine the relationship between negative attitudes and subjective norm to see if they had a direct influence on intention to seek information. Questionnaires were distributed to homeowners residing in Napier, New Zealand. The study revealed that the negative attitude and subjective norm had a direct influence on intention.

In a study conducted in Malaysia by Nor and Pearson (2007) to examine student's attitude, subjective norm and perceived behavior control towards intention to use Internet banking. This study focused on college students in Malaysia. The researcher found out that the college students' attitudes, subjective norm and perceived behavior control were significant and positive affected their intentions to use Internet banking in Malaysia.

However, in another study conducted in Saudi Arabia by Baker et al. (2007) to examine the relationship between attitude and subjective norm towards intention to use Internet at work, pointed out that the relationship between the attitude, subjective norms and workers' intention for a number of workers in the governmental and private sectors with regard to the new technology services usage was significant and positive.

Therefore, past studies and the literature review on tourism show that there is a lack of research in this area for the Middle East, one of these studies was conducted in Jordan banks by Abu Shanab and Pearson (2007) to examine the relationship between subjective norm and behavior intention. The results of this study point that there is significant impact between the subjective norms and behavioral intention concerning use of the Internet.

Another study in Brazil by Hernandez and Mazzon (2007) tackle the influence of the subjective norms, perceived behavior control upon the behavioral intention regarding the number of Internet users in Brazil. The researcher pointed that there are significant impacts between the subjective norms, perceived behavior control and the behavioral intention.

Furthermore, study conducted in Singapore by Woon and Kankanhalli (2007) to examine the linkage between workers' attitude, subjective norm on workers' intention towards information systems, this study was found that there are a significant impacts between workers' attitude, subjective norm and workers' intentions in using the program development systems in Singapore.

Canniere et al. (2008) examine the relationship between customers' attitude, subjective norm, perceived behavior control and intention in Belgium. The results show that there is a significant relationship between attitude, subjective norm and perceived behavior control on behavior intention.

According to Schubert (2008) examine the linkage between attitude, subjective norm and perceived behavior control on consumers' intention to dine in such restaurants. Results revealed that there are significant impacts between attitude, norm and perceived behavior control towards intention, and were good predictors of intention to dine at a green restaurant.

Celik (2008) conducts a study in Turkey to examine any relationship between user's attitude, perceived behavior control and behavior intention to use Internet. The researcher found out that the relationship between the attitude and the intention is a significant and positive among the Internetusers in Turkey. In contrast, this study found that there is an insignificant relationship between the PBC and the behavioral intentions of those users.

A study was conducted in Taiwan by Amoroso and Hunsinger (2008) investigate and examine the online purchase field and the influence the student's attitude and perceived behavior control toward students' intentions to use the online purchase services. They found that the relationship between student's attitude and perceived behavior control toward students' intentions to adopt the online purchase services was significant and positive.

Another study conducted in tourism field in Taiwan by Lin (2008) to examine the factors that affect on-line consumer behavior intentions. This study found that there is a significant and positive relationship between subjective norm and customer's intention

Quintal et al. (2009) examine the relationship between international tourists' attitude, subjective norm and perceived behavior control and behavior intention to visit Australia. The TPB was supported and extended by the current research. The sample of the study was selected from three different countries: Chinese, South Korean and Japanese international travelers. The findings indicated that there are a significant and positive relationship between international tourists' attitude, subjective norm, perceived behavior control and intentions to visit Australia.

Sparks and Pan (2009) carry out a study to test the theory of Planned Behavior (TPB). This study examined the relationship between tourist attitude, subjective norm, and perceived behavior control towards behavior intention. A questionnaire survey was developed and implemented in Shanghai, China to investigate potential Chinese outbound tourists' values in terms of destination attributes. The overall findings of this research revealed that there is an insignificant relationship between tourist attitude and behavior intention. In contrast, the results of this study found there are significant impacts between subjective norm, perceived behavior control and behavior intention.

Han et al. (2010) investigate the formation of hotel tourist's intentions to visit a green hotel using Ajzen's Theory of Planned Behavior (TPB). The findings showed the TPB model was appropriate and fit for the collected data and better predictive power for intention than the Theory of Reasoned Action model. Results of this study pointed out that the relationship between tourist attitude, subjective norm, perceived behavior control and visit intention was significant and positive impacts. More details refer to Table 3.11 (refer to page, 122).

Table 3.11:

Attitude, subjective norm, perceived behavior control and Behavior Intention

Author	Year	Area	Country	Results	Respondent
Tan & Teo	2000	Internet Banking	Singapore	Attitude, norm, & PBC were Significant impacts	Internet users
Pavlou & Chai	2002	Internet e-commerce	U.S.A	Attitude, norms were Significant impacts. But PBC was Insignificant impact	Internet users
Shih & Fang	2004	Internet Banking	Taiwan	Attitude & PBC were Significant impacts. While, norm insignificant impact	Bank Customers
Pilling et al	2004	Restaurants	Kansas State	Attitude, norm & PBC were Significant impacts	Employees
Author	**Year**	**Area**	**Country**	**Results**	**Respondent**
Fusilier & Durlabhji	2005	Internet Banking	India	Subjective norms PBC were Significant impacts. But Attitude was Insignificant impact	College students
Laforet & Li	2005	Mobile banking	China	Attitude was Significant impact	Customers
Al Sukkar	2005	Internet Banking	Jordan	Attitude was Significant impact	University Students
Mahmod et al.	2005	Education	Malaysia	Attitude was Significant impact	Students
Pedersen & Nysveen	2005	Mobile services	Norway.	Attitude, PBC were Significant impacts, while subjective norm was Insignificant impact	Students
Chu & Wu	2005	Electronic tax filing system	Taiwan	Attitude, norm & PBC were significant impacts	Internet users
Ng & Rahim	2005	Education	Singapore	Attitude & norm were significant impacts. While, PBC was an Insignificant impact	Students
Ok & Shon	2010	Internet Banking	Korea	Attitudes, PBC were Significant impacts. But subjective norms was Insignificant impact	Tourists
Lam et al	2007	Tourism	Hong Kong	Attitude & subjective norm were a significant impacts	Tourists
Dai & Kuo	2007	tourism	Taiwan	Attitude, Subjective norms and PBC were Significant impacts.	Managers
Gopi & Ramayah	2007	Stock Trading	Malaysia	Attitude, Subjective norms and PBC were Significant impacts.	Investors
McIvor & Paton	2007	Natural Disasters	New Zealand	Attitudes, Subjective norms were negatively Significant impacts	Customers
Nor & Pearson	2007	Internet Banking	Malaysia	Students' attitudes, subjective norm and	Under graduate Students

Author	Year	Area	Country	Results	Respondent
				PBC were a significant impacts	
Baker et al	2007	Communication Technologies	Saudi Arabia	Attitude, norm & Subjective norm were a significant impacts	Saudi Knowledge workers
Abu Shanab & Pearson	2007	Internet Banking	Jordan	Subjective norm was a significant impact	Internet users
Hernandez & Mazzon	2007	Internet Banking	Brazil	Subjective norm & PBC were a significant impacts	Internet users
Woon & Kankanhalli	2007	Information Security	Singapore	Attitude & norm were significant impacts	Customers
Canniere et al.	2008	Purchase behavior	Belgium	Attitude, Subjective norms and PBC were Significant impacts	Customers
Author	**Year**	**Area**	**Country**	**Results**	**Respondent**
Schubert	2008	Tourism	USA	Attitude, norm & PBC were significant impacts	Customers
Celik	2008	Internet Banking	Turkey	Attitude was a significant impact while PBC was insignificant impact	Internet users
Amoroso & Hunsinger	2008	Online Purchasing	USA and Australia	Attitude & PBC were a significant impacts	Graduate students
Lin	2008	Tourism	Taiwan	Subjective norm was significant impact	Customers
Quintal et al.	2009	Tourism	Australia	Attitude, Subjective norms and PBC were Significant towards intention.	Tourists
Sparks & Pan	2009	Tourism	China	Subjective norms PBC were Significant impacts. But Attitude was Insignificant impact	Tourists
Han et al.	2010	Tourism	U.S.A	Attitude, Subjective norms and PBC were Significant impacts	Tourists

As shown in Table 3.11 above, that the influence of attitude, subjective norm and PBC factors upon the behavior intention differ amongst different industries. The researcher agrees that it is realized that the behavioral intention factor can be predicted by three behavioral constructs (attitude, subjective norms & PBC). Additionally, attitude, subjective norm and PBC were important factors that can explain behavior intention and actual tourist behavior.

3.6   ANTECEDENTS OF TOURIST'S SATISFACTION

The variety of past studies have provided several predictors of tourist satisfaction as display in Table 3.12, such as the perceived risk (Yuksel & Yuksel, 2007), destination image (Andreassen & Lindestad, 1998; Bigne et al., 2001; Chi & Qu, 2008), service quality (Um et al., 2006; Andreassen & Lindestad, 1998; Iglesias & Guillen, 2004; Host & Andersen; 2004; Yoo & Park, 2007; Wang et al., 2004), service climate (Solnet, 2006), perceived value (Chitty et al, 2007; Um et al., 2006; Andreassen & Lindestad, 1998; Wang et al., 2004), price (Host and Andersen, 2004; Martin-Consuegra et al., 2007; Ti Bei & Chiao, 2001 ; Iglesias & Guillen, 2004), attitude (Cho & Agrusa, 2006), and service convenience (Udo et al., 2008).

Table 3.12:
Antecedents of Satisfaction

Author	Year	Area	Predictor	Country	Respondent
Andreassen & Lindestad	1998	Tourism	Destination image, perceived value & service quality	Norway	Customers
Bigne et al	2001	Tourism	destination image	Spain	Tourists
TiBei & Chiao	2001	Cars market	Price	Taiwan	Customers
Host & Andersen;	2004	Mortgage credit Companies	Service quality & price	Denmark	Customers
Iglesias & Guillen,	2004	Restaurant Firms	Service quality & price	Spain	Customers
Wang et al.,	2004	Telecommunication Industry	Service quality & value	China	Customers
Um et al.,	2006	Tourism	Service quality & value	Hong Kong	Tourists
Solnet,	2006	Telecommunications	Service climate	Australia	Customers
Cho & Agrusa	2006	Travel Agencies	Attitude	U.S.A	Students
Yuksel & Yuksel	2007	Tourism	Risk	Turkey	Tourists
Yoo & Park	2007;	Hotel Industry	Service quality	Korea	Customers
Chitty et al	2007	Tourism	Perceived value	Australia	Backpacker
Martin-Consuegra et al	2007	service sector	Price	Spain	Customers
Chi & Qu	2008	Tourism	Image	USA	Tourists
Udo et al.,	2008	Information Technology	Service Convenience	USA	Customers

This study included three variables as antecedents of satisfaction (Jordan image, perceived risk and service climate). Therefore, this study used three constructs as antecedents of satisfaction which are Jordan image, perceived risk and service climate, the researcher confirmed that the satisfaction factor can be predicted by three constructs (Jordan image, perceived risk and service climate); which will be discuss later in the next section.

3.6.1 The Relationship between Perceived Risk and Customer Satisfaction

Many studies discussed the influence of the perceived risk factor in general; some of these studies, as shown in Table 3.13 (refer to page, 126), found that there is a significant and negative relationship (Yuksel & Yuksel, 2007; Celik, 2008; Grabner-Krauter & Faullant, 2008; Amoroso & Hunsinger, 2008; Quintal et al., 2008; Wong &Yeh, 2009). In contrast, other studies found that there is an insignificant and negative relationship (Udo et al., 2008). This study focused on the relationship between perceived risk and tourist satisfaction.

Yuksel and Yuksel (2007) examine the relationship between external and internal risk on tourist satisfaction during tourist shopping; the results pointed out that the relationship between internal risk and shopping satisfaction is supported by a negative and significant. In contrast, the relationship between external risk and shopping satisfaction is not supported.

Celik (2008) tackle the relationship between the perceived risk factor and the attitude towards the use of the Internet for a number of bank clients in Turkey. The study found that the relationship between the perceived risk factor and the attitude was

influential, but in a negative manner. The researcher explained this by stating that the bank clients in Turkey are not willing to use the Internet if risks exist. Likewise, a study conducted in Australia banks by Grabner-Krauter and Faullant (2008) which was conducted on a number of bank clients in Australia pointed out that the perceived risk factor negatively affects those clients' attitudes towards using the Internet.

Amoroso and Hunsinger (2008) examine the relationship between the perceived risk factor and the attitudes of a number of students with regard to their adoption of online purchase services in Amsterdam; the results found that it was a significant and negative relationship. In the western U.S.A, Udo et al (2008) conduct a study to examine the relationship between perceived risk and satisfaction; results pointed out that perceived risk has no relationship with customer satisfaction. Furthermore, perceived risk does not influence how e-customers perceive web service quality.

Table 3.13:

Perceived   Risk and Satisfaction

Author	Year	Area	Country	Results	Respondent
Yuksel & Yuksel	2007	Tourism	Turkey	Significant	Tourists
Celik	2008	Internet Banking	Turkey	Significant	Customers
Grabner-Krauter & Faullant	2008	Internet Banking	Austria	Significant	Customers
Amoroso & Hunsinger	2008	Online Purchasing	USA and Australia	Significant	Customers
Udo et al	2008	Information Technology	USA	Insignificant	Customers
Quintal et al	2009	Tourism	Australia	Significant	Tourists
Wong &Yeh	2009	Tourism	Taiwan	Significant	Tourists

Quintal et al. (2009) tested the theory of planned behavior (TPB) to examine the relationship between perceived risk and attitude to visit Australia; samples were selected from Chinese, South Korean and Japanese international travelers, there was a significant negative relationship between perceived risk and attitude to visit Australia among tourists. Similarly, Wong and Yeh (2009) asserted that tourist risk perception had a significant effect on hesitation. The higher tourist risk tourists perceive, the higher their degree of tourist hesitation in making destination-related decisions as shown in Table 3.13.

As discussed in Table 3.13 above, there is a relationship between perceived risk and satisfaction amongst different industries; most of these studies show mixed results of a significant and negative relationship. Therefore, the researcher found that the satisfaction factor can be predicted by perceived risk. Additionally, perceived risk is considered in this study as an antecedent of satisfaction and an important factor that can explain tourists' satisfaction during their visits to Jordan.

3.6.2 Definition of Jordan Image

The important feature of image has received increasing attention in the service marketing literature, since it affects the individual's subjective perception, customer satisfaction and consequent behavior (Castro et al., 2007; Chen & Tsai, 2007; Gallarza et al., 2002; Hartman & Spiro, 2005; Tasci et al., 2007).

Baloglu and McCleary (1999) define image as an individual's mental representation of knowledge, feelings and global impressions about a destination. In addition, they identified three fundamental components of image such as, cognitive, affective and

holistic; where the first two components cover all perceptions of the attributes of the tourist destination. Likewise, image is define as ''the sum of beliefs, ideas, and impressions that people have of a place or destination'' Baloglu and Brinberg (1997, p.11). Conventionally, destination image is founded on the beliefs and knowledge of the attributes of the place, i.e. the cognitive component. Nowadays, it has been shown that image is also formed on the basis of affective evaluations or feelings (Pike & Ryan 2004).

In addition, destination image is defined as an individual's mental representation of knowledge (beliefs), perceptions and overall views of a particular destination (Crompton, 1979; Fakeye & Crompton, 1991). According to Kim (1998) destination image is the visual or mental impression of a place perceived by the general public. A destination image may be defined as the visual or mental consciousness of a place or a product experienced by the general public (Milman & Pizam 1995).

Tourists' behavior can be predictable, and are partly conditioned by the image that they have of destinations. This impact begins at the stage of selecting the holiday destination. Additionally, it is believed that destinations with more positive images will be more likely to be included in the process of decision-making. Furthermore, destination image exercises a positive influence on perceived quality and satisfaction. More favorable image will lead to higher tourist satisfaction (Chi & Qu, 2008).

Therefore, the definition by Schneider and Sonmez (1999) is used as the operational definition. The researcher defines the 'Jordan image' as tourists' beliefs, ideas, and impressions that tourists have of Jordan as a destination.

3.6.3 The Relationship between Image and Satisfaction

In this connection, most of the previous studies found a significant and positive relationship between image and satisfaction (Andreassen & Lindestad, 1998; Bigne et al., 2001; Ryu et al., 2007; Chen & Tsai, 2007; Chi & Qu, 2008; Xia et al., 2009) as shown in Table 3.14 (refer to page, 131).

No previous studies have been conducted between service climate, Jordan image and perceived risk on tourist satisfaction. This study will examine the relationship between these variables and tourist satisfaction. As shown in Figure 3.5 (refer to page, 130), many studies focused on restaurant image or hotel image but there is a lack in previous studies examining a country image (Ryu et al., 2007; Chi & Qu, 2008; Xia et al., 2009).

In Norway, Andreassen and Lindestad (1998) conduct a study to identify the relationship between corporate image and customer satisfaction. A total of 600 customers were sampled from three package (charter) tour operators in Norway. Results of this study showed that there is a significant impact between corporate image and customer satisfaction.
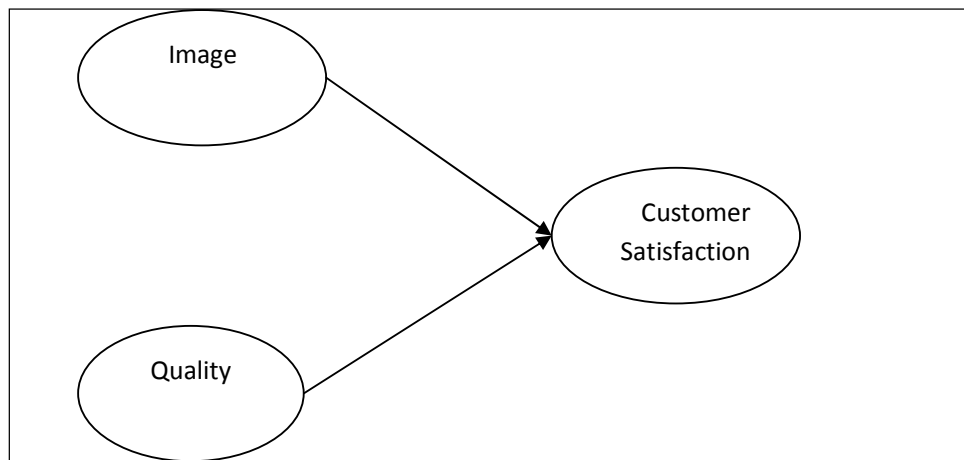
Figure 3.5:

Image and Satisfaction by Bigne et al (2001)

A study was carry out by Bigne et al. (2001) in two important Spanish tourist resorts on the coast of the Valencia region, to examine the relationship between destination image and tourist's satisfaction, the sample of this study were tourists in Spain (Valencia region). Results of this study showed that there is a significant relationship.

Ryu et al. (2007) investigate the relationships among overall restaurant image and customer satisfaction in the quick-casual restaurant industry. The average respondent satisfaction level was 5.31 with a standard error of 1.01. Results show that store image is a significant predictor of customer satisfaction.

However, a study was conducted in Taiwan by Chen and Tsai (2007) to examine the relationship between destination image and tourist satisfaction; the sample of this

study was postgraduate students studying a tourism management program in Taiwan. Results of this study showed that there is a significant relationship between destination image and tourist's satisfaction**.**

Destination image is an important factor for determining tourist satisfaction. However, a study was carried out by Chi and Qu (2008) to examine destination image and tourist satisfaction; the sample was selected from hotels during the spring season. The results of this study revealed that there is a significant and positive relationship. In addition, the importance of tourist satisfaction has been recognized by academic researchers for at least four decades, but adequate tourist satisfaction models have not been developed or validated.

Table 3.14:

Image and Satisfaction

Author	Year	Area	Country	Results	Respondent
Andreassen & Lindestad	1998	Tourism	Norway	Significant	Customers
Bigne et al.	2001	Tourism	Spain	Significant	Tourists
Ryu et al.	2007	Restaurant industry	USA	Significant	Customers
Chen & Tsai	2007	Tourism	Taiwan	Significant	Tourists
Chi & Qu	2008	Tourism	USA	Significant	Tourists
Xia et al	2009	Tourism	China	Significant	Tourists

Xia et al. (2009) examine antecedents of tourist satisfaction models (tourist expectations, destination image, perceived quality, and perceived value). Structural equation modeling results support the tourist satisfaction model; results of this study

showed that there is a significant and positive relationship between destination image and tourist satisfaction

As shown in Table 3.14 above, there is a relationship between Jordan image and satisfaction amongst different industries; most of these studies have a significant and positive relationship. Therefore, the researcher found that the satisfaction factor can be predicted by the Jordan image. Additionally, the Jordan image is considered in this study as an antecedent of satisfaction and an important factor that can help explain satisfaction.

3.6.4   Definition of Service Climate

According to Blankson and Kalafatis (1999), marketing service is a group of activities or benefits offered for sale or that have been linked to certain commodities. However, this definition does not distinguish between the commodity and the service. Therefore, a service can be defined as a series of activities that take place through the interaction between consumers and service personnel who provide material resources, goods and regulations that are presented as solutions to the problems of the client.

In this study, services for tourists start from the moment of the tourists' arrival in Jordan until their departure from the country's airport. Tourist services include accommodation (housing) and services of food, drinks and complementary services that include telecommunications services and banking services, business services, health services and treatment (Al Alak & Al Taee'e, 2002).

Service climate reflects customer's satisfaction during the interaction between employees and customers' transactions (Solnet, 2006). Additionally, when employees are rewarded for delivering quality service, when they feel that the management dedicates time, energy, and resources to service quality and when they receive the training they need, they would be willing to effectively deal with diverse customers, develop a positive service climate and consequently, lead to customer satisfaction that would result in customers' intention to revisit.

Schneider and Reichers, (1983) defined climate as employees' shared perceptions of organizational policies, procedures and practices. Studies in the field of organizational climate on service firms suggest that organizational climate has strong relevancy with the tourism and hospitality industries as it is relies on face-to-face contact between service providers and customers (Davidson et al., 2001).

McAlexander et al. (1994) used SERVPERF model in western the western U.S.A. to examine the relationship between service quality and patient satisfaction; the results showed that there are significant relationships. Thus, the SERVPERF model is expected to predict patient satisfaction very well.

The definition by Martin et al. (2006) is used as the operational definition. Therefore, the researcher suggests defining service climate as an activity or achievement or benefits provided by a party (employee) to another party (tourist).

3.6.5 The Relationship between Service Climate and Satisfaction

Service climate, quality and customer satisfaction become the priority of both manufacturers and service providers in the increasingly intensified competition for customers. However, findings regarding service quality and customer satisfaction are rather divergent and related studies are fragmented (Wang, 2004), especially for the complicated interrelationships among them. Thus, less is known about the relative impacts of quality-related factors and customer satisfaction. Thus, there are many studies conducted in many settings to examine the relationship between service climate, service quality and satisfaction.

Furthermore, most of the studies discussed the influence of the service climate factor in general, some of these studies are shown in Table 3.15 (refer to page, 138). The main reason for study this linkage, there are inconsistent results, some of these studies have found a significant impacts (Andreassen & Lindestad, 1998; Choi & Chu, 2000; Ti Bei & Chiao, 2001; Bigne et al., 2001; Iglesias & Guillen, 2004; Wang et al., 2004; Aydin & Ozer, 2005; Ismail et al, 2006; Solnet, 2006; Um et al., 2006; Little & Dean, 2006; Yoo & Park, 2007; Udo et al., 2008; Rodriguez et al., 2009) while some studies found that there was an insignificant relationship (Alhroot , 2007).

In Norway, a study was conducted by Andreassen and Lindestad (1998) to identify the relationship between service quality and customer's satisfaction. A total of 600 customers were sampled from three package (charter) tour operators in Norway. Perceived quality has a stronger effect on customer satisfaction for customers with a high degree of service expertise. Likewise, Choi and Chu (2000) conducted a study

in Hong Kong hotels, to examine the relationship between Asian and Western travelers' perceptions about the service quality and travelers' satisfaction in Hong Kong hotels. Findings from this study revealed that there is a significant and positive relation for both Western and Asian travelers.

Another study conducted in USA by Olorunniwo et al. (2000) examine the relationship between service quality and customer satisfaction, using a sample from undergraduate student respondents; the results show that there is a significant relationship in the context of a service industry.

A study focusing on car markets was conducted in Taiwan by Ti Bei and Chiao (2001) to examine perceived service quality and customer satisfaction. This study showed that there is a significant and positive impact between service quality and customer satisfaction in cars market in Taiwan.

In addition, an empirical study was carried out by Bigne et al. (2001) in two important Spanish tourist resorts on the coast of the Valencia region, to examine the relationship between perceived service quality and tourist's satisfaction, the sample of this study were tourists in Spain (Valencia region). Results of this study showed that there is a significant relationship.

The restaurant sector focuses on customer satisfaction in order to survive in the long term. Iglesias and Guillen (2004) conducted this study in Spain to examine the relationship between service quality and customer satisfaction in restaurant firms located in a large city in the northeast area of Spain. The research showed that the

perceived quality has a significant and positive impact on the level of customer satisfaction.

China's Telecommunication Industry focused on customer satisfaction in order to survive in the long term. Wang et al. (2004) conducted a study in China to examine the relationship between network quality and service quality on customer satisfaction in the telecommunication industry in China. The research showed that network quality and perceived quality has a significant and positive impact on the level of customer satisfaction.

In Turkey settings a study was conducted by Aydin and Ozer (2005) examine the relationship between service quality and mobile phone user satisfaction; data was collected by questionnaire from more than 1,500 subscribers in the Turkish mobile telephone market. The results show that there is a significant relationship between service quality and mobile phone users' satisfaction in Turkey.

Ismail et al. (2006) conducted a study in Malaysia to examine the relationship between service quality and customer satisfaction in an audit firm; the results pointed to a significant relationship between service quality and customer satisfaction in audit firms in Malaysia.

Service climate plays a vital role in most of services' companies, hotels, and restaurants. Solnet (2006) examined the relationship between service climate and customer satisfaction; surveys were distributed to approximately 460 employees in Australian hotels. Each of the hotels was either four or five-star. Hotels were chosen

because of the high levels of customer-employee interaction in the hotel industry, and because hotels represent a prototypical service business, results indicate that there is a significant relationship. These results revealed that it is important for looking at service climate and customer satisfaction in the service sectors.

Similarly, an empirical study was carried out in Hong Kong by Um et al. (2006) to examine service quality and tourist satisfaction, the sample of respondents were from the seven target source markets: Mainland China, Chinese Taipei, Singapore, Malaysia, the United States, Canada (or Western Europe), and Australia. Researchers found that there is a significant relationship between service quality and tourist satisfaction. In brief, service climate plays a vital role in most companies.

A study conducted in Australia in a telecommunications call centre by Little and Dean (2006) examine the relationship between service climate and employee commitment. Results from the findings indicate that there is a significant relationship. This result revealed the importance of service climate in the service sectors.

Another study conducted in Jordan by Alhroot (2007) to examine the relationship between service climate and tourist satisfaction. Results of this study found that tourists were dissatisfied with the services provided by Jordanian hotels. In contrast, Yoo and Park (2007) examine the relationship between service quality and customer satisfaction. The statistical results supported this relation, and found there was a significant relationship.

A study conducted in the western U.S.A by Udo et al. (2008) to examine the dimensions of web service quality based on e-customer's expectations and perceptions. Results pointed out that the service quality has a significant relationship with customer satisfaction. As well, Rodriguez et al. (2009) conducted a study in Spain to investigate the relations between the small public local administrations and citizens across an analysis of the link between service quality and citizen satisfaction. Results showed that there was a significant relationship.

Table 3.15:

Service and Satisfaction

Author	Year	Area	Country	Results	Respondent
Andreassen & Lindestad	1998	Tourism	Norway	Significant	Customers
Choi & Chu	2000	Tourism	Hong Kong	Significant	Tourists
Olorunniwo et al	2000	Services	USA	Significant	Customers
Ti Bei & Chiao	2001	Cars Market	Taiwan	Significant	Customers
Bigne et al	2001	Tourism	Spain	Significant	Tourists
Iglesias & Guillen	2004	Restaurant Firms	Spain	Significant	Customers
Wang et al	2004	Telecommunication Industry	China	Significant	Customers
Aydin & Ozer	2005	Mobile telephone markets	Turkey	Significant	Phone users
Ismail et al	2006	Audit firms	Malaysia	Significant	Customers
Solnet	2006	Telecommunications	Australia	Significant	Customers
Um et al.	2006	Tourism	Hong Kong	Significant	Tourists
Little & Dean	2006	Telecommunications	Australia	Significant	Customers
Alhroot	2007	Tourism	Jordan	Insignificant	Tourists
Yoo & Park	2007	Hotel Industry	Korea	Significant	Customers
Udo et al	2008	Information Technology	USA	Significant	Customers
Rodriguez et al	2009	Municipal Services	Spain	Significant	Customers

Thus, there is a lack of previous studies of service climate in the service industry; as shown in Table 3.15 above there are a few studies in service climate. In contrast, there are many studies in service quality; this study focused on reducing the gap of these previous studies in the relationship between service climate and customer's satisfaction in the tourism industry.

3.7   MEDIATING EFFECTS

Baron and Kenny (1986, p. 1) define the mediator as "the mediating function of a third variable, which represents the generative mechanism through which the focal independent variable is able to influence the dependent variable of interest". In this study in order to test for mediation, structural equation models (SEM) using AMOS 6.0 were developed and a comparison done between indirect effects and direct effects.

Mediators, however, are considered as an active organism that interferes between stimulus and response. It is an important variable that can interfere between input and output. The main idea in this model is that the influences of stimuli on behavior are mediated by a variety of transformation processes interior to the organism. This variable interferes between the independent variables and the dependent variable and modifies the results (Baron and Kenny, 1986).

3.7.1 Mediating Effect of Intention

This study considers revisit intention as the mediating effect between perceived behavior control and actual visit behavior. Some of the previous studies found that the intention full mediate in general (Harakeh et al., 2004; George, 2004; Khoo &

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Ainley, 2005; Canniere et al., 2008), while other studies found that intention does not mediate (Mateos et al., 2002).

A study conducted by Shim et al. (2001) examines intention as a mediating effect in the relationship between customer attitude and online purchases; the results showed that intention mediated the relationship.

Similarly, Harakeh et al. (2004) examine the relationship between attitude, self-efficacy, social norm and smoking behavior through the mediating effect of intention; the results showed that the intention mediates the relationship.

Furthermore, a study conducted by George (2004) examines the relationship between perceived behavioral control and behavior mediated by intention, and the results showed that the intention has a mediating effect on the relationship. However, another study by Khoo and Ainley (2005) found that intention mediates the relationship between attitudes to school life and participation.

Another study conducted by Canniere et al (2008) tested the mediating effect of intention in the relationship between attitude, subjective norm and perceived behavior control with actual behavior. The results showed that the intention fully mediates the impact of attitude towards and subjective norm on actual behavior, and partially mediate the impact of perceived behavioral control on actual behavior. Similarly, Lin (2008), examine the relationship between subjective norm and actual behavior through the mediating effect of intention; the result show that the intention mediates the relationship.

In contrast, study conducted by Mateos et al. (2002) to examine intention as a mediator between exogenous variables and actual behavior. Results of this study asserted that behavioral intention had no mediating effect.

3.7.2 Mediating Effect of Satisfaction

The mediating effect of satisfaction is considered the second mediator in this study; customer satisfaction is confirmed as a mediator in the relationship between automated service quality and financial performance (Al-Hawari and Ward, 2006). However, customer satisfaction does play a mediating role in the relationship between service quality and service loyalty (Caruana and Malta, 2002).

A study conducted by Ryu et al. (2007) found that the customer satisfaction is a partial mediator in the relationship between restaurant image, perceived value and behavior intention. In addition, Olorunniwo et al. (2006) examine the mediating effect of satisfaction in the relationship between service quality and behavior intention, results showed that satisfaction played a mediating role.

In contrast, another study conducted by Maxham and Netemeyer (2002) examine the mediating effect of satisfaction in the relationship between perceived justice and word-of-mouth (WOM) intent. This study showed that satisfaction does not mediate. Thus, there is a lack in previous studies of mediating effects in the service industry; as discussed above there are a few studies on the mediating effect of intention and satisfaction. In contrast, there are many studies that have a direct relationship on

actual behavior. This study focused on reducing the gap of these previous studies in

the service industry.

3.8 OPERATIONAL DEFINITIONS OF VARIABLES

The definitions of the main variables used in this study are listed in Table 3.16.

Table 3.16:

Operational Definitions of Variables

Variable Name	Definition
Jordan Image	The visitors' perceptions about Jordan as the host nation for the festivals and as a tourist destination (Schneider and Sonmez,1999)
Perceived Risk	The fear of any terrorist attack, disease or infection, political or social problems during the trip (Gallarza & Saura, 2006)
Service Climate	The degree to which customers feel that an organization has a great interest in their needs and desires. (Martin et al., 2006)
Tourist Satisfaction	Satisfaction felt by the consumer through the match or mismatch between expectations and performance of the services that are provided by the organization (Chitty et al., 2007).
Tourist Attitude	"An individual's positive or negative belief about performing behavior of revisit intention to Jordan" (Ajzen & Fishbein, 1980)
Subjective Norm	The person's perception of the social pressure for him/her to perform or not to perform the behavior (Ajzen, & Fishbein, 1980)
Perceived Behavior Control	The person's perception of their ability to perform the behavior (Ajzen, 1988).
Revisit Intention	"A stated likelihood to return to the country and to recommend the country to family, friends, and others in the future" (Ryu et al., 2007).
Actual Visit Behavior	The actual visit behavior is the manifest, observable response in a given situation with respect to a specific target. Actual visit behavior observations can be seen across contexts and times (Ajzen, & Fishbein, 1980).

3.9   SUMMARY

This chapter addressed actual tourist visit behavior, antecedents of actual visit behavior, and the relationship between revisit intention and actual visit behavior. Also the chapter tackled the relationship between antecedents of revisit intention; the relationship between Jordan image, service climate, and tourists' perceptions of the risk and tourist satisfaction. The researcher also reviewed some of the previous studies conducted on the marketing of hotels such as climate services, and also pointed out that world tourism has become much affected by terrorist attacks, the researcher address the problem and relate it to the Middle East situation. Finally, the researcher points out the importance of intention and satisfaction as a mediating effect in this study.

CHAPTER FOUR
RESEARCH FRAMEWORK AND
HYPOTHESIS DEVELOPMENT

4.1   INTRODUCTION

The previous chapter discusses the literature dealing with a well-known theory and studies that have been conducted for developing the framework for this research. In this chapter, the researcher explains the basic concepts of designing a research model and the hypothesized framework diagram are meticulously discussed. In this chapter, the researcher also presents the study hypotheses of this thesis.

4.2   RESEARCH FRAMEWORK

A theoretical framework is a collection of interrelated concepts which guides the research, determining what things will be measured, and what relationships will be sought in the data (Borgatti, 1999). Additionally, Nachmias and Nachmias (1996) argues that a theoretical framework as representation of reality; it describes in vivid detail those aspects (variables) of the real world the scientist considers to be relevant to the problem investigated and clarifies the significant relationship among them.

In the same vein, Borgatti (1999) point out that theoretical frameworks are important in exploratory studies because: 1) no matter how little one thinks they know about a topic, and how unbiased they think they are, it is impossible for a human being not to have preconceived notions, even if they are of a very general nature, and 2) the

framework tends to guide what one may notice in an organization, and what they don't notice.

The framework of the study addresses independent variables that include: antecedents of tourists' satisfaction (Jordan image, perceived risk and service climate), and antecedents of revisit intention (tourists attitude, subject norms and perceived behavior control). The frame work also selects tourist satisfaction and intention to revisit as a mediating factors and actual visit behavior as dependent variable.

The TPB is the primary underpinning theory used in research. As seen in the review of literature, TPB was adopted by many research studies and it shows a strong predictor to actual behaviors, even across different geographical locations. A huge amount of research found strong support for TPB usage (Han et al., 2010; Sparks & Pan 2009; Quintal et al., 2009; Gopi & Ramayah, 2007; Pilling et al., 2004; Pavlou & Chai, 2002).

Most of the past research studies supported and used TPB to explain customer's behavior in different industries (refer to chapter three, Table 3.4, refer to page, 80). Most of these studies found out that TPB theory to be a strong model in predicting consumer's behavior. Therefore, TPB is a suitable theory that can be used to explain international tourists' behavior in this study (Dai & Kuo, 2007; Ahmad and Juhdi, 2008; Sparks & Pan, 2009; Han et al., 2010) as shown in Table 3.3 (refer to page, 73).

The variables in TPB framework adopted for this study consist of Jordan image (Schneider and Sonmez, ,1999), perceived risk (Gallarza & Saura, 2006), service climate (Schneider et al., 1998; Martin et al, 2006); tourist satisfaction (Chitty et al., 2007; Olorunniwo, 2006); tourist attitude, subjective norm (Cannier et al., 2008) and perceived behavior control by (Cannier et al., 2008; Koufaris & Hampton-Sosa, 2002), revisit intention by (Olorunniwo, 2006; & Ryu et al., 2007), and actual visit behavior by (Shih & Fang, 2004; Raman et al., 2008). The latent variable is divided into types. Exogenous and endogenous, exogenous refers to an independent variable as Jordan image and endogenous refer to a dependent variable as actual visit behavior in this study.

The importance of adopting this new model lies in the ability to examine the effect of Jordan image, service climate provided by hotels, tourist satisfaction, the level of perceived risk and antecedents of revisit intention and actual visit behavior. Exogenous construct or variable that "the acts only as a predictor or (cause) for other constructs or variables in the model" (Hair et al., 2006, p. 580), and endogenous construct or variable that is dependent or outcome variable in at least one causal relationship (Hair et al., 2006, p. 580).

In this study the researcher proposes a new model (Figure 4.1, refer to page, 148) that will measure the effect of exogenous variables (independent variables), tourist satisfaction and revisit intention as mediator, and actual visit behavior (Adependent variable).

The categories of these variables are classified as follows:

- Exogenous variables (Independent variable)

    1. Jordan's Image

    2. Perceived risk

    3. Service climate.

    4. Tourist's attitude

    5. Subjective norm

    6. Perceived behavioral control

    7. Mediating variable: Tourist satisfaction and Revisit Intention

- An endogenous variable (a dependent variable): Actual Visit Behavior

Figure 4.1 (refer to page, 148) shows the relationships between the independent and dependent variables of this research study as discussed in the previous section of this chapter.
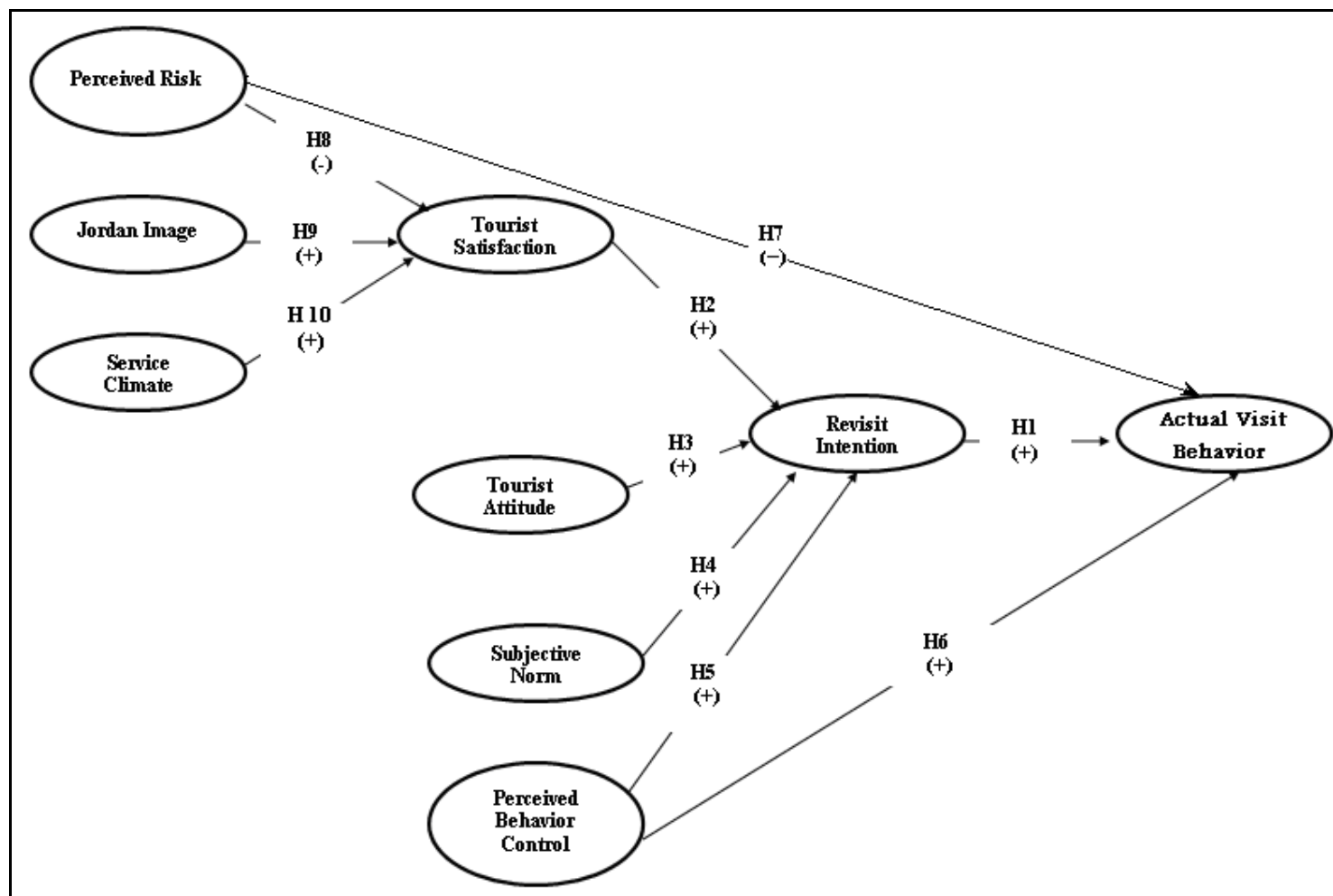
Figure 4.1:

Research Framework

4.3 MODEL AND HYPOTHESIS DEVELOPMENT

In reference to the design and framework of the study, this section provides a discussion on the development of the model of this study as shown in the next section.

4.3.1 Model Development

This study adopts the TPB by Ajzen (1985). It is supported by many studies in this field (Pilling et al, 2004; Fusilier & Durlabhji, 2005; Karami, 2006; Baker et al., 2007; Gopi & Ramayah, 2007; Quintal et al., 2009; Han et al., 2010) as discussed in the literature review in chapter three. Most previous studies revealed that there is a relationship between antecedent of revisit intentions and actual visit behaviors in European and Asian contexts.

Many previous studies had stopped at intention as dependent variable in many different settings (Anderson & Sullivan, 1993; Baker & Crompton, 2000; Hellier et al., 2003; Um et al., 2006; Castro et al., 2007; Chen, 2008; Hong et al., 2009). Similarly, most of past studies in tourism also stopped at intention (Lam et al, 2007; Dai & Kuo , 2007; Schubert, 2008; Quintal et al., 2009; Sparks & Pan, 2009; Han et al., 2010), and only one study included actual behavior (Lin, 2008)

This study used intention as a mediator and actual visit behavior as an endogenous variable. Additionally, tourist satisfaction is considered as an external variable to increase the power of TPB. Therefore, tourist satisfaction and antecedents of satisfaction (perceived risk, Jordan image and service climate) are considered as external variables in this study to explain the actual visit behavior.

However, none of them has carried out an integral analysis of all the above variables (antecedents of revisit intention and actual visit behaviors). Hence, the purpose of this analysis is to test the relationships between the different pairs of variables as a whole, in order to determine the direction and significance of these relationships in the Jordanian context.

4.3.2   Hypothesis Development

This section discusses how actual visit behavioral is related to its predictors; antecedents of revisit intention (tourist attitude, subjective norm, and perceived behavioral control) and antecedents of tourist satisfaction (Jordan image, perceived risk and service climate) and how these antecedent variables are associated with belief constructs. Next sections discuss all hypotheses of this study as following:

4.3.2.1 Revisit Intention and Actual Visit Behavior

The first hypothesis in this study is the relationship between revisit intention and actual visit behavior. Most of Past studies in tourism setting had stopped at intention (Lam et al, 2007; Dai & Kuo, 2007; Schubert, 2008; Quintal et al., 2009; Sparks & Pan, 2009; Han et al., 2010), and only one study has included actual behavior in tourism setting (Lin, 2008). This study found that the linkage between behavior intention and actual behavior is significant in tourism industry. This gap in the previous studies in tourism settings is a major reason to include actual behavior in this study.

Figure 4.2 shows that the conceptual relationship between revisit intention and actual visit behavior is positive according to past studies. Thus, the researcher hypothesizes that:

Hypothesis 1: There is a positive relationship between Revisit Intention and Actual Visit Behavior.
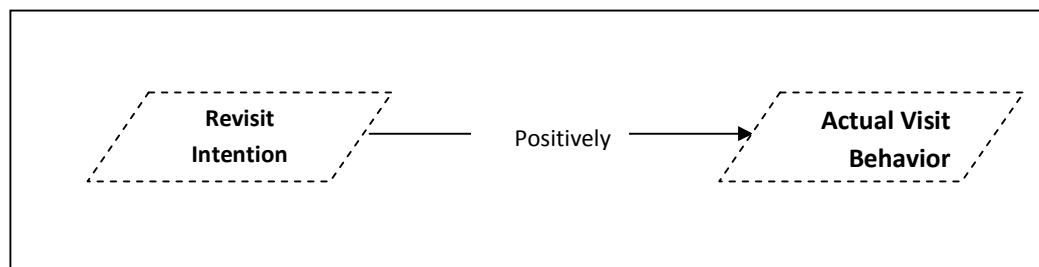
Figure 4.2:

Conceptual Relationship between Revisit Intention and Actual Visit Behavior

4.3.2.2 Tourist Satisfaction and Revisit Intention

The second hypothesis is the linkage between tourist satisfaction and revisit intention. There are many previous studies were conducted in the relationship between satisfaction and intention in tourism settings (Andresen, 1998; Baker & Crompton, 2000; Valle et al., 2006; Yuksel & Yuksel, 2007; Gonzalez et, al., 2008; Hong et al., 2009; Alegre & Cladera, 2009). In contrast, only one study was conducted in Jordan tourism settings (Alhroot, 2007). A study conducted in Jordan by Alhroot (2007) to examine the relationship between tourist satisfaction and revisit intention. The study revealed that there is an insignificant relationship. However, there is inconsistency in the results revealed in previous studies in tourism settings;

some of previous studies found a significant relationship between satisfaction and behavior intention (Baker & Crompton, 2000; Valle et al., 2006; Yuksel & Yuksel, 2007; Gonzalez et, al., 2008; Hong et al., 2009; Alegre & Cladera, 2009) While few studies found that there is an insignificant relationship (Andresen, 1998; Alhroot, 2007). In contrast, the relationship between tourist satisfaction and actual visit behavior is not a hypothesis in this study, because not enough evidence since only one study has conducted it in non-tourism setting (Nyer, 1998).

Furthermore, this study includes tourist satisfaction as other important predictor for revisit intention. Figure 4.3 below shows that, according to past studies, the conceptual relationship between tourist satisfaction and revisit intention is positive. Given that, the researcher hypothesizes that:

Hypothesis 2: There is a positive relationship between Tourist Satisfaction and Revisit Intention.
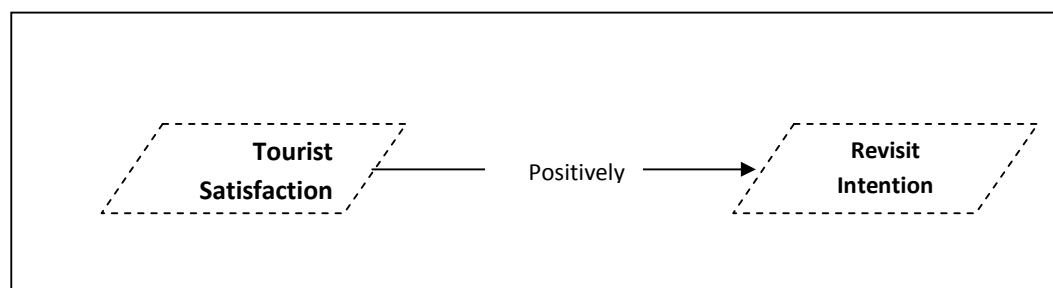
Figure 4.3:
Conceptual Relationship between Tourist Satisfaction and Revisit Intention

4.3.2.3 Tourist Attitude and Revisit Intention

The third hypothesis is the relationship between tourist attitude and revisit intention. Most of the past studies were conducted in different settings (Tan & Teo, 2000; Pavlou & Chai, 2002; Shih & Fang, 2004; Pilling et al, 2004; Fusilier & Durlabhji, 2005; Laforet & Li, 2005; Al Sukkar, 2005; Mahmod et al., 2005; Pedersen & Nysveen, 2005; Chu & Wu, 2005; Ng & Rahim, 2005; Ok & Shon, 2010; Gopi & Ramayah, 2007; McIvor & Paton, 2007; Nor & Pearson, 2007; Baker et al., 2007; Abu Shanab & Pearson, 2007; Hernandez & Mazzon, 2007; Woon & Kankanhalli, 2007; Canniere et al., 2008; Celik, 2008; Amoroso & Hunsinger, 2008), while few studies conducted in tourism settings (Dai & Kuo , 2007; Schubert , 2008; Sparks & Pan, 2009; Quintal et al., 2009; Han et al., 2010).

The main reason to study this linkage is because past studies have found inconsistent findings in tourism settings, some of previous studies have found a significant relationship (Dai & Kuo, 2007; Schubert, 2008; Quintal et al., 2009; Han et al., 2010). In contrary, a few studies found that there is an insignificant relationship (Sparks & Pan, 2009).

However, the researcher does not have found any study in Jordan tourism setting that included tourist attitude as predictor of revisit intention. Figure 4.4 (refer to page, 154) presents the conceptual positive relationship between tourist's attitude and revisit intention as showed in previous studies, and according to TPB studies, a positive relationship was found between attitude and intention. Thus, this study hypothesis a positive relationship as follows:

Hypothesis 3: There is a positive relationship between Tourist Attitude and Revisit Intention
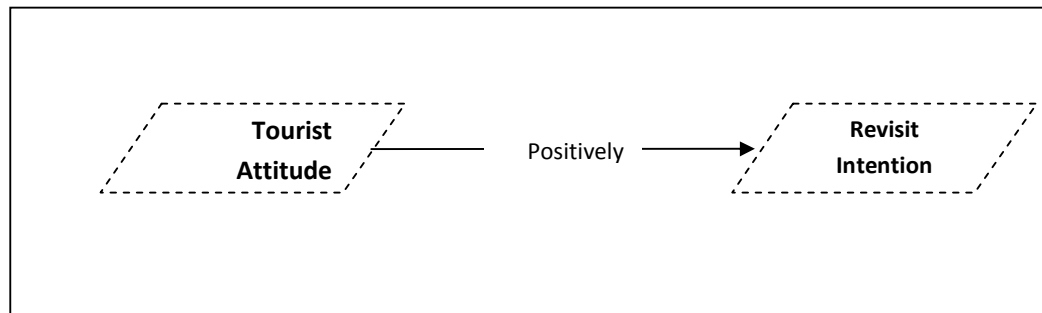
Figure 4.4:

Conceptual Relationship between Tourist Attitude and Revisit Intention

4.3.2.4 Subjective Norm and Revisit Intention

The fourth hypothesis is the linkage between subjective norm and revisit intention. The major issue to include subjective norm in this study is the fact that no study was conducted in Jordan tourism. However, there are many previous studies conducted in different settings (Dai & Kuo, 2007; Schubert, 2008; Sparks & Pan, 2009; Quintal et al., 2009; Han et al., 2010). Most of these studies found a significant relationship.

Additionally, there are inconsistent findings, some of previous studies found a significant impacts (Tan & Teo, 2000; Pilling et al., 2004; Laforet & Li, 2005;Fusilier & Durlabhji, 2005; Ng & Rahim, 2005; Chu & Wu, 2005; Mahmod et al., 2005; Lam et al., 2007; Abu Shanab & Pearson, 2007; Hernandez & Mazzon, 2007 Baker et al., 2007; Gopi & Ramayah, 2007; Nor & Pearson, 2007; Celik, 2008; Amoroso & Hunsinger, 2008; Sparks & Pan, 2009; Quintal et al., 2009; Han et al., 2010). While few studies found that there is an insignificant relationship (Shih & Fang, 2004; Pedersen & Nysveen, 2005; Ok & Shon, 2010). However, previous

studies did not take into account subjective norm in Jordan tourism setting as a predictor of revisit intention. Thus, based on the above findings, the researcher hypothesizes that**:**

Hypothesis 4: There is a Positive Relationship between Subjective Norms and Revisit Intention

Figure 4.5 presents the positive conceptual relationship between subjective norm and revisit intention, according to previous studies.
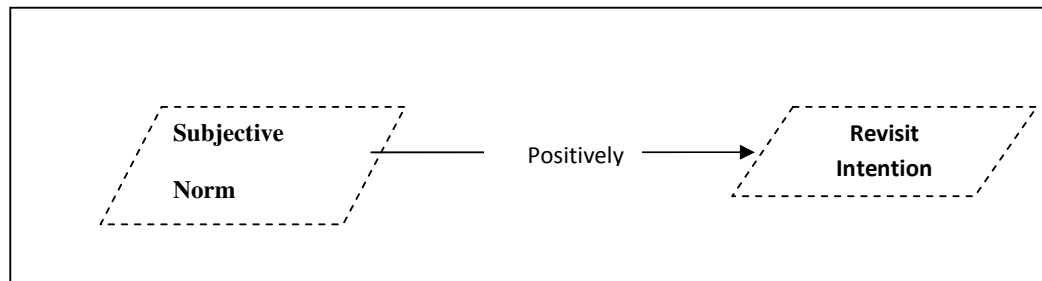
Figure 4.5:

Conceptual Relationship between Subjective Norm and Revisit Intention

4.3.2.5 Perceived Behavior Control and Revisit Intention

The fifth hypothesis is the linkage between perceived behavior control and revisit intention. There are inconsistent findings regarding this linkage, whereby some of the previous studies found a positive and significant impact (Tan & Teo, 2000; Pilling et al., 2004; Fusilier & Durlabhji, 2005; Chu & Wu, 2005; Lam et al., 2007; Abu Shanab & Pearson, 2007; Hernandez & Mazzon, 2007 Baker et al., 2007; Dai & Kuo, 2007; Gopi & Ramayah, 2007; Nor & Pearson, 2007; Schubert, 2008;

Amoroso & Hunsinger, 2008; Sparks & Pan, 2009; Quintal et al., 2009; Han et al., 2010). Few studies found that insignificant relationship (Pavlou & Chai, 2002; Ng & Rahim, 2005; Celik, 2008). Most of past studies that were conducted in tourism settings have found a positive and significant impact (Dai & Kuo, 2007; Schubert, 2008; Quintal et al., 2009; Sparks & Pan, 2009; Han et al., 2010). However, the main reason to study this linkage is the fact that previous studies have not found any study in Jordanian tourism settings. As shown in Figure 4.6 below, the conceptual relationship between perceived behavior control and revisit intention is positive based on previous studies and past literature. Thus, this study hypothesis a positive relationship as follows:

Hypothesis 5: There is a positive relationship between Perceived Behavior Control and Revisit Intention
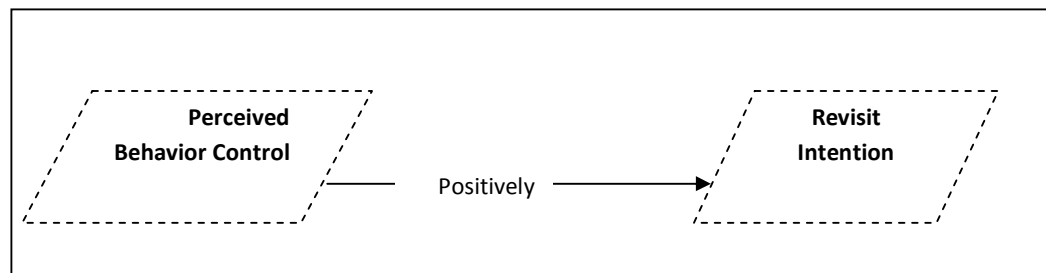
Figure 4.6:
Conceptual relationship between Perceived Behavior Control and Revisit Intention

4.3.2.6 Perceived Behavior Control and Actual Visit Behavior

The sixth hypothesis is the linkage between perceived behavior control and actual visit behavior. In tourism, perceived behavior and actual visit behavior are very important aspects to be considered in relevant studies such as the present one. The main reason for including this linkage because there are inconsistent findings, some past studies found a positive and significant impact (George, 2004; Fusilier & Durlabhji, 2005; Chu & Wu, 2005; Gopi & Ramayah, 2007) while other studies have found an insignificant relation (Pedersen & Nysveen, 2005).

Furthermore, some of barriers either internal or external would be expected to bring the tourists to perceive themselves as having less than complete volitional control over performing the visit behavior (Muhamad, 2008). Hence, the actual visit behavior will be expected from tourist's perceived control over performing the visit behavior

Most of past studies were conducted in different settings. However, there are not any studies conducted in Jordanian tourism settings. According to past studies and theory of TPB there is a positive relationship between perceived behavior control and actual visit behavior. In this regard, Figure 4.7 (158) presents the conceptual relationship between perceived behavior control and actual visit behavior. In conclusion, the researcher has come out with the following hypothesis:

Hypothesis 6: There is a positive relationship between Perceived Behavior Control and Actual Visit Behavior.
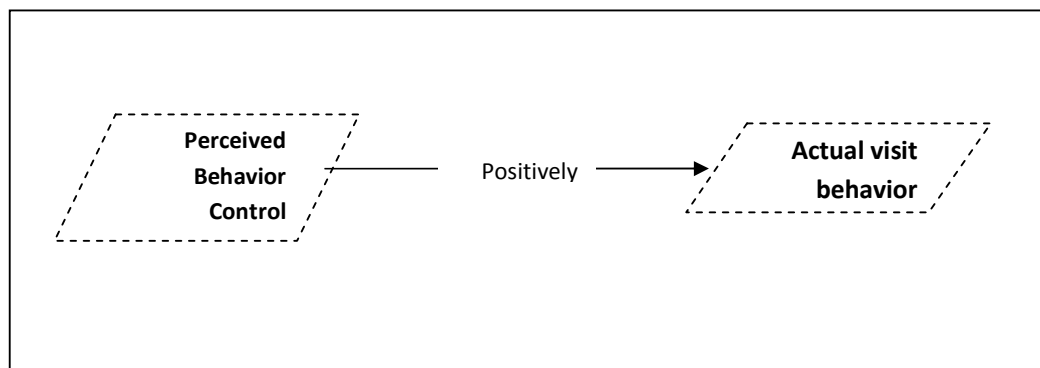
Figure 4.7:
Conceptual Relationship between Perceived Behavior Control and Actual Visit Behavior

4.3.2.7 Perceived Risk and Actual Visit Behavior

The seventh hypothesis is the linkage between perceived risk and actual visit behavior. Perceived risk plays a vital role to understand tourists' behavior. The major reason to include perceived risk in this study, there is a dearth of research in tourism settings, and most of past studies conducted in non tourism settings (Sathye, 1999; Kolodinsky et al., 2004; Ndubisi & Sinti, 2006; Mphil et al., 2007; Hongfeng et al., 2008; Ozdemir & Trott, 2009). Additionally, there are inconsistent results, some of previous studies have found a negative and significant impact (Sathye, 1999; Kolodinsky et al., 2004; Mphil et al., 2007; Ozdemir & Trott, 2009). While, few studies found that there is an insignificant relationship (Ndubisi & Sinti, 2006; Hongfeng et al., 2008).

In this regard, Figure 4.8 (refer to page, 159) presents the conceptual relationship between perceived risk and actual visit behavior. Thus, according to this gap this study hypothesizes a negative relationship for this linkage. Given that the researcher hypothesizes that**:**

Hypothesis 7: There is a negative relationship between Perceived   Risk and Actual Visit Behavior.
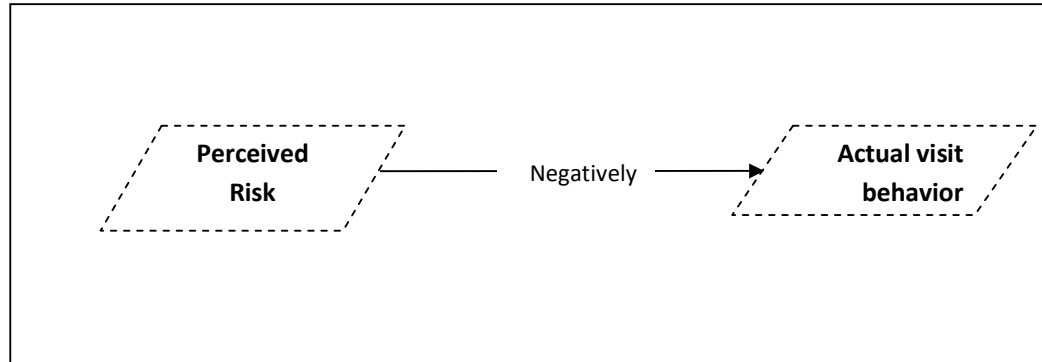
Figure 4.8:

Conceptual Relationship between Perceived Risk and Actual Visit Behavior

4.3.2.8 Perceived Risk and Tourist Satisfaction

The eighth hypothesis is the linkage between perceived risk and tourist's satisfaction. Perceived risk and tourist's satisfaction are important components in tourism industry whether at the international or regional arena. However, the main issue to study this linkage, there are few studies that examined the relationship between perceived risk and tourist satisfaction in tourism settings (Yuksel & Yuksel, 2007). Similarly, there are limited studies in Jordanian tourism settings.

Previous studies have found the influence of the perceived risk factor in general, some of these studies have found that there is a significant and negative relationship (Yuksel & Yuksel, 2007; Celik, 2008; Grabner-Krauter & Faullant, 2008; Amoroso & Hunsinger, 2008; Quintal et al., 2008; Wong &Yeh, 2009). In contrast, other

studies found that there is an insignificant and negative relationship (Udo et al., 2008).

Furthermore, as shown in previous studies, this study included perceived risk as another important predictor for tourist satisfaction. Figure 4.9 below shows that, according to past studies the conceptual relationship between perceived risk and tourist satisfaction is negative. Given that, the researcher hypothesizes that:

Hypothesis 8: There is a negative relationship between Perceived Risk and Tourist Satisfaction
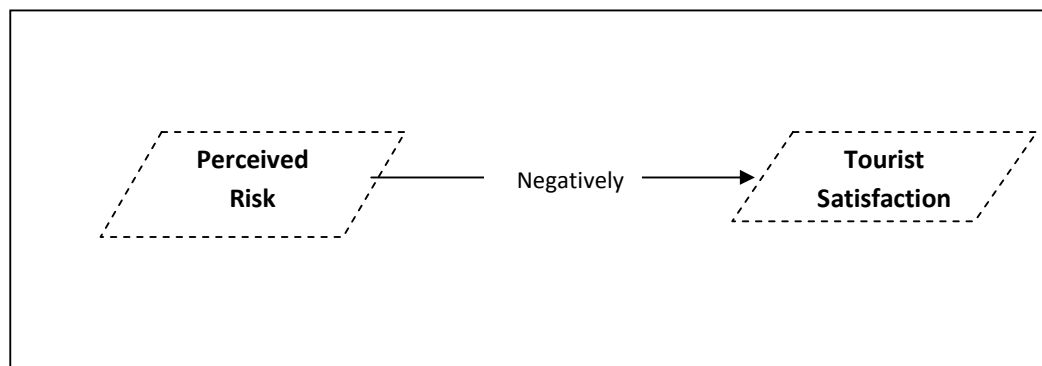
Figure 4.9:
Conceptual Relationship between Perceived Risk and Tourist Satisfaction

4.3.2.9 Jordan Image and Tourist Satisfaction

The ninth hypothesis is the linkage between Jordan image and tourist satisfaction. In relevance to the objectives of the present research, Jordan image and tourist's satisfaction is an essential components in the development of the model of the present study and that should be taken into consideration. Furthermore, the important

issue to include this linkage because most of past studies in different tourism settings (Andreassen & Lindestad, 1998; Bigne et al., 2001; Ryu et al., 2007; Chen & Tsai, 2007; Chi & Qu, 2008; Xia et al., 2009), and there are limited studies that have been conducted in Middle East in general and in Jordanian tourism settings in particular.

As shown in Figure 4.10 below the conceptual relationship between Jordan image and tourist satisfaction is positive. Based on the above findings, the researcher hypothesizes that:

Hypothesis 9: There is a positive relationship between Jordan Image and Tourist Satisfaction.
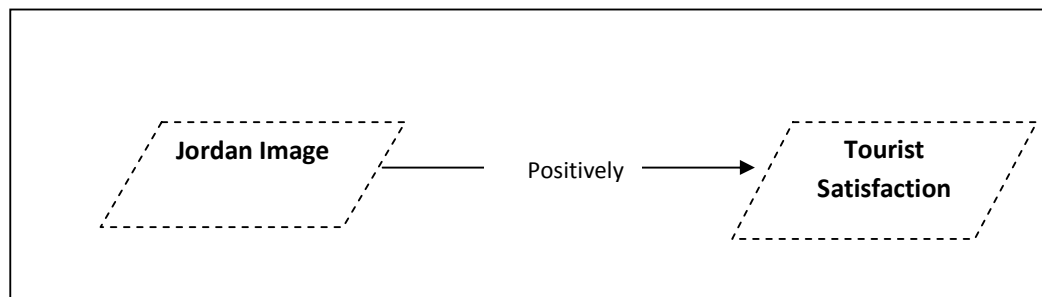
Figure 4.10:
Conceptual Relationship between Jordan Image and Tourist Satisfaction

4.3.2.10 Service Climate and Tourist Satisfaction

The tenth hypothesis is the linkage between service climate and tourist satisfaction. the main reason for studying this linkage is the fact that there are inconsistent results, some of these studies have found a positive and significant impact (Andreassen & Lindestad, 1998; Choi & Chu, 2000; Ti Bei & Chiao, 2001; Bigne et al., 2001;

Iglesias & Guillen, 2004; Wang et al., 2004; Aydin & Ozer, 2005; Ismail et al, 2006; Solnet, 2006; Um et al., 2006; Little & Dean, 2006; Yoo & Park, 2007; Udo et al., 2008; Rodriguez et al., 2009) while some studies found that there was a insignificant relationship (Alhroot , 2007).

Additionally, there are many past studies that were conducted in different tourism settings, while few studies were conducted in Jordanian tourism settings (Alhroot, 2007). Furthermore, this study includes service climate as another important predictor for tourist satisfaction. Figure 4.11 below shows that, according to past studies the conceptual relationship between service climate and tourist satisfaction is positively. Given that, the researcher hypothesizes that:

Hypothesis 10: There is a positive relationship between Service Climate and Tourist Satisfaction.
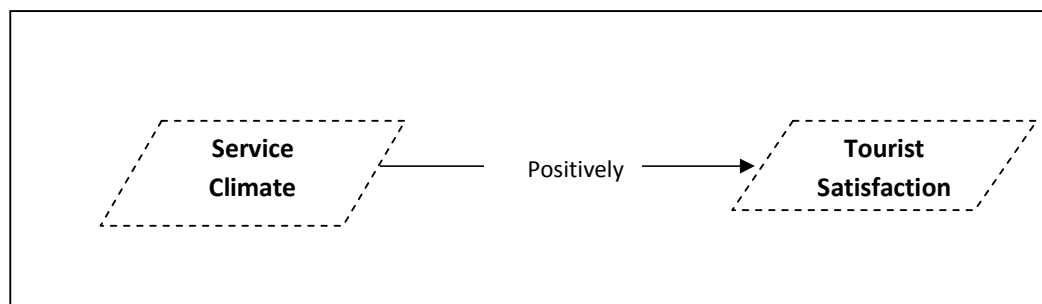
Figure 4.11:

Conceptual Relationship between Service Climate and Tourist Satisfaction

4.3.11 Intention as Mediating Effect between Perceived Behavior Control and Actual Visit Behavior

The eleventh hypothesis is the mediating effect of revisit intention in the linkage between perceived behavior control and actual visit behavior. The main issue for study intention as mediating effect because there are inconsistent results, some previous studies found that the intention was full mediate (Harakeh et al., 2004; George, 2004; Khoo & Ainley, 2005; Canniere et al., 2008). While other studies found that intention did not mediate (Mateos et al., 2002; Nik Mat & Sentosa, 2008).

Most of the past studies, that included intention as mediating effect, were conducted in different settings (Harakeh et al., 2004; George, 2004; Khoo & Ainley, 2005; Canniere et al., 2008), while limited studies were conducted in Middle East in general and in Jordanian tourism settings in particular (Qwaider, 2005; Alhroot, 2007; Harahsheh, 2010). Thus, the study hypothesis for the mediating effect of revisit intention as follows:

Hypothesis 11: Revisit Intention mediates the relationship between Perceived Behavior Control and Actual Visit Behavior.

As shown in Figure 4.12, the conceptual relationship of intention as a mediating effect in the relationship between perceived behavior control and actual visit behavior based on previous studies.
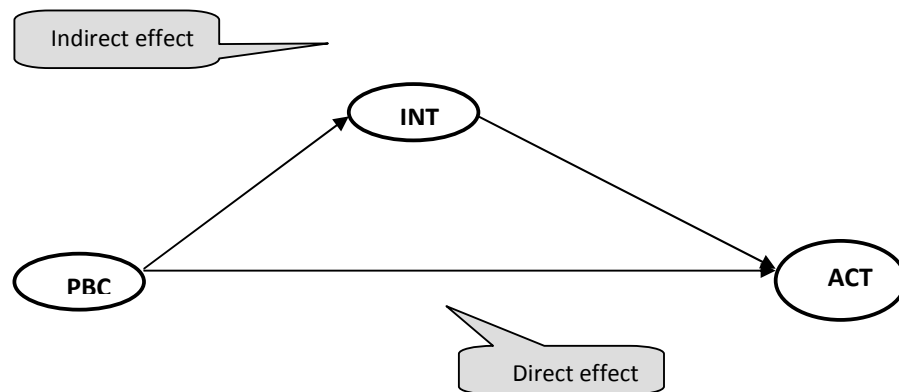
Figure 4.12:

Conceptual Relationship of mediating effect of intention

4.3.2.12 Satisfaction and Intention as Mediating Effect between Perceived risk and Actual Visit Behavior

The twelfth hypothesis is the mediating effect of tourist satisfaction and revisit intention in the linkage between perceived risk and actual visit behavior. Theory of TPB included intention as mediating effect, and for tourist satisfaction is considered an important factor in this study.

Furthermore, the major reason for including both tourist satisfaction and revisit intention as mediating effects is the fact that there are inconsistent findings that found revealed the mediating effect of satisfaction, some past studies found full mediating effect (Patterson & Spreng, 1997; Caruana & Malta, 2002; Al-Hawari &

Ward, 2006; Olorunniwo et al., 2006; Ryu et al., 2007), and few studies did not find mediating effect (Maxham and Netemeyer, 2002).

Limited studies examine satisfaction and intention as mediators. This study includes tourist satisfaction and revisit intention as mediators in Jordanian tourism setting. Thus, the study hypothesis for the mediating effect of tourist satisfaction and revisit intention as follows:

Hypothesis 12: Tourist Satisfaction and Revisit Intention mediates the relationship between Perceived Risk and Actual Visit Behavior.

As shown in Figure 4.13, the conceptual relationship of satisfaction and intention as mediating effect in the relationship between perceived risk and actual visit behavior based on previous studies.
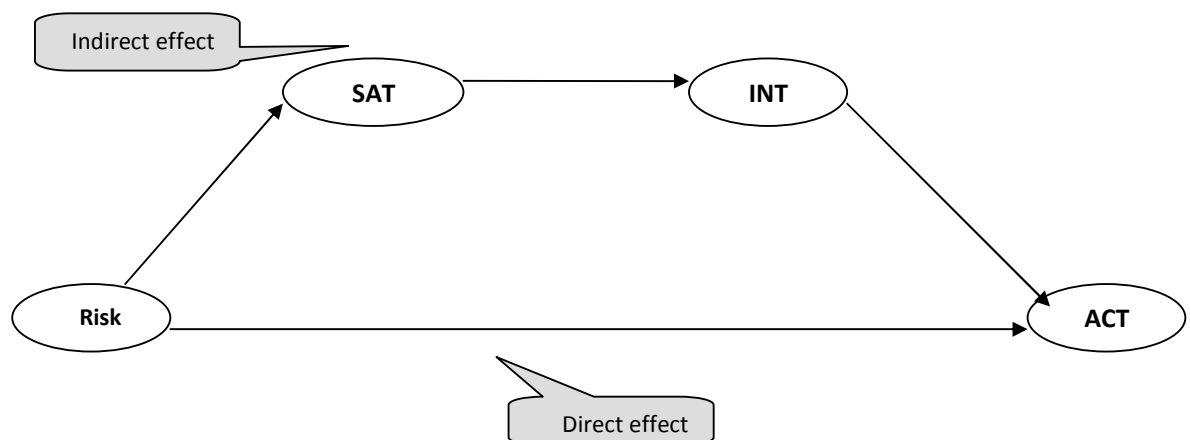
Figure 4.13:

Conceptual Relationship of mediating effect of satisfaction and intention

4.4 HYPOTHESIS FORMULATION

This section includes the hypothesis information of this study as discussed below:

H1 Revisit Intention is related positively with Actual visit Behavior.

H2 Tourist Satisfaction is related positively with Revisit Intention.

H3. Tourist Attitude is related positively with Revisit Intention

H4 Subject Norm is related positively with Revisit Intention.

H5 Perceived Behavior Control related positively with Revisit Intention.

H6 Perceived Behavior Control related positively with Actual visit Behavior.

H7 perceived Risk is related negatively with actual visit behavior.

H8 perceived Risk is related negatively with Tourist Satisfaction.

H9 Jordan Image is related positively with Tourist Satisfaction.

H10 Service Climate is related positively with Tourist Satisfaction.

H11 Revisit Intention mediates the relationship between Perceived Behavior Control and Actual visit Behavior.

H12 Tourist Satisfaction and Revisit Intention mediates the relationship between Perceived risk and Actual visit Behavior

4.5 SUMMARY

This chapter proposed a theoretical framework (a research model) based on the theory of planned behavior (TPB), with a strong evidence for the formation of the research model employed in our study. Twelve research hypotheses were developed from the model, these hypotheses were developed from previous studies with the goal of examining the relationship between revisit intention and actual visit behavior; tourist attitude, subjective norm, perceived behavior control and revisit intention; Jordan image, perceived risk, service climate and tourist satisfaction. Finally, examine the mediating effect of revisit intention and satisfaction.

CHAPTER FIVE

METHODOLOGY

5.1 INTRODUCTION

This chapter provides a discussion on the research design, sampling methods, structured questionnaire, pilot study, measurement of variables, and data analysis procedures. The chapter also outlines the structural equation modeling (SEM), confirmatory factor analysis (CFA), and goodness of model index. Finally, the chapter concludes with the direct and indirect effect of the results.

5.2 RESEARCH DESIGN

The selection of an appropriate research methodology is crucial to the effectiveness of a research project. An appropriate research design is essential to determine the type of data, data collection technique, and sampling methodology. Therefore, these research designs are considered very important in achieving the research objectives (Burns & Bush, 2002).

This study aims to utilize a quantitative research design to investigate the predictors of actual visit behavior of international tourists visiting Jordan. Quantitative research design is used because it helps the researcher to examine throughly the big sample of respondent's opinions about the suggested phenomenon, and consequently the researcher can take a specific perspective of human behavior (Lakshman et al., 2000).

Neuman (2006) points out that the purpose of quantitative research is to test the relationship it can also test the generalization of these results. Given that, the

researcher used a survey to collect primary data. Sukamolson (2005) mentioned different advantages of using quantitative research such as:

1. Providing estimates of populations at large.

2. Indicating the extensiveness of attitudes held by people.

3. Providing results which can be condensed to statistics.

4. Allowing for statistical comparison between various groups.

5. Having precision is definitive and standardized.

6. Measuring level of occurrence, actions, trends, etc.

7. Answering such questions as "How many?" and "How often?".

5.3 SAMPLING METHODS

This section provides a discussion on the population, sampling frame, sample size and distribution of questionnaire to respondents as follows:

5.3.1 Population

The population of this study consists of international tourists who are staying in 55 Jordanian hotels. This study excludes the local Jordanian tourists. This study selected international tourists because there are some reasons. Firstly, it has been used in past studies (Yuksel & Yuksel, 2007; Hong et al., 2009; Alegre & Cladera, 2009). Secondly, the international tourists can give the correct information regarding the model such as, image, risk and satisfaction (Quintal et al, 2009; Wong &Yeh, 2009). Thirdly, international tourists inside Jordan still have fresh memories to express their experiences of the places they visited in Jordan.

Thus, they can give current perceptions of the Jordan image based on the questionnaire designed by the researcher. Excluding the local tourists in Jordan from this survey was a precaution that they may be biased. Additionally, not all Jordanians have enough money to visit local tourist places. In this context, the population of the study is the international tourists visiting Jordan.

In 2008 there were about 5.4 million international tourists visiting Jordan (MoTA, 2010). International tourists were selected to become the unit of analysis because most of visitors are coming from different countries to visit tourist sites in Jordan like Petra and Dead Sea in the South of Jordan. The South of Jordan was chosen because most tourist places are found in the South and the numbers of international tourists visited south of Jordan mounted to be more than 3.2 millions in 2008. For example 580,000 visited Petra in 2007 compared with 813.267 tourists in 2008 (MoTA, 2009a). This big number of tourists in the south is up to the presence of port of Aqaba and Al Petra which is one of world's wonders in 7-7-2007 (MoTA, 2009a).

5.3.2 Sampling Frame

Sampling frame is a list of items in the field of population research (Sekaran, 2003). The sampling frame for this study consists of international tourists. In this study the sample included 850 international tourists in southern region of Jordan that included cities such as Aqaba, Wadi Musa, Wadi Rum and Petra. These tourists were staying in different hotels in the south of Jordan within the period from December 20, 2008 until March 20, 2009. The number of the hotels in the Southern region is about 55 hotels which are estimated to have ranging from one star- to five star hotels. All of the fifty five hotels were selected for this study as shown in Table 5.1.

Table 5.1:

Number of Jordanian Hotels

Region	5Star Hotel	4Star Hotel	3Star Hotel	2Star Hotel	1Star Hotel	No. Of Hotel
South	8	4	13	13	17	55
Middle	15	17	30	37	32	131
North	-	-	1	4	5	10
Total	23	21	44	54	54	196

Source: MoTA (2009a)

5.3.3 Sample Size

According to Sekaran (2003) it is appropriate for a quantitative research to have a sample size that is larger than 30. According to Scheaffer et al. (1979; 1986), to determine the size of any study sample some information is required concerning the size of population, the desired error level (e.g., 5%), and the desired level of confidence (e.g., 95%) as shown in Table 5.3 (refer to page, 173).

Statistical report of Jordan tourism by MoTA (2009a) points out that there were about 5.4 tourists who visited Jordan during 2008. Therefore, the sample size of population is more than one million. This study included about 384 tourists as displays in Table 5.2 (refer to page, 172) (Krejcie & Morgan, 1970; Cohen, 1969).

The sample size could also be determinant using confidence level (Vokell and Asher, 1995, p 241). Based on this assumption, 384 sample sizes are suggested at 95% confidence level and 5% margin of error. The next step is to determine the number of

questionnaires to be distributed to obtain 384 sampling. This will be based on the number of samples used in the past studies which indicate a response rate of 45% (Wilkins, 2005; Hede and Thyne, 2007). Thus, based on this percentage, 850 respondents (tourists) are needed.

Table 5.2:

Determining Sample Size of a Given Population

N	S
20000	377
30000	379
40000	380
50000	381
75000	382
>1000000	**384**

N= is population size   *S*= is sample size

Source: Sekaran (1992 & 2003)

Table 5-3:

Determining of Sample Size Based on Confidence Level Interval and Margin of Error (Accuracy)

Accuracy: Margin of Error (%)	Confidence level		
	90%	95%	99%
± 10	68	96	165
± 09	84	118	204
± 08	106	150	258
± 07	139	196	332
± 06	189	267	459
± 05	272	384	660
± 04	425	600	1,032
± 03	756	1,068	1,835
± 02	1,072	2,401	4,128
± 01	6,808	9,604	16,512

Source: Vokell and Asher (1995.p, 241)

5.3.4 Sample Size Requirements for (SEM)

The minimum requirement of sample size may vary depending on statistical techniques employed. The statistical techniques with minimum sample size requirements are presented in Table 5.4 (refer to page, 174).

Table 5.4:

Statistical Techniques with Minimum Sample Size Requirements

Statistical Analysis	Minimum Sample Size
Structural Equation Model (*SEM*)	• Sample size as small as 50 can provide valid results (Hair *et al*., 2006).
	• Recommended minimum sample sizes of 100-150 to ensure stable Maximum likelihood estimation (MLE) solution (Hair *et al*., 2006).
	• Sample size in a range of 150 - 400 is suggested (Hair *et al.*, 2006).

Source: Hair et al. (2006)

5.3.5   Distribution of Questionnaire to Respondents

The researcher chose a random sample in which 850 respondents were systematically identified from 55 hotels in the Southern region of Jordan. This means that 15 respondents (850/55 = 15 tourists) were chosen from each hotel. The assumption was that every hotel had about 100 occupied rooms (MoTA, 2009a). The respondents were pre-selected; every 6th room (100/15 = 6 tourists) in each respective hotel. Furthermore, in December, 2008 the cover letter from the Ministry of Tourism and Antiquities (MoTA) were prepared, requested considerable cooperation from respondents. The data collection in Jordanian hotels in southern of Jordan within the period from December 20, 2008 until March 20, 2009, This is always the right time because tourists from all over the world come to Jordan to enjoy good weather such as Aqaba, Wadi Musa, Wadi Rum and Petra.

 The questionnaires were distributed to the respective rooms and the respondents submitted the filled questionnaire to the reception in each hotel. To ensure that there is a good response rate from respondents, a few steps were taken into account by

respondents: (a) getting cooperation with managers and staff in each respective hotel, (b) reminding repeatedly the respondents of the importance of questionnaire distributed to them, (c) ten research assistances were appointed to assist in distributing and collecting the questionnaires.

5.4 QUESTIONNAIRE DESIGN

The questionnaire (see Appendix A) was designed in line with the objectives, problem and hypotheses of the study to measure the effects of independent variables on actual visit behavior. The questionnaire is divided into six parts: part one consists of twelve demographic variables included in the instrument which use nominal and ordinal scale such as gender, nationality, age, occupation, marital status, monthly income, average daily expenditure, purpose of visit, accommodation during vacation, duration of stay, mode of entry and transportation. The details of demographic variables as found in Appendix A.

Part two measures three antecedents of tourist satisfaction: Jordan image is measured by 11 questions, perceived risk is measured by 7 questions and service climate is measured by 10 questions. Part three measures antecedents of revisit intention: tourist attitude is measured by 6 questions, subjective norm is measured by 6 questions, and perceived behavior control is measured by 6 questions. Part four measure tourist satisfaction using 10 questions. Part five revisits intention that is measured by 5 questions, and part six measures actual visit behavior using 5 questions.

To ensure content validity, the questionnaire was translated via a procedure of double-back translation since the study involves both speakers of Arabic and English. First the English version was translated into the Arabic language by two academics (see Appendix B). Later the Arabic version was re-translated into the English language by different academic staff. The questionnaire was written in the Arabic language to make it easy to be understood by the Arab respondents. In relation to questions' content and wording, the questions were designed to be short, simple and comprehensible to avoid ambiguous and double-barrelled questions (Kassim, 2001). Appendix A and B present the research questionnaire in both languages, accompanied by a opening instruction to the respondents

5.5   QUESTIONNAIRE SCALE

For this study, Likert scales were used to measure the responses since this scale is widely used in marketing research and has been extensively tested in both marketing and social science (Garland, 1991). However, there is no clear rule that indicates the suitable number that should be used (one to five-point Likert scales or one to seven-point Likert scales). However, researchers indicate that a seven-point scale is just as good as any other scale (Fornell, 1992; Solnet, 2006) that it may reduce confusion to the respondents. Therefore, to ensure consistency among the variables and to avoid confusion among respondents, all items were measured using one to seven point Likert scale. The researcher used seven-point Likert scales for measuring all variables in this study from (1) Strongly disagree, (2) Disagree, (3) Disagree somewhat, (4) Undecided,   (5) Agree somewhat, (6) Agree, (7) Strongly Agree.

Many researchers used and applied this seven point numerical scale for data collection (e.g. Morgan & Hunt, 1994; Luck & Rubin, 1987; Ryu et al., 2007; Han et al., 2010). Also, variation in an international tourists' culture prefer more options to answers than giving them only 5 numerical scales as presented in Table 5.5.

Table 5.5:

Seven Point Numerical Scale

Scales	Strongly Disagree	Disagree	Disagree somewhat	Undecided	Agree Somewhat	Agree	Strongly Agree
Code	SDA	DA	DSW	UND	ASW	A	SA
Items	1	2	3	4	5	6	7

The main advantage of a seven -point scale is its ability to detect smaller differences from tourists. This was used throughout the questionnaire where the statement required respondents to choose from the options.

5.6   PRE-TEST

Before using the Arabic and English version of the questionnaire in the main survey, first pre-tests were conducted in the mid of November of 2008 in order to assist the development of this questionnaire to ensure a correct translation of the instrument and to avoid confusion or misunderstanding. The pre-test questionnaire was sent to 15 experts' panels headed by associate Prof Shafiq Hadad, Head of The Marketing Department and 14 lecturers in Applied Science University in Jordan, to ensure that the two versions of the questionnaire matched as closely as possible.

After conducting the first pre-test, some sentences were found to be inconsistent in Arabic and English. Thus, the questionnaires were collected and sent back to the translator for the second correction. A final (second) pre-test was conducted on the

final translation copy of the questionnaire by the same panel in Applied Science University in Jordan.

5.7 PILOT STUDY

According to Saunders et al. (2003), it is always useful to carry out a pilot study before data collection. A pilot study is not a pre-test, but it is used more formatively to help the researcher in constructing pertinent lines of questioning (Yin, 1994). This should be done by testing and checking the questionnaire on a small sample of the subjects through the pilot study. If the researcher does not get the opportunity to do so he can test the questionnaire on colleagues and friends. The purpose is to achieve a flawless questionnaire so that it would be possible for the researcher to take all the necessary modifications after the pilot study.

Also, the researcher would have the sufficient time and space to perform a trial analysis on the sample of the pilot study and validate it. In fact, the purpose of the pilot study is to check the reliability, validity and viability of the research instrument as well as to determine the time needed for conducting the main study. Having piloted the main study, the researcher would have the time to make changes and modifications before conducting the main study.

Before deciding on the actual instrument to be utilized in this study, a pilot study was conducted using a convenient sample. Sekaran (2000) stated that a pilot study is performed to correct any inadequacies in the instrument prior to data collection. The researcher sat and discussed with the respondents any confusion they felt while they

were completing the questionnaire to identify difficulties in wording and translation. The reliability test for each instrument was calculated using the pilot study data.

In this regard, the researcher piloted the main study in November 2008.The questionnaire were given to a sample of international tourists consisting of 30 respondents conducted in Amman. Then, the questionnaire was checked and revised by the researcher for any inadequacy that may have emerged when the respondents' answer the items. After that, the data was analyzed using SPSS for reliability. Table 5.6 below shows the reliability coefficient (Cronbach's Alpha) for multiple used items in the pilot study.

Table 5.6:

Reliability Coefficient for Multiple Items in Pilot Study (n = 30)

Variable name	No. of items	Cronbach's Alpha Pilot/30
Jordan Image	11	.89
Perceived Risk	7	.81
Service Climate	10	.90
Tourist Satisfaction	10	.94
Tourist Attitude	6	.86
Subjective Norm	6	.94
Perceived Behavior Control	6	.75
Revisit Intention	5	.94
Actual visit Behavior	5	.93
Total	66	

As shown in Table 5.6 above, each construct shows Cronbach's alpha readings of acceptable values of above .60 (Hair et al., 2006). A reliability value for all constructs range from 0.75 to 0.94.This indicates that all constructs have internal

acceptable consistency. Thus, the final actual distribution was conducted without any modification as explained in distribution method (refer to page, 174).

5.8 MEASUREMENT OF VARIABLES

A survey instrument, which included all the variables of interest, was developed .The survey measures Jordan image, perceived risk, service climate, tourist satisfaction, antecedents of intention and actual visit behavior. Most of the variables are adopted and modified from previous studies. This study's framework comprises of interdependent variables which represent one dependent variable namely actual visit behavior. Mediator variables include revisit intention and satisfaction. A set of independent variables were also measured: Jordan image, perceived risk, service climate, tourist satisfaction, tourist attitude, subjective norm, and perceived behavior control. In accordance with the theoretical framework, relevant measurements for each of the operational variables are identified as follows:

5.8.1 Actual Visit Behavior

Tourists, who hold favorable attitudes toward actual visit to Jordan, will perceive positive views about Jordan. Tourists were asked about their perceptions of Jordan during the current visit. Actual visit behavior to visit Jordan was measured using 5 items (Shih & Fang, 2004; Raman et al., 2008).

The items used to measure actual visit behavior are shown in Table 5.7 (refer to page, 181). Raman et al. (2008) conducted in internet banking settings, most of the items were modified to suit tourism settings. These modifications are for actual visit behavior. For example, the statement "I feel that fast Internet access speed is

important in Internet banking" is modified to "I feel fast and easy access to services and transportation during visiting Jordan".

Table 5.7:

Scale for Actual Visit Behavior

Items
1. I find visiting Jordan is useful and enjoyable for me.
2. I believe visiting Jordan is an easy and safe way to visit Arab countries.
3. I agree to visit Jordan in the future.
4. I feel fast and easy access to services and transportation during visiting Jordan.
5. Many times I visited Jordan.

Source: 1-4 items by Raman et al (2008) and item 5 by Shih and Fang (2004) $\alpha = .81$.

5.8.2 Revisit Intention

The intention of repeating visit was evaluated by assessing the respondents' willingness to revisit (Ryu et al., 2007). Tourist-switching intention is a complex phenomenon that involves a series of actions that may cause tourist switching such as service climate failures, unfair price and tourist incidents (Anton et al., 2007). For measuring behavioral revisit intention to Jordan was, the researcher used 5 items adopted from Olorunniwo et al. (2006) and Ryu et al. (2007). The items measure revisit intention as shown in Table 5.8 (refer to page, 182). Thus, Ryu et al. (2007) conducted in tourism settings, most of items modified to suit Jordan tourism such as the statement "I would like to come back to the restaurant in the future" is modified to "I intend to revisit Jordan again in the future".

Table 5.8:

Scale for Revisit Intention

Items
1. I would recommend Jordan as a holiday destination.
2. I would like to stay in Jordan again if I have another chance in future.
3. I intend to revisit Jordan again in the future.
4. I am willing to pay more for vacationing in Jordan in the   future.
5. I am willing to visit Jordan more frequently.

Source: 1-2 items by Olorunniwo et al. (2006), and 3-5 by Ryu et al. (2007) $\alpha = .89$

5.8.3 Tourist Satisfaction

Due to the high competition level and rapid growth amongst the world tourism destinations, many attempts were taken by travel agents, hotel managers and law-makers to meet customer satisfaction's measurement and demands. Customers' satisfaction measurement has been the concern of many service organizations and companies worldwide. This is because customer services provide these service organizations with the necessary information and feedback on how to meet their demands and expectations (Latu and Everett, 2000). Meeting customers' expectations and satisfaction, however, is very essential for tourism destinations because they affect the loyalty of tourists. Also, tourists' satisfaction has an important effect on market share and income. According to Prebensen (2003), tourists' satisfaction affects their perceptions

The cognitive and emotional state of the customer reflects his/her complacency when his/her needs and his/her expectations are fully met by the service providers. Customer satisfaction is defined as the outcome of a cognitive and sentimental

assessment (Homburg & Giering, 2001). Customer satisfaction is measured by 10 items developed by Chitty et al. (2007) and Olorunniwo et al. (2006). The items used to measure tourist satisfaction are shown in Table 5.9. Moreover, study be chitty et al. (2007) conducted in hotel industry, modified these items to suit Jordan tourism setting. For example, the statement "I am satisfied with the interactions" is modified to "I am satisfied with the interaction I have with Jordanian people"

Table 5.9:

Scale for Tourists' Satisfaction

Items
1. I am satisfied with the interaction I have with Jordanian people.
2. I am satisfied with the interaction I have with other guests.
3. I feel Jordan is better than what I expected.
4. I think I did the right thing when I choose to stay in Jordan.
5. I am satisfied with my decision to visit Jordan.
6. My choice to stay in Jordan was a wise one.
7. I feel that my experience with Jordan was enjoyable.
8. The reception in Jordan airport is satisfactory.
9. I am satisfied with the ambience and quality of the food and beverage.
10. I felt that the facilities provided to tourists in Jordan meet my Expectations

Source: (1-6 items) by Chitty et al. (2007) $\alpha = .86$, and (7-10 items) by Olorunniwo et al (2006)

5.8.4 Tourist Attitude

Tourists' attitude refers to a tourist's perception about Jordan as a potential tourist place. It is measured by using 6 items adopted from Cannier et al. (2008). The items measure tourist attitude as shown in Table 5.10 (refer to page, 184).Cannier et al. (2008) conducted in internet shopping settings; most of the items were modified to

suit tourism settings, these modifications address tourists' attitudes. For example, "to me, buying an apparel at this retailer is exciting is modified to "visiting Jordan to me is exciting".

Table 5.10:

Scale for Tourist's Attitude

Items
1. Visiting Jordan to me is exciting
2. Visiting Jordan to me is important
3. Visiting Jordan to me is pleasant
4. Visiting Jordan to me is worthy
5. Visiting Jordan to me is a good idea
6. Visiting Jordan to me is a waste of time

Source: Cannier et al. (2008).

5.8.5 Subjective Norm

Subjective norms refer to the tourists' perception of social pressure to perform or not to perform the behavior (Ajzen, 1988). They refer to tourists' perception of social pressure to visit or not to visit Jordan. This research measures subjective norms by using 6 items adopted from Cannier et al. (2008). The items used to measure subjective norms as shown in Table 5.11 (refer to page, 185). Since, Cannier et al. (2008)'study was conducted in internet shopping settings; most of these items were modified to suit tourism settings. For example, the statement "My family considers it a good idea if I purchase apparel at least once at the retailer during the upcoming summer season" is modified to the statement "My family considers it a good idea if we visit Jordan at least once in the near future".

Table 5.11:

Scale for Subjective Norm

Items
1. My family considers it a good idea if we visit Jordan at least once in the near future
2. Friends who influence my behavior consider it a good idea if we visit Jordan at least once in the near future
3. Friends who influence my behavior will visit Jordan at least once in the near future
4. My friends approve that I visit Jordan at least once in a life time
5.   Family members who influence my behavior will visit Jordan in the near future.
6. Family members who influence my behavior approve that I visit Jordan in the near future.

Source: Cannier et al (2008).

5.8.6 Perceived Behavior Control

Perceived behavior control refers to the perceived complexity or ease of choosing Jordan as tourist destination. For measuring perceived behavior 6 items were developed by (Cannier et al., 2008; Koufaris & Hampton-Sosa, 2002). The items used to measure perceived behavior control are shown in Table 5.12 (refer to page, 186).

 Since, Cannier et al. ' study (2008) conducted in internet shopping settings; most of these items were modified to suit tourism settings, There were some modification in the statements such as," I do not fully control the fact that I buy apparel at the retailer at least once during the upcoming season" is modified to "I fully control the fact that I visit Jordan at least once in the near future".

Table 5.12:

Scale for Perceived Behavior Control

Items

1. I fully depend on myself whether   I will visit Jordan at least once in the near future.

2. I fully control the fact that I visit Jordan at least once in the near future.

3. During my visit to Jordan I felt confused. (R)

4. During my visit to Jordan I felt calm.

5. During my visit to Jordan I felt in control.

6. During my visit to Jordan I felt frustrated. (R)

Source: (2 items by Cannier et al., 2008) and 4 items by Koufaris & Hampton-Sosa, 2002).
(R) denotes items with negatively worded

5.8.7 Perceived Risk

Perceived risk refers to the tourist' perception of Jordan as a safe and secure place for tourism, perceived security risk is measured by 7 items developed by Gallarza and Saura (2006). The items used to measure perceived risk are shown in Table 5.13 (refer to page, 187).

Gallarza and Saura's study was (2006) conducted in tourism settings. They were modified a little bit for perceived risk in Jordanian tourism settings. For example, risk of an inconvenient treatment from residents is modified to "I received risk of an inconvenient treatment from residents".

Table 5.13:

Scale for Perceived Risk

Items
1. I fear of a terrorist attack during the trip
2. I fear of suffering any disease or infection.
3. I fear of suffering a natural disaster.
4. I fear of any kind of accident.
5. I fear of any political or social problems.
6. I ware risk of being tricked as a tourist.
7. I received risk of an inconvenient treatment from local residents.

Source: Gallarza and Saura (2006) $\alpha = .78$.

5.8.8 Jordan Image

Jordan image is defined as "the total of all descriptive, inferential, and informational beliefs about a particular country" (Martin and Eroglou, 1993, p.93). Jordan image is measured by using 11 items adopted from Schneider and Sonmez (1999). The items used to measure Jordan image are shown in Table 5.14 (refer to page, 188).

A study by Schneider and Sonmez (1999) conducted in Jordan tourism, these items modified a little bit for Jordan image. For example, "Jordan is a fun place to visit" is modified to "Jordan is an important place to visit".

Table 5.14:

Scale for Jordan Image

Items
1. Jordan is a safe place to visit.
2. Jordan is an interesting place to visit.
3. People in Jordan make you feel at home.
4. Jordan is an important place to visit.
5. Jordan offers a good choice of place to stay.
6. Transportation within Jordan is convenient.
7. Jordan offers a variety of activities for visitors to do.
8. Jordan is an affordable place to visit.
9 Traveling to Jordan from my country is convenient.
10. Jordanian businesses treat visitors well.
11 Jordan is a good place to go shopping.

Source: Schneider and Sonmez (1999)

5.8.9   Service Climate

Service climate refers to the tourists' perception of services that are provided in Jordanian hotels. In addition, tourists were asked about internet services during their stay in Jordan. To measure service climate 10 items were adopted from Schneider et al. (1998) and Marti et al. (2006).

Cronin and Taylor suggested that SERVQUAL is not suitable to measure service quality and developed SERVPERF. The biggest difference between SERVPERF and SERVQUAL is that SERVPERF is not concerned about the customers' expectation. Initially, Cronin and Taylor (1992) concluded that it is not necessary to measure customers' expectation in service quality research. The items used to measure service climate are shown in Table 5.15 (refer to page, 189). Since, Martin et al.' study (2006) was conducted in education, most of the items were modified to suit Jordan tourism settings such as, I would recommend this organization as a place to

study for close friends and family members" is modified to "I would recommend this hotel as a place to visit for close friends and family members".

Table 5.15:

Scale for Service Climate

Items
1. I would recommend this hotel for close friends and family members as a place to visit.
2 .The staff at this hotel do their best to support tourists.
3 . This hotel takes tourists' needs as a priority.
4 .This hotel provides good service quality to tourists.
5 .This hotel is responsive to the needs of the tourists.
6 .This hotel provides tourists with value for their service.
7. This hotel provides job knowledge and skills of employees to deliver superior service quality to tourists.
8 . Hotel managers provide quality service to tourists
9 . This hotel provides effective communication accesses to tourists
10 . This hotel provides tourists with tools, technology and other resources to support the delivery of high quality service to tourists.

Source: 1-6 items by Marti et al. (2006) $\alpha = .90$, and 7-10 items by Schneider et al. (1998)

In conclusion, there are a total of 9 variables or constructs in the proposed model measured by a total of 66 multiple items or indicators were used to examine each construct as shown in Table 5.16 (refer to page, 190).

Table 5.16:

Summary of Variables, Dimensions and Total Number of Items

Variable	No. of measured Items	Abbreviation	Reliability	Source
Actual Visit Behavior	5	ACT	.81	Shih & Fang, 2004; Raman et al., 2008
Revisit Intention	5	INT	.89	Olorunniwo et al. (2006) & Ryu et al. (2007).
Tourist Satisfaction	10	SAT	.86	Chitty et al. (2007) & Olorunniwo et al (2006)
Tourist Attitude	6	ATT	*NA*	Cannier et al. (2008
Subject Norm	6	SN	*NA*	Cannier et al. (2008
Perceived Behavior Control	6	PBC	*NA*	Cannier et al., 2008; Koufaris & Hampton-Sosa, 2002
Perceived Risk	7	RSK	.78	Gallarza & Saura (2006).
Service Climate	10	SER	.90	Schneider et al. (1998) & Marti (2006)
Jordan Image	11	JIM	*NA*	Schneider & Sonmez (1999
Total	66	9		

NA: Not Available

5.9 DATA ANALYSIS PROCEDURE

Data analysis involved steps such as coding the responses, screening the data and selecting the appropriate data analysis strategy (Churchill & Lacobucci, 2004; Sekaran, 2000). Data screening was performed to identify data entry errors and examine how appropriately data meets the statistical assumptions which involve descriptive statistics of variables, missing data, and treatment of outlier, response bias, normality, homoscedasticity, multicollinearity, and reliability. For the purpose

of data analysis and hypotheses testing, several statistical tools and methods were employed from SPSS software version 14. Lastly, the third stage was analysing data by Structural Equation Modeling (SEM) AMOS 6.0 software which also includes construct validity.

5.9.1 Data Editing and Coding

After collecting the data, coding was required so that it could be stored systematically (Zikmund, 2003). This was done by using SPSS software version 14.0. Data was coded by assigning character symbols (mostly numerical symbols), and data was edited before it was entered into SPSS.

5.9.2 Data Screening

Data screening involved a number of steps in order to make sure that the effect of characteristics of data may not negatively affect the results. The data screening is significant as earlier steps influence decisions to be taken in following steps.

5.9.2.1 Missing Data

There are many ways to treat missing data in previous studies, such as delete them, distribution of missing data, and replace them (Kline, 1998; Tsikriktsis, 2005). The first important step in data screening process is identifying the missing data. Respondents may reject to answer personal questions pertaining to their income, age or others. Likewise, some respondents may not be competent to respond because of lack of knowledge towards a particular topic.

5.9.2.2 Assessment of Outlier

The next step after treating the missing responses is examining outliers. There are some reasons that cause outliers such as incorrect data entry. In this research, a few cases of these errors were noted and corrected. The other reason is that observations within the intended population are extreme in their combination of values across the variables (Hair et al., 2006).

One case of outliers was identified in this research, and their treatment is discussed next. An examination to detect univariate outliers was performed. Detecting univariate outliers was done on the observations of each variable through Amos 6.0 in hypothesis model (Hair et al., 1998). In this study there were 66 items that were entered in SPSS 14.0, and so any individual with a Mahalanobis Distance (D^2) score which is greater than Chi-square value of 66 items (χ^2 =107.26) would be considered a multivariate outlier (Hair et al., 2006). Thus, to make sure that there are no outliers in data, this study used Mahalanobis (D^2) score compare to χ^2 value. If $D^2 > \chi^2$, that case will be considered as an outlier and will be deleted from the dataset.

5.9.2.3 Descriptive Statistics

Descriptive statistics provides an abstract description of the main summary statistics. This analysis was used to determine characteristics' of international tourists that stay in Jordanian hotels. Descriptive analysis refers to the transformation of raw data into a form that would provide information to describe a set of factors in a situation that will make them easy to understand and interpret (Kassim, 2001; Sekaran, 2000).

This analysis gives a clear meaning of data through frequency distribution, mean, and standard deviation, which are useful to identify differences among groups, for all the variables of interest. The main descriptive statistics for international tourists included mean, and standard deviation.

5.9.2.4 Response Bias

Response bias assists the researcher to detect if respondents answered questions based on the researcher idea in which it may affect the findings as a type of cognitive bias. T-test was conducted to examine if there was any significant difference between the early and the late response (Pallant, 2001). In this study the researcher used t-test to see if there was a statistically significant difference in the mean scores for two groups of respondents.

5.9.2.5 Assessment of Normality

In this connection, data should follow a normal distribution for most analyses to work properly; normality will lead to a stronger assessment (Hair et al., 2006). Subsequent to outlier tests, an assessment of normality was performed. To assess normality, skewness and kurtosis were used.

According to Tabachnick and Fidell (2001), skewness refers to the irregularity of a distribution, that is, a variable whose mean is not in the centre of the distribution. On the other hand, kurtosis relates to the peakedness of a distribution. A distribution is claimed to be normal when the values of skewness and kurtosis are equal to zero (Tabachnick & Fidell, 2001). There are few clear guidelines about how much non-normality is problematic. Many authors such as Chou & Bentler (1995), Hu et al.

(1992) suggested that absolute values of univariate skewness indices greater than ±3.0 seem to describe extremely skewed data sets.

The non-normal items detected through z-skewness using descriptive function" standardized values as variables". After the detection of non-normal in each observed variables, transformation was conducted through Cdfnorm function on values $\geq \pm 3$ (Hair et al., 2006). This is done by selecting "Transform" and then " Compute".

By selecting "compute" from the transform menu then compute variables items using the Cdfnorm function, by creating a new variable (e.g.: tourist attitude) and from the statistics menu, selecting "Cdfnorm" and entering the items of the variable (TATT1, TATT2, TATT3, TATT4, TATT5, TATT6). Here offer, the newly transformation variable with the T denotation will be used in further Amos analysis.

5.9.2.6 Linearity and Homoscedasicity Test

The reason for testing linearity is that correlation represents only the linear association between variables, and nonlinear effects will not be represented in the correlation value (Hair et al., 2006). Hence, scatter plot is the representation of the relation between two metric variables portraying the joint value of each observation in the two dimensional groups. Therefore, a scatter plot must show the dotted line that is linear line.

According to Ghozali et al. (2005) when the error terms variance (e) shows constancy throughout a variety of predictor variables, the collected data is claimed to be homoscedasicity. In other words, it draws attention to the dependent variables that

show equal variance transversely level within the predictor variables range. It presents a cloud of dots, in case non- homoscedasicity model can be discussed accurately by a pattern such as a funnel shape, indicating greater error as the dependent variables increase.

5.9.2.7 Multicollinearity

Multicollinearity refers to the condition in which the dependent variables are extremely correlated (Pallant, 2001). According to Hair et al. (2006) correlation values of any research should be less than the recommended value < 0.80. Whilst, any correlation values that is more than 0.80 is considered as multicollinearity.

In services research, there are two common measures for testing multicollinearity, one by tolerance (R^2) value and the variance inflation factor (VIF) value, the recommendation value of tolerance is 0.10 and for VIF is 10. Additionally, through correlation matrix between each two variables in this study through Amos 6.0, value of correlation between each two variables should be less than .80(Hair et al., 2006). The stud will show the two tables of correlation matrix and Assessment of Tolerance and VIF Values in chapter six.

5.9.2.8 Correlation

Pallant (2001) mentioned out that analysis of correlation is a statistical technique used to explain the strength and direction of the linear relationship between two variables. The correlation's degree is concerned to assess the strength and significance of a relationship between the variables. The ideal correlation of 1 or -1 indicates that the value of one variable can be determined accurately by knowing the

value of other variable. Moreover, the correlation value of 0 indicates the absence of

the relationship between these two variables. Cohen (1988) offers a rule to clarify the

strength of the relationship between two variables (r) as shown in Table 5.17

Table 5.17

Cohen's Guideline of Correlation Strength

r values	Strength of relationship
r = +.l0 to .29 or *r* = -.l0 to -.29	Small
r = +.30 to .49 or *r* = -.30 to -.49	Medium
r = +.50 to 1.0 or *r* = -.50 to -.l.0	Large

5.10 RELIABILITY OF CONSTRUCTS

According to Nunnally (1978) reliability is "the consistency of your measurement or

the degree to which an instrument measures in the same way each time it is used

under the same condition with the same subjects". This study used the SPSS 14.0

software for determining the internal consistency.

Reliability of the instrument reveals the range where the treatment variables confine

the construct that is needed to be measured. This researcher used it on a sample of 30

international tourists in Jordan in order to validate and confirm the reliability of the

research instrument. To achieve the reliability of the instrument employed in this

research, the researcher tested the instrument applying Cronbach's Alpha through the

SPSS 14.0 model. The reliability was estimated above 0.60   which is acceptable for

the purpose of this research .Also, the researcher used it to test the internal consistency of the measurement instrument and determine the degree of reliability (Hair et al., 2006). In addition, construct reliabilities were also constructed, achieving satisfactory scores of greater than 0.5 (Hair et al., 1998). In order to establish the reliability of the antecedents of actual visit behavior measurement, the researcher used a survey and the reliability coefficient (Cronbach's alpha) was verified. Therefore, the reliability of tests was accomplished. Another test for reliability is composite reliability developed by Werts et al. (1974), measures the reliability of a construct in the measurement model. The composite reliability is calculated by use of the following equation:

$$\text{Composite reliability} = \frac{\left(\Sigma s \tan dizedloding\right)^2}{\left(\Sigma s \tan dizedloading\right)^2 + \sum \varepsilon j}$$

(Source: Hair et al. 1998:624)

In addition, a composite reliability index that exceeds 0.70 indicates satisfactory internal consistency (Hair et al., 1998).

5.11   VALIDITY TEST

Validity refers to the degree in which a research instrument measures the construct under exploration. According to Hair et al. (2006), the research instrument deployed in the survey may be reliable but not valid. Likewise it cannot be valid if it is not reliable. According to Gay (1987), validity is the degree to which a test measures what it is intended to measure. There are two types of validity that measure that are content and construct validity.

5.11.1 Content Validity

Content validity relates to the subjective agreement amongst professionals that a scale rationally emerges to reflect precisely what is supposed to be measured. However, establishing the content validity of the items of the questionnaire is done by a number of competent and experienced arbitrators who judged and measured the reliability of the questionnaire. The modification made in the questionnaire will be in accordance with their recommendations and constructive comments. Therefore, in this research, content validity was strengthened through an extensive review of the literature.

The validity of the instrument was checked by a panel of experts in the field of marketing and tourism in Applied Science University in Jordan during November 2008. The panel consists a number of experienced and renowned professors and Doctors' in marketing and tourism. They judged the suitability and appropriateness of each items, their comments mainly revolved around some spelling and grammatical errors. According to Campbell and Fiske (1959) there are also another two types of construct validity: convergent and discriminant validity.

5.11.2 Construct Validity

Construct validity or factorial validity testifies how well the results have been achieved by employing the measure fit related to the theories in which the test was designed (Malhotra, 1998). This means that, the researcher checked the construct validity of the research and tapped the theorized concept. In this regard, the more construct validity employed, the more validity can be constructed (Malhotra and

Stanton 2004). Construct validity is of two basic types namely convergent validity and discriminant validity. This research deployed both types.

5.11.2.1 Convergent Validity

Convergent validity is an important aspect that every researcher should consider when conducting his/her research. It refers to the specific construct that covers or share a high proportion of variance (Hair et al., 2006). In other words, it validates the degree to which two measures which have the same concept are associated. Convergent validity can be checked through confirmatory factor analysis (CFA), to make sure that the factor loading of constructs more than .30 (Hair et al., 2006).

5.11.2.2 Discriminant Validity

The other main type of construct validity is discriminant validity; discriminant validity refers to observed constructs that should not be related to each other (Campbell & Fiske, 1959). It represents the degree to which items are differentiated amongst constructs or measure distinct concepts. Discriminant validity is assessed by examining the correlations square between the observed of potentially overlapping constructs. Observed construct should be loaded more strongly on their own construct but not loaded on other constructs. To substantiate discriminant validity, variance extracted (VE) is "amount of (shared) or common variance among the indicators or manifest variables for a construct" (Hair et al., 2006, p. 584). VE should be more than .50, average variance extracted (AVE) is compared to correlation square of the interrelated variables of concerned (Fornell and Larcker, 1981).

The Average Variance Extracted (AVE) relates to the quantity of variance confined by the construct versus the amount due to the error of measurement (Hair et al.,

2006). According to Malhotra and Stanton (2004), AVE should be greater than 0.50 to validate employing a construct. The AVE derived from the calculation of variance extracted using the following equation:

$$\text{Variance Extracted} = \frac{\Sigma(s \tan dardizedSMC)^2}{\Sigma(s \tan dardizedSMC)^2 + \Sigma \varepsilon j}$$

(Source: Hair et al., 1998:624)

5.12 STRUCTURAL EQUATION MODELLING (SEM)

Structural equation modeling (SEM) is considered a family of statistic models that seem for explaining the relationship amongst multiple variables (Hair et al., 2006). Structural equation modeling process includes two main steps as follows;

i)   Validating the measurement model and

ii)   Fitting the structural model (Kenis & Knoke, 2002).

The former is accomplished primarily through path analysis with latent variables. SEM is based on causal relationships (Hair et al., 1998, p. 592). These causal relationships explain how changes in variables (exogenous constructs) will result in changes in other variables (endogenous constructs). The causation among variables can be asserted through theoretical determination. Additionally, in SEM the theoretical based models are the structural model and the measurement model.

The SEM has developed to be one of the well known aspects in selecting a research methodology for investigating issues related to social and behavioural sciences

(Baumgartner et al., 1996). Therefore, this methodology contains two major issues: i) the measurement (i.e. what are the things that need to be measured; how to measure them; and how are the reliability and validity conditions met) and ii) causal relationship among variables and the explanation because the variable is complex and unobserved. This is a function of SEM (Hair et al., 2006).

5.12.1   Why SEM? Why not Multiple Regression?

According to past literature and previous studies there are many reasons for selecting SEM as an instrument of analysis in a research study. Firstly, SEM analysis techniques are employed when the researcher includes a variety of factors or variables. Secondly, it is felt favourable and a choice of analysis instrument when a questionnaire is constructed to facilitate interval scales (Hair, et al., 2006; 1995).

Additionally, if the component that is needed to be measured and evaluated is extremely hypothetical and conceptual such as social science research (perceptive measures such as satisfaction, happiness, and tiredness), SEM is highly recommended. This contrasts with multiple regressions that are designed to measure metric scales (such as price, cost, and temperature).

Thirdly, the SEM consists of two models: measurement model and structural model (Hair, et al., 2006; 1995). The measurement model deals with the relationships between measured and latent variables, which specify indicators/items/scales for each construct and the assessment of construct validity. SEM is related to two kinds of errors as the result of the measurement and structural model known as measurement error and structural error, respectively. Structural error will be

considered and added to the structural model because independent/dependent latent variables cannot predict the dependent variables perfectly.

Use of confirmatory factor analysis (CFA) will reduce the error effect that each latent having multiple indicators, and take all the constructs that are contained in the model as stimulus testing rather than individual coefficients. Also, CFA is useful to test models with multiple dependents (to model mediating variables and to deal with complicated data (such as non-normal data and incomplete data).

Linear regression analysis assumes that variables are evaluated with no errors. SEM includes multiple regression and factor analyses. According to Hair et al. (1995; 1998), SEM is an effective estimation instrument for a number of separate multiple regression equations evaluated simultaneously.

5.13   CONFIRMATORY FACTOR ANALYSIS (CFA)

Confirmatory Factor Analysis CFA is employed to reduce the measurement of instrument error but SEM techniques are deployed to perform the CFA. To be clear, SEM employs a set of measures to achieve the model fit.

This study used CFA to test convergent validity since CFA is stronger than EFA. This is supported by some previous studies such as Gerbing and Anderson (1988) who argued that CFA can supply a stricter explanation of unidimensionality than other techniques like coefficient alpha, correlation, and EFA (Exploratory Factor Analysis). Additionally, EFA is mainly an explanatory technique since no control over which variables are indicators of the latent variables. In contrary to EFA

technique, CFA or measurement model in SEM provides an ability to have a complete control over specification for each construct's indicators (McDonals & Ho, 2002). On the other hand, the statistical test of the goodness of fitness for the anticipated confirmatory factor solution (which is not achievable with using EFA technique) can be done by using CFA through SEM (McDonald & Ho, 2002).

Structural equation modeling process includes two main steps: validating the measurement model and structural model (Hair et al., 2006). CFA measurement model estimation is the first step of structural equation modeling (SEM). The purpose of the measurement model estimation is to specify the pattern by which each measure (indicator or item) loads on a particular factor (construct or variable) in original model in this study, and to assure the reliability and validity of measures and constructs.

The measurement model represents the degree to which the indicator (item) variables capture the essence of the latent factor. Moreover, a valid measurement model is the model which meets the requirements of psychometric soundness both reliability and validity of measures and constructs. The purpose of testing reliability and validity of measurement is to assure multiple items measure the hypothesized latent variables but not others. It is accomplished primarily through CFA (Byrne, 2001).

The current study used SPSS 14.0 and AMOS 6.0 to analyze the data. Following Anderson and Gerbing's (1988) two-step approach, a measurement model was first estimated using Confirmatory Factor Analysis (CFA). After the assessment of the adequacy of the measurement model, Structural Equation Modeling (SEM) was

utilized to find the best-fitting model and to test causal relationships. SEM, multivariate technique, combines aspects of multiple regression and factor analysis to assess a series of dependent relationships simultaneously, which is not possible using other multivariate techniques (e.g., multivariate analysis of variance, multiple regression, discriminant analysis, factor analysis, etc.) (Hair et al., 1998). This multivariate technique is particularly useful for modeling tests including several independent/dependent variables and mediators/moderators (Hair et al, 1998). Finally, differences in the links between antecedents of tourist satisfaction, revisit intention and actual visit behavior.

Modification indices are "the values calculated for each unestimated relationship possible in a specified model" (Hair et al., 2006, p. 581). Arbuckle (2005) emphasizes that the indices of each model modified fits pretty badly so we might look at modification indices (MI), for achieve P-value. Additional fit statistics from Amos recommended the model's fit be able to be enhanced by using MI. Firstly, we ought to ascertain the MI for each item, and then delete the highest, after deletion the highest value we have to examine the text output for the second model. Thus, change the model and repeat the analysis, the model fit Chi-square will be decreased to achieve p-value and to fit the model. In addition, GFI, CFI and will be increased and RMSEA will be dropped.

There are three types of CFA to testing the model which are individual, measurement, and structural model. Firstly, CFA for individual measures of each the construct such as (Jordan image, revisit intention, tourist satisfaction). Secondly, CFA for exogenous variables (perceived risk, Jordan image and service climate),

endogenous variables (tourist satisfaction, tourist attitude, subjective norm and perceived behavior control), and mediating effect with dependent variable (revisit intention and actual visit behavior). Thirdly, CFA for three structural models are hypothesis model (all exogenous and endogenous variables), underpinning theory (tourist attitude, subjective norm, perceived behavior control and revisit intention), and generating model (all exogenous and endogenous variables).

5.14 SEM PROCEDURE

The SEM is a very popular multivariate approach. The first step is the model conceptualization, which handles constructed hypothesis (based on theory) as the main aspect for the relationships amongst latent variables, and other indicators. During this step, the model is developed in accordance to theory and empirical findings. The model should reflect the latent variables through any measured indicator.

The path diagram development is the second step. It is deployed to achieve uncomplicated hypothesis visualization resulting from model conceptualization. Thus, model specification (generating model) is the third step in which it deals with the development of the measurement and structural design of the research problem. Causal relationship found in the latent variables should be discussed during the specification of the structural model.

The fourth step relates to model identification. The data is entirely tested to ensure that information collected is with quality and contains effective parameters for the

model. The goal is to validate the specification model is not under-identified, or just-identified or over-identified.

The fifth step of SEM refers to the parameter estimation. It mainly handles the process of achieving evaluation for each parameter in the specified model. The reason is to achieve model-based covariance matrix that matches with the targeted covariance matrix. In order to determine the significance of the final parameter is significantly varied from zero, a significance test is used. Out of the available estimation models based on past literature review, maximum likelihood (ML) by Weighted Lasted (WLS) is the most popular one.

The sixth step discusses the goal of model fit testing. In this regard, the purpose of the model fit testing is to investigate the appropriateness (Goodness-of-fit or GOF) between the information collected and model. A GOF criterion relates to whether or not a model-based covariance matrix is similar to the observed covariance matrix. The GOF as a particular construct validity is an essential component in SEM process since it determines validity of the measurement model (Hair et al, 2006).

Model modification is the seventh phase of SEM. The reason is to do model modification in order to achieve better GOF. Re-specification relies mainly on the given modeling strategy. This is due to the fact that, in these outstanding features, SEM was taken into account to check the research model against the collected data so that it can assist in creating the model in the present research. There are three main strategic frameworks for testing structural equation models (Jöreskog and Sorbom, 1993):

1   Hypothesis model **(HM)**

2   Alternative Model **(AM)**

3   Generating Model **(GM)**

In connection with the present research, the theoretical model as displayed in Figure 4.1 (refer to page, 148), was transformed into a hypothesized model of SEM as shown in Figure 5.1. According to Hair et al. (2006; 1995), this is mainly done to identify the model into more formal terms through a series of equations that are useful in specifying research ideas about the relationships among variables. The newly-developed hypothesized model of SEM (comprising structural and measurement models) is presented in Figure 5.1 (see page, 208).

As exhibited in Figure 4-1, nine constructs can be found. These are: (1) Jordan image; (2) perceived risk; (3) service climate; (4) tourist satisfaction; (5) tourist attitude; (6) subjective norm; (7) perceived behavior control (8) revisit intention; and (9) actual visit behavior. The structural model is the linkage of all unobserved (latent) variables to each other as in the dotted box. The structural model is also a set of one or more dependent relationship linkages to the hypothesized models construct (Hair et al, 1998).
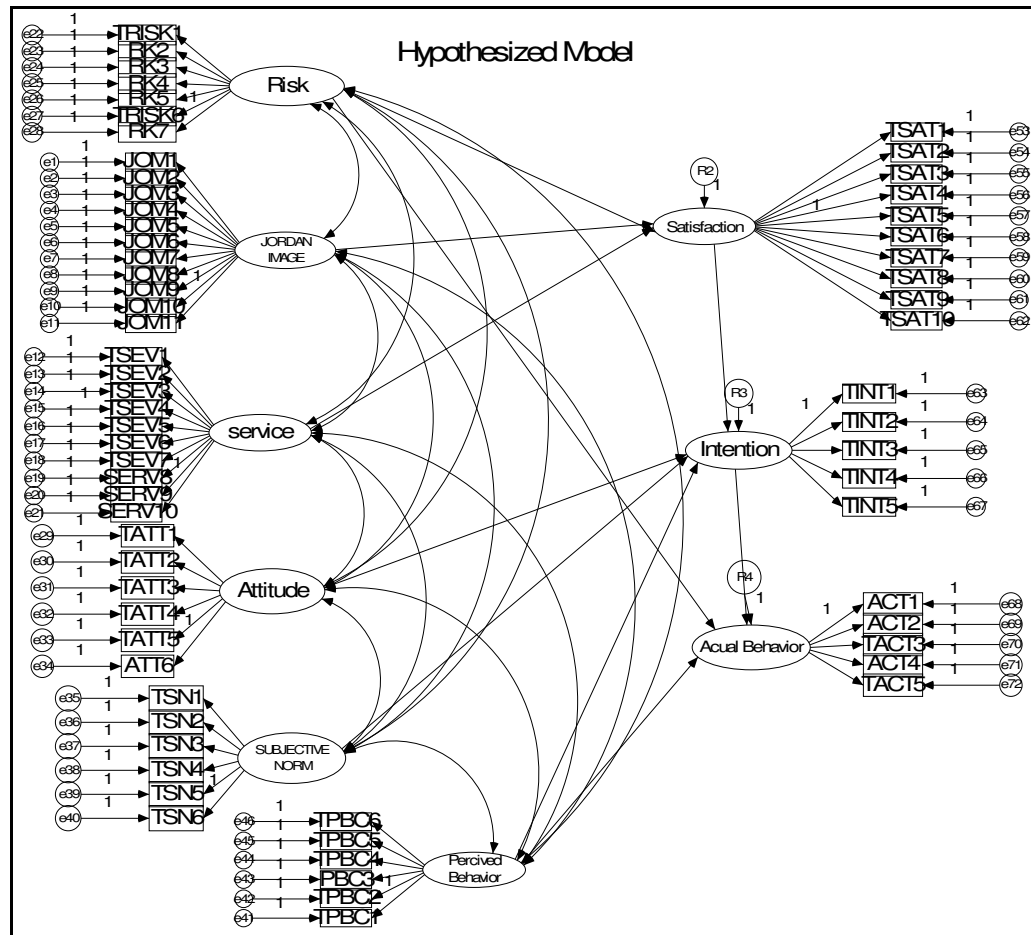
Figure 5.1:

Hypothesized Model

Thus, the notion of the present research is in accordance with the third step that refers to Generating Model. Out of the three discussed scenarios GM is considered as the most popular. This is because, the researcher proposes and rejects a theoretically derived model based on the poorness of fit to the selected sample data in which it may be proceed in an exploratory (rather than confirmatory) mode to modify and re-estimate the model.

The researcher proposes a single model based on theory and collects the appropriate data, and then tests the fit of the hypothesized model to the sample data in order to develop a confirmatory approach.

An alternative model (TPB) approach has been comparatively uncommon in practice. The researcher chooses one model as most fit in showing the sample data after postulating several alternatives (i.e., competing) models, all of which are grounded in theory following analysis of a single set of empirical data. SPSS version 14.0 was deployed to conduct and test preliminary analyses of data together with an SEM software package called AMOS version 6.0.

5.15 GOODNESS OF FIT INDEX

Goodness of fit is "the degree to which the actual or observed input matrix (Covariances or correlations) is predicted by the estimated model" (Hair et al., 2006, p. 580). According to Bollen (1989), the $\chi2$ likelihood ratio test, the Standardized Root Mean Residual (SRMR), the Goodness-of-Fit Index (GFI, CFI, and IFI) are the most frequently achieved measures. The following sections provide an overview of each of the achieved measures to explain the decisions obtained with regards to the models.

The $\chi2$ likelihood ratio test, which is highly important a "badness-of-fit" test, is the most identified and apparent measure correlated with CFA. The proposed model does not meet the requirements of the collected data very precisely if the p-value of $\chi2$ is significant (i.e., <0.05), whereas it meets the demands of the collected data if p-

value is >0.05 is achieved. According to Byrne (2001), there is progressing debate on whether a model that has a significant $\chi 2$ statistic must into consideration as valid.

Measuring data through using SEM usually takes place by, deploying goodness-of-fit (GOF) measures. The CFA contains important functions that may be deployed. These functions involve the following:

i) Examining the loading factors in every dimension/constructs in forming a variance,

ii) Confirming that the instrument themselves, how linked the instrument to the latent variables,

iii) Estimating the measurement error in the framework, and

iv) Validating and generate framework.

Therefore, CFA is most often deployed to determine whether the set of factors and the loading of construct items confirm the expected requirements that are needed to measure what is really measures the scale itself.

The researcher used Amos version 6.0 in this study. For measuring the exogenous variables and endogenous variables, there are many key terms of SEM such as Absolute fit index, Incremental Fit Level and Parsimonious Fit Level as shown in Table 5.18 (refer to page, 211).

Table 5.18:

Recommendation Values of Measurement all Exogenous and Endogenous Variables

Measures	Threshold Values
Absolute Fit Level	
RMSEA	Less than 0.08
GFI	0.90 and Above
P- Value	*P-* Value ≥ 0.05
Incremental Fit Level	
AGFI	0.90 and Above
CFI	0.90 and Above
TLI	0.90 and Above
NFI	0.90 and Above
Parsimonious Fit Level	
CMIN/df	Less than 2.0
SMC (R^2)	Bigger better

Source: Hair et al. (2006)

According to (Byrne, 2001), structural equation modeling can be divided into two sections: measurement model and structural model, the measurement model can measure the relationship between observed and unobserved variables. Likewise, structural model can measure the relationship between unobserved variables.

According to Hair et al. (2006, p. 753), as shows in Table 5-18 above, point out that the recommendation values of fit model are following:

i) Absolute Fit Index (AFI) assess whether a specific model leaves appreciable unexplained variance. Alkhaldi and AL-Faoury (2007), Indicates such as Chi-square (X^2) accompanied by the model's degree of freedom and its probability, goodness of fit index (GFI), and the root mean square error of approximation (RMSEA) are usually utilized here. As following: RMESA <0.08, GFI > 0.90, P-value > 0.05.

ii) Incremental Fit Index (IFI) compares the (Generating Model (GM)) specific model to possible baseline or null models estimated using the same data. Indices such as Tucker-Lewis index (TLI), comparative fit index (CFI), and the incremental fit index (IFI) are commonly used GFI > 0.90, CFI > 0.90, TLI >0.90, NFI >0.90.

iii) Parsimonious Fit Index (PFI) also it is called as adjusted measure, ask how well the model measures both fit and parsimony, taking into account the degree of freedom used in the model specification. Indices such as Normed fit index (the adjusted chi –square by the degree of freedom) can be used CMIN/df < 3, SMC (R^2) >0.00.

The main of this section is to investigate and examine the relationships between exogenous and endogenous variables. Firstly, the researcher measured the individual variable related to measurement model.

5.16 HYPOTHESIS TESTING

This study is meant to test the ten direct hypotheses, and two indirect hypotheses through mediating effect as mentioned earlier in chapter four.

5.16.1 Direct Effect

Direct effects are the relationship between two constructs with a single path (Hair et al., 2006). In other words, a direct effect is the effect variables have on one another in a direct relationship, In this study there are ten direct effects as mentioned earlier. To make sure that all paths in the model whether supported or rejected we should be certain with recommendation values of (C.R and P value). Critical ratio (C.R) refers to the parameter estimate divided by an estimate of its standard error. C.R should be more than 1.96 to achieve recommendation value (Hair et al., 2006). This means that if C.R is more than 1.96, it supports this path, but if C.R is less than 1.96 that means it does not support the path or rejects the hypothesis.

However, probability level (P value) provides a cut-off beyond which we assert that the findings are 'statistically significant' (by convention, this is $p<0.05$). Furthermore, "smaller p-values ($p<0.01$) are sometimes called (highly significant) because they indicate that the observed difference would happen less than once in a hundred times if there was really no true difference" (Davies and Crombie, 2009, p. 4).

5.16.2 Indirect Effect

Regarding the indirect effects, there are those relationships that involve a sequence of relationships with at least one intervening construct involved (Baron and Kenny, 1986). However, this study examines satisfaction and intention as mediating effect. According to Brown (1996) to examine the indirect paths there are some steps to follow:

1. Total indirect effect, which consists of all paths from one variable to another that are intervened or mediated by at least one additional variable .

2. Second type is the total effect, which is the sum of the direct and total indirect effects in the model.

3. Third type is the standardized indirect effect, which is the decomposition of the total indirect effect into standardized indirect paths.

After comparing between indirect effect and direct effect, we can confirm if this path is a full mediator or not. This is through obtaining the values of both direct and indirect effect as in the example below.

Thus, there is an example to explain the mediating effect, as shown in figure 5.2 (refer to page, 215), the mediating effect only can happen when there are three variables (independent variable (perceived behavior control), mediator variable (revisit intention), and dependent variable (actual visit behavior), we can calculate the result of mediating effect during estimate each variable from output of analysis. Therefore, if the indirect effect (PBC→INT→ ACT) is more than direct effect (PBC

→ ACT) and all paths are significant, then it considered as full mediator. In contrast, if indirect effect is less than direct effect, it is not considered a mediator.
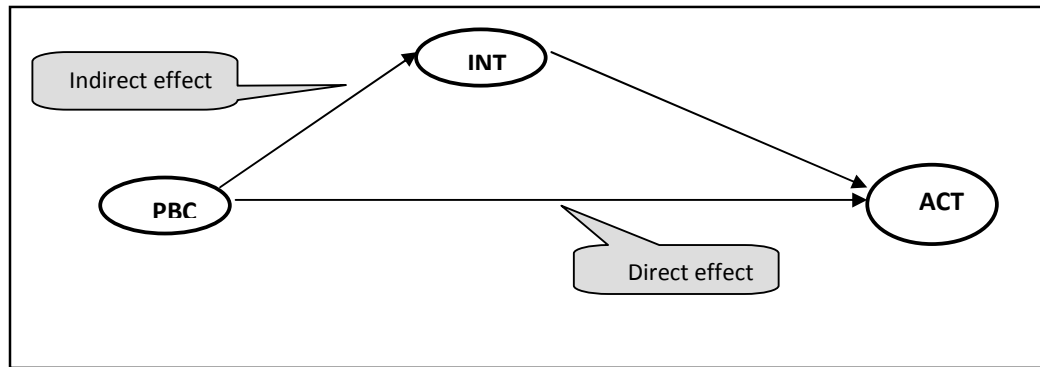
Figure 5.2:

A SEM Model with an Example of Direct and Indirect Effects

5.17 SUMMARY

This chapter has presented the research design which adopted the quantitative approach by using a structured questionnaire. The systemic random sampling technique, was employed for this research with a sample consisted of 850 respondents based on the rule of thumb and interval confidence. This design also addressed validity issues by conducting pre-tests, and a pilot study. The chapter also discussed the population, sample size, and the survey procedures. In the data analysis section, the statistical techniques employed for analyzing the data were tested. The minimum sample size requirements and how to organize and collect the data were also displayed. The requirements of multivariate analysis were established, examined and discussed and finally, SEM was proposed as the statistical technique for this research study. The following chapters discuss data analysis and present the findings of this research.

CHAPTER SIX

FINDINGS

6.1   INTRODUCTION

This chapter reports the result of the data analysis established through SPSS and SEM analysis. Discussions in this chapter are divided according to response rate, descriptive statistic, profile of the respondents, data screenings which are consists: missing data, outliers, response bias, normality, linearity and homoscedasticity, multicollinearity, correlations, reliability, and validity. This is followed the analysis on the (SEM) goodness fit of measurement model, the structure model, exogenous variables, endogenous variables, hypothesis model, generating model and underpinning theory. Finally, the results of the hypotheses testing are presented.

6.2   RESPONSE RATE

In social science, even if the sample size selected is fully representative of the whole population, the pattern of actual respondents is unlikely to reflect the whole population, as those who do not respond may show different characteristics than those who choose to respond. Furthermore, previous research has found that gender, age, occupation, income level, and marital status in social activities influence response rate. In order to reduce response bias, the researcher made sure that the international respondents were not local. Also, the researcher supported the respondents concerning any question they may ask that were not understood by them. He assured the respondents that the questionnaire design is right and the language of the questionnaire remained neutral. In addition, the researcher and the

respondents agreed on a time framework that was appropriate for both the researcher and respondents.

In the process of conducting the main study, 850 questionnaires were distributed to international tourists. Out of this number, 200 were undelivered, and 146 questionnaires were incomplete (missing responses). The researcher obtained the achieved response rate through tremendous effort, hard work and extra financial cost. Thus, a total of 504 responses were usable for subsequent analysis, giving a response rate of 59 % (Table 6.1).

The sample size appears to be sufficient and response rate obtained was comparable to several studies in the same area, such as 70% (Karami, 2006) 52.9% (Larsen, 2007) 34% (Kemperman, 2009) and so on. Table 6.1 provides a summary on the response rates.

Table 6.1:

Summary of Response Rates

Questionnaire administrated	850
Undelivered	200
Uncompleted	146
No. of responses	504
Response rate (504/ 850)	59 %

6.3 DESCRIPTIVE STATISTICS OF PRINCIPAL CONSTRUCTS

Descriptive analysis was conducted in subsequent stages to establish the validity and reliability processes to ascertain the main score and standard deviation for the constructs. Table 6.2 (see Appendix C) provides a discussion on the descriptive statistic of all principal constructs.

Table 6.2:

Descriptive Statistic of All Principle Constructs   (N= 494)

Construct	Total of Items	Mean of Item		Total Mean	Standard Deviation
		Min	Max		
Jordan image	11	5	7	6.23	.532
Tourist Satisfaction	10	4	7	6.18	.616
Tourist Attitude	6	4.67	7	6.09	.604
Revisit Intention	5	4	7	6.04	.751
Subject Norm	6	4	7	5.92	.792
Perceived Behavior Control	6	4.17	7	5.68	.718
Actual Visit Behavior	5	3.40	7	5.33	.772
Service Climate	10	3.70	6.20	4.89	.798
Perceived Risk	7	1	7	3.70	1.708

According to Table 6.2 above, 494 valid cases of mean and standard deviation for all the variables were analyzed. The seven-point interval scales were categorized into equal-sized categories of low, moderate and high. Subsequently, the mean scores of less than 3.00 were considered low value, mean scores of 3 to 5 were considered moderate value and mean scores more than 5 were considered high (Md Isa, 2007).

As mentioned earlier, Jordan image is represented by 11 items. Apparently, as shown in Table 6.2, the mean scores are considered very high (6.23), whilst the other

variables are at a high level (5 and above), except service climate (4.89) and perceived risk (3.70). Apparently, there is no low level of mean scores. The high mean scores imply that respondents agree that these variables influence revisit behavior to Jordan. Additionally, based on the mean score of subject norms that are considered high level (5.92), this indicates that the respondents confirm there is a high relationship between subject norm and revisit intention. Likewise, the mean score for tourist attitude (6.09) indicates the respondents focus is very high for tourist attitude on revisit intention. Additionally, based on the mean score of perceived behavior control being considered at a high level (5.68), the perception of the respondents is that the perceived behavior control may influence revisit intention to an alarming degree.

Overall, the results in Table 6.2 shows that the perceived risk is relatively moderate (3.70), respondents gave more attention to the relationship between perceived risk and tourist satisfaction. Similarly, the highest score is for tourist satisfaction (6.18). This result indicates most respondents confirm that the tourist satisfaction has a high influence on revisit intention. Additionally, Table 6.3 shows that the mean score of revisit intention at a high level with a value of 6.04. This result showed a strong relationship to actual visit behavior. Finally, the mean score of actual visit behavior showed a high level at 5.33. This result confirms respondents' perception to revisit in the future.

Standard deviation for all variables seems to fall between the ranges of 0.532 to 1.708 which reflect the existence of considerable acceptable variability within the data set. However, the various values indicate that all answers for the study variables

were substantially different or varied from one respondent to another, thus, signified the existence of a tolerable variance in responses. As shown in Table 6.3 (see page, 166), Jordan image seems to have the lowest standard deviation (0.532), which could be attributed to several reasons: (1) respondents did not understand the statements regarding Jordan image in the questionnaire, (2) respondents were not sure about the role of Jordan image for actual visit behavior, and (3) respondents may have similar views or perceptions of the influence of Jordan image on actual visit behavior.

6.4 PROFILE OF RESPONDENTS

Sample characteristics include twelve major items in this study: (1) gender, (2) age, (3) marital status, (4) income, (5), occupation, (6) nationality, (7) expenditure, (8) purpose, (9) accommodation, (10) duration, (11) mode, and (12) transportation. The results were obtained after analysing the demographic variables. The frequency and percentage for each variable is listed according to the survey categories as shown in Appendix C.

In the final sample, 329 (66.6%) of the respondents were female and 165 (33.4%) were males. It is realized that the majority of sample recoded 66.6% were female, and the majority of the respondent's age varied between 20 - 25 years old (23.1 %). This may be a common criterion observed in many studies conducted by scholars such as McDougall and Levesque (2000), Martin-Consuegra et al. (2007), and Lee et al. (2007). Of marital status, 64.4% of the respondents were married, whilst, unmarried people (single) showed 26.7% and divorced people recorded only 6.5 %. However, widowed reported 2.2%. However, the income level for respondents per month showed 42.3% for those who earned less than $1000 per month.

With regards to tourists' occupation the majority of respondents (39.7%) were public sector employees and the lowest of the respondents were unemployed (2.0 %).

The largest group of international tourists was European (37.9%) and the smallest group was Russia at (0.8%). On the other hand, looking at the average daily expenditure for tourists in Jordan, the majority of respondents who recorded (38.5 %) spent between $61-$100. Moreover, the purpose of tourists visiting to Jordan, the majority of respondents (68.2%) stayed that they traveled to Jordan for relaxation. Regarding the tourist's stay in Jordan, the majority (53.2%) stayed in hotels. Thus, when tourists were asked about the duration of stay in Jordan, the majority of respondents who recorded (34.8%) stayed in Jordan between 2-5 days. 50.6% of the respondents entered Jordan by air. Finally, the discussion shows that 25.7% of the respondents preferred to travel in Jordan through tourists coaches (refer to Appendix C).

6.5 TEST OF RESPONSE BIAS

Pallant (2001) suggested that independent sample t-test should be used when the researcher wants to compare the mean scores on some continuous variable for two different groups of subjects. In order to test the characteristics of non-respondent and late respondents, the researcher has categorized the sample into two groups: early responses (i.e. those returned within one month after distribution) and late responses (i.e. those returned after one month of distribution). Independent sample t-test was conducted on continuous variables such as tourist satisfaction (SAT) and Jordan image (JM). Based on the response time (early and late response) discussed above,

200 respondents were classified as early responses and 294 respondents as late responses. Table 6.3 provides the results of the non-responses test.

Table 6.3:

Test of Response Bias

Variables	Levene's test for equality of variances			
		F	Sig.	Sig. (2-tailed)
Tourist Satisfaction (SAT)	Equal variances assumed	1.871	.172	.261
	Equal variances not assumed			.269
Jordan Image (JM)	Equal variances assumed	1.520	.218	.781
	Equal variances not assumed			.784

According to Table 6.3 above, the p values of the analysis revealed no statistically significant difference between the two groups (significant p> .05). According to Pallant (2001), if the significance level of the Levene's test is above .05 (p> .05), then this means that the assumption of equal variances between the early response and late response has not been violated. In order to find if there is a significant difference between the two groups, significant "2 tailed" ($p > .05$) was used. Table 6.3 shows the significance level of the Levene's test for JM ($p= .218$) and SAT (p = .172), which indicates that the p value for both of them is larger than .05. This shows that the assumption of equal variances has not been violated. Besides, the significance levels for JM (p= .781) and for SAT (p= .261) further confirm that there is no significant difference between the two groups. Therefore, further analysis was carried out on the full 494 responses. Table 6.3 provides the results of the test of non-response bias, which also shows that the p>.05 means there is no significant

difference between early and late response. Therefore, our data is free from response bias (see Appendix D).

6.6 DATA SCREENING

Having collected the data, data screening was processed. Data screening was conducted through an examination of basic descriptive statistics and frequency distributions. Values that were found to be out of range or improperly coded were detected (Kassim, 2001).

6.6.1 Missing Data

A frequency test was run for every variable to identify any missing responses. Based on this, 146 of the completed questionnaires were found to be unusable because of missing responses. An inspection of the data set revealed that there were incomplete responses in part 1 (Demographic Variables), part 2 (Service Climate) and part 6 (Actual Visit Behavior) of the questionnaire. Hence, these missing responses were excluded from data the analysis, which resulted in 504 usable responses. This procedure is known as case wise deletion and was preferred to other methods of analyzing missing responses (Malhotra, 1998). In case-wise deletion only cases with complete records are included. Missing data was repaired according to the mean substitution imputation method, and replaced with the average of the data from the cases where complete data is available (Hair et al., 2006)

6.6.2 Outliers

Another important step is the treatment of outliers in the data screening process. There are some cases that have a high effect on the outcomes of any statistical

analysis (Appendix E). Therefore, the use of any multivariate technique calls for the identification and treatment of outliers in the responses (Hair et al., 1995, 1998). Univariate outliers were identified and after further investigation, it was found that these cases were extreme - either they strongly agree or disagree on the interval scaled statements. However, since this study investigates tourists' perceptions towards services performance in Jordanian hotels, it is normal that a tourist has strong feelings towards the chosen variables and feels otherwise towards another country that can satisfy his/her needs and wants. In the tourism industry, empirical evidence has confirmed the positive relationship between tourists' satisfaction and their behavioral intentions to revisit and recommend the destination to other people (Andreassen & Lindestad, 1998; Ryu, 2007; Yuksel, 2007; Kandampully and Hu 2007).

Outlier results are presented in Appendix E. The results of the χ^2 (Chi-square) and p = 0.001 variable for 66 items is 107.26, outlier results show that there were 10 dataset were deleted due to the Mahalanobis Distance (D^2) being greater than 107.26 (χ^2 value = 107.26). The 10 multivariate outliers are (5, 6, 95, 101, 102, 104, 118, 129, 177 and 283), and were deleted from the dataset, leaving a final (504-10) 494 dataset to be analyzed. It is quite conceivable for outliers to occur and that excluding these extreme cases will affect generalizability for the entire population of this study (Hair et al., 1998; Tabachnick & Fidell, 2001). More details are shown in Appendix E.

6.6.3 Normality

For most analyses to work correctly, the data should follow a normal distribution. If normality exists, even in conditions that do not necessitate normality, it will make a stronger assessment (Hair et al., 2006). After having conducted the normality test for latent variables another test was used to check the data normality assumption of the regression model, which is a histogram of the distribution of the residuals and box plots as displayed in Appendix F, which shows that the distribution approximated a normal curve, which asserts the normality assumption.

Regarding the Amos 6.0 results, there are many values (c.r $\geq \pm$ 3), after transformation the values were more than $\pm$ 3, there are new values for (c.r $\leq$ 3). These results were conducted through the hypothesis model, as shown in Appendix F. All the values of skewness $<\pm$ .3, which means the data has been approximated for a normal curve for all variables.

6.6.4 Linearity and Homoscedasticity Status

An important element of simple linear regression analysis is checking whether the basic assumption of linearity and homoscedasticity status are met (Hair et al., 2006). Results of linearity through scatter plot diagrams, after conducting normality tests for all latent variables (Appendix G) indicated that there is no evidence of nonlinear patterns in the current data. Similarly, results of the homoscedasticity tests through scatter plot diagram (Appendix G) of standardized residuals seem to suggest that the variance of DV is the same for all values of the IVs as no different pattern in the data point was discovered. Therefore, the data has achieved linearity and homoscedasticity for the regression analysis.

Likewise, Appendix G illustrates the results of the homoscedasticity test. The findings of the homoscedasticity test through scatter plot diagrams of standardized residuals show that homoscedasticity exists in the set of independent variables and the variance of the dependent variable. Furthermore, a visual inspection of the distribution of residuals suggested an absence of heteroscedasticity as shown in (Appendix G). Finally, the researcher did the normality, linearity and homoscedasticity only for the dependent variable as shown in Appendix G.

6.6.5 Multicollinearity

Multicollinearity occurs when any single predictor variable is highly correlated with another set of predictor variables (Mayer, 1999). The researcher did two types of testing for multicollinearity between the variables; tolerance value and variance inflation factor (VIF) by using SPSS version 14.0 and a correlation test by using Amos.

Firstly, the common cutoff threshold is a tolerance value of .10, which corresponds to a VIF value of less than 10 (Hair et al., 2006). According to the multiple regression analysis data presented in Table 6.4 (refer to page, 227), the results of this study showed that the tolerance value was between 0.467 and 0.964, and the variance inflation factor (VIF) value was in the range of 1.038 to 2.142.

Given that the tolerance value is substantially greater than 0.10 and the VIF value is less than 10, it can be concluded that multicollinearity among the variables is not a problem.

Table 6.4:

Testing for Multicollinearity on Assessment of Tolerance and VIF Values

Variable	Tolerance	VIF
Jordan Image	0.544	1.839
Perceived Risk	0.923	1.084
Service Climate	0.964	1.038
Tourist Satisfaction	0.535	1.870
Tourist Attitude	0.519	1.926
Subjective Norms	0.485	2.064
Perceived Behavior Control	0.555	1.803
Revisit Intention	0.467	2.142
Actual Visit Behavior	0.608	1.645

However, the second, test for multicollinearity was by using correlation values between variables, and using output from Amos version 6.0 as shown in Table 6.5 (refer to page, 228), correlations between the variables have values less than .80, which means there is no multicollinearity between the all variables.

6.6.6 Correlation of Constructs

Table 6.5 (refer to page, 228) illustrates the correlation coefficients of the constructs that were used in this study; we can conclude that the correlation coefficient for all latent variables were under the threshold of 0.80 (Hair et al., 2006). For example, it is clear that the both the perceived behavior control and service climate are considered as the lowest correlation coefficient of 0.10. (*P= 0.000* and a significance level of 0.01), whereas the higher correlation coefficient are between perceived risk and Jordan image, which showed a correlation coefficient of 0.77 (*P= 0.000* with a significance level of 0.01).

Table 6.5

Correlations for Independent Variables and Dependent Variables

	PBC	SN	ATT	JOM	RISK	SER	SAT	INT	ACT
PBC	1								
SN	.51**	1							
ATT	.53**	.53**	1						
JOM	.50**	.59**	.58**	1					
RISK	.41**	.41**	.48**	.77**	1				
SER	.10*	.14*	.20**	.26**	.20*	1			
SAT	.48**	.52**	.51**	.59**	.43**	.17*	1		
INT	.47**	.58**	.54**	.51**	.38**	.14*	.63**	1	
ACT	.46**	.64**	.52**	.67**	.37**	.38**	.62**	.65**	1

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

6.7 RELIABILITY TEST

According to Nunnally (1978) reliability is "the consistency of your measurement or the degree to which an instrument measures in the same way each time, it is used under the same condition with the same subjects". This study used the SPSS 14.0 software for determining the internal consistency. However, as display in next section two types of reliability will discuss, which are Cronbach's alpha and composite reliability

6.7.1 Cronbach's Alpha

Cronbach's alpha has been widely used to test internal consistency of variables measuring the construct in a summated scale (Hair et al., 2006). Table 6.6 (refer to page, 229) shows that the reliability results after having done the transformation. Each construct shows Cronbach's alpha readings of acceptable values above .60

(Hair et al, 2006). Reliability values for all constructs range from .61 to .94. These show that all constructs have internal consistency acceptable. In addition, after having conducted the confirmatory factor analysis (CFA) 37 items remained. More details refer to Appendix H.

Table 6.6:

Reliability Results of Study Constructs after Transformation

Variable Name	Original Items	Cronbach's Alpha after Transformation	Items after CFA	Cronbach's Alpha after CFA	Composite Reliability
Jordan Image	11	.92	5	.85	.93
Perceived Risk	7	.90	4	.94	.94
Service Climate	10	.75	4	.80	.79
Tourist Satisfaction	10	.91	4	.82	.94
Tourist Attitude	6	.63	4	.82	.94
Subject Norm	6	.89	4	.84	.97
Perceived Behavior	6	.71	4	.60	.92
Revisit Intention	5	.89	4	.88	.95
Actual Visit Behavior	5	.61	4	.61	.87
Total items	**66**		**37**		

6.7.2 Composite Reliability

The second test is the composite reliability of each measure (see Table 6.6 above). This was assessed using guideline by Nunnally (1978) for assessing reliability coefficients. The summary of the composite reliability based on the standardized factor loadings obtained from the final revised structural model shows that all constructs have an acceptable value above 0.60 (Nunnally, 1970).

Composite reliability results indicate that the measurements of all observed variables can be considered as reliable and acceptable most of the constructs have a value

more than .92. This result provides strong support for the construct components.

Table 6.7 provides comprehensive reliability results for each of the study constructs.

Table 6.7:

Composite Reliability of Exogenous Latent and Endogenous Variables

Observed Variables	Std Loading	Std Error(S.E)	Composite reliability
JOM5	.80	.09	
JOM8	.66	.06	**.93**
Jordan image (total)	**1.46**	**.15**	
TRISK 1	.71	.07	
TRISK 6	.81	.09	**.94**
Perceived Risk (total)	**1.52**	**.16**	
TSEV 2	.68	.07	
SERV8	.77	.50	**.79**
Service Climate (total)	**1.45**	**.57**	
TSAT 8	. 78	.07	
TSAT 9	.78	.08	**.94**
Tourist Satisfaction (total)	**1.56**	**.15**	
TATT 2	.86	.09	
TATT 3	.74	.07	**.94**
Tourist Attitude (total)	**1.60**	**.16**	
TSN 3	.90	.07	
TSN 4	81	.05	**.97**
Subject Norm (total)	**1.71**	**.12**	
TPBC 1	.80	.11	
TPBC 2	.71	.08	**.92**
Perceived Behavior Control (total)	**1.51**	**.19**	
TINT 2	.83	.07	
TINT 3	80	.06	**.95**
Revisit Intention (total)	**1.63**	**.13**	
ACT 2	.59	.11	
ACT 4	.61	.11	**.87**
Actual Visit Behavior (Total)	**1.20**	**.22**	

(Code after Transformation; JOM, TRISK, TSEV, TSAT, TATT, TSN, TPBC and TINT)

6.8 VALIDITY

The next section in the analysis was to test the validity of constructs, which is reported in detail in the following sections for construct validity, which are convergent and discriminant validity.

In this study, there were a total of nine variables or constructs in the proposed model and multiple items or indicators were used to examine each construct. In total, 66 items comprised nine constructs as shown in Table 6.8.

Table 6.8:

Variables and Number of Measured Items in the Research Model

Variable	No. of measured Items	Abbreviation	Abbreviation After Transformation
Jordan Image	11	JM	JOM
Perceived Risk	7	RK	RISK
Service Climate	10	SERV	TSEV
Tourist Satisfaction	10	SAT	TSAT
Tourist Attitude	6	ATT	TATT
Subject Norm	6	SN	TSN
Perceived Behavior	6	PBC	TPBC
Revisit Intention	5	INT	TINT
Actual Visit Behavior	5	ACT	TACT
Total	66		

6.8.1 Confirmatory Factor Analysis (CFA)

The CFA measurement model estimation is the first step of Structural Equation Modelling (SEM). The CFA determines whether the number of factors and the loadings of items on them conform to what is expected based on the pre-established theory of scale assessment. The SEM techniques were used to perform the CFA. The AMOS software 6.0 was used to calculate whether or not the proposed factor solutions and the model fit the data.

As mentioned earlier in Chapter five, structural equation modeling (SEM) is considered a family of statistic models that looks for details concerning the relationships among multiple variables (Hair et al., 2006). A confirmatory factor analysis (CFA) is first used to confirm the factor loadings of the nine constructs (Jordan image, perceived risk, service climate, tourist satisfaction, tourist attitude, subjective norm, perceived behavior control, revisit intention, and actual visit behavior) (refer to Appendix I).

As a general rule of thumb, Hair et al. (2006) provides a guideline to interpret the factor loading, where factor loadings with a value of +.50 or greater are considered very significant; a loading of +.40 is considered most important; a loading of +.30 is considered significant. In this study, all items have a factor loading of more than .60, suggesting that the items correlate very significantly to the factor itself.

Confirmatory factor analysis of Jordan image (11 items) is shown in Appendix I. In this study, after the researcher ran CFA for Jordan image, out of the eleven items six were deleted during the CFA (JOM2, JOM3, JOM5, JOM9, JOM10 and JOM11),

and 5 items (JOM1, JOM4, JOM6, JOM7 and JOM8) remained and have a factor loading of more than .50, suggesting that the items correlate very significantly to the factor itself with factor loadings ranging from 0.59 to 0.83. This analysis confirms that the five items measure Jordan image accurately. All five items of Jordan image were clustered together into the same construct. For more detailed observation on confirmatory factor analysis results for all variables used in this study, please refer to Appendix I.

In this research, there are seven items for perceived risk. Out of the 7 items 3 (TRISK1, RK3 and TRISK6) were deleted during the confirmatory factor analysis. Four items (RK2, RK4, RK5 and RK7) remained to be included within the analysis. According to the analysis of confirmatory factor analysis of perceived risk in Appendix I, factor loadings ranging from 0.69 to 0.98 are considered very significant. This analysis confirms that the four remaining items measured one thing, perceived risk. These indicate that the assumptions of confirmatory factor analysis were met. All four items were clustered together into the perceived risk construct.

Confirmatory factor analysis of service climate had 10 items. Out of the ten items six (SER1, TSEV2, TSEV3, TSEV5, TSEV6 and TSEV7) were deleted during the confirmatory factor analysis and the remaining 4 were analyzed. All 4 items (TSEV4, SER8, SER9 and SER10) had a factor loading of more than .50, which suggested that the items correlated very significantly to the factor itself with factor loadings ranging from 0.58 to 0.91 (Hair et al, 2006). This analysis confirms that the one set of items measured the service climate. These indicate that the assumptions of

confirmatory factor analysis were met. All four items were clustered together into the service climate construct.

Thus, confirmatory factor analysis of tourists' satisfaction (10 items), was based on the discussion provided in Appendix I. After having done the confirmatory factor analysis the results showed that six items (TSAT1, TSAT5, TSAT6, TSAT7, TSAT8 and TSAT9) were deleted, while the other remaining four items (TSAT 2, TSAT 3, TSAT 4 and TSAT 10) were analyzed and showed that all four items have a factor loading of more than .50. This suggested that the items correlated very significantly to the factor itself with factor loadings ranging from 0.61 to 0.85 (Hair et al, 2006). This analysis confirms that the four items measured tourists' satisfaction. These indicate that the assumptions of the confirmatory factor analysis were met. All four items were clustered together into the tourist satisfaction construct.

In this regards, tourist attitude has six items, the results of the confirmatory factor analysis reveals that two items (TATT4 and ATT6) were deleted after having conducted the confirmatory factor analysis. The remaining four items (TATT 1, TATT 2, TATT 3 and TATT 5) indicated a factor loading of more than .50. This proposed that the four items correlated very significantly to the factor itself with factor loadings ranging from 0.53 to 0.81 (Hair et al., 2006). This analysis confirms that the four items measured tourist attitude. These indicate that the assumptions of the confirmatory factor analysis were met. All four items were clustered together into the tourist attitude construct as shown in Appendix I.

However, a subjective norm is one of the important variables that are being discussed in the present research study. The subjective norms variable has six items. Out of these six items, two items (TSN1 and TSN5) were deleted during the process of conducting the confirmatory factor analysis. The remaining four items (TSN 2, TSN 3, TSN 4 and TSN 6) were analyzed. All four items have a factor loading of more than .50. This proposed that the four items correlated very significantly to the factor itself with factor loadings ranging from 0.55 to 0.92 (Hair et al., 2006). However, this analysis confirms that the four items measure subjective norms. These indicate that the assumptions of the confirmatory factor analysis were met. All four items were clustered together into the subjective norms construct. Details can be found in Appendix I.

Perceived behavior control has six items. Out of the six items, two items (TPBC5 and TPBC6) were deleted during the confirmatory factor analysis and four items (TPBC1, TPBC2, PBC3 and TPBC4) remained to be analyzed as shown in Appendix I. All four items have a factor loading of more than .50. This suggested that the four items correlated very significantly to the factor itself with factor loadings ranging from 0.59 to 0.72 (Hair et al., 2006). This analysis confirms that the 4 items measured perceived behavior control. These indicate that the assumptions of the confirmatory factor analysis were met. All four items were clustered together into the perceived behavior control construct.

Appendix I display the factor loading for revisit intention. The revisit intention variable contains five items. Out of the five items one item (INT1) was deleted and 4 items (TINT 2, TINT 3, TINT 4 and TINT 5) were analyzed, with regards to the

factor loading of revisit intention, all four items had a factor loading of more than .50 after having done the confirmatory factor analysis. This suggests that all the four items correlated very significantly to the factor itself with factor loadings ranging from 0.71 to 0.86 (Hair et al, 2006). This analysis confirms that the four items measured revisit intention. These indicate that the assumptions of the confirmatory factor analysis were met. All four items were clustered together into the revisit intention construct.

The actual visit behavior contains five items. Out of the five items one item (TACT3) of the items was deleted after the confirmatory factor analysis had been conducted and four items (ACT1, ACT2, ACT4 and TACT5) remained for analysis; all 4 items have a factor loading of more than .40. This showed that all the four items correlated more importantly to the factor itself with factor loadings ranging from 0.47 to 0.61 (Hair et al, 2006). This analysis confirms that the four items measured actual visit behavior. These indicate that the assumptions of the confirmatory factor analysis were met and all four items were clustered together into the actual visit behavior construct (refer to Appendix I).

The researcher used modification indices suggestions, then deleted all observed variables less than 0.30 (Hair et al., 2006). Table 6.6 (refer to page, 229) shows that the remaining observed variables or items for each construct are as follows: Jordan image decreased from 11 to 5, perceived risk from 7 to 4, service climate from 10 to 4, tourist satisfaction from 10 to 4, tourist attitude from 6 to 4, subject norm from 6 to 4, perceived behavior control from 6 to 4, revisit intention from 5 to 4, and actual visit behavior from 5 to 4. Thus, the final items that remained in this study after

conducting the convergent validity are thirty-seven items included within nine constructs.

6.8.2 Convergent Validity

From the confirmatory factor analysis (CFA), the researcher ensured that each construct has the correct observed variables. In simple words, items of constructs that theoretically should be closed to each other, but with regard to the factor loading, the observed variables loading was greater than 0.30 on each item, and the percentage of variance explained by each item. 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).

A confirmatory factor analysis (CFA) is used to confirm the factor loadings of the nine constructs (Jordan image, perceived risk, service climate, tourist satisfaction, tourist attitude, subjective norm, perceived behavior control, revisit intention, and actual visit behavior).

Table 6.9:
Factor loading results of constructs

Variables	Code	Attributes	Factor Loading
Actual Visit Behavior	ACT1	• I find visiting Jordan is useful and enjoyment for me.	.59
	ACT2	• I believe visiting Jordan is an easy and safe way to visit Arab countries.	.60
	ACT4	• I feel fast and easy access to services and transportation during visiting Jordan.	.60
	TACT5	• Many times I visited Jordan	.47
Revisit Intention	TINT2	• I would like to stay in Jordan again if I have another chance in future.	.71
	TINT3	• I intend to revisit Jordan again in the future.	.80
	TINT4	• I am willing to pay more for vacationing in Jordan in the future.	.86
	TINT5	• I am willing to visit Jordan more frequently	.85

	TSAT2	• I am satisfied with the interaction I have with other guests.	.74
		• I feel Jordan is better than expected.	
	TSAT3		.85
Tourist		• I think I did right thing when I choose to stay in Jordan.	
	TSAT4		.72
Satisfaction		• I felt that the facilities provided to tourist in Jordan fulfill my	
	TSAT10	Expectation	.61
	TATT1	• Visiting Jordan to me is Exciting.	.81
		• Visiting Jordan to me is Important.	
	TATT2		.80
Tourist		• Visiting Jordan to me is Pleasant.	
	TATT3		.80
Attitude		• Visiting Jordan to me is A good idea	
	TATT5		.53
	TSN2	• Friends who influence my behavior consider it a good idea if we visit Jordan at least once in the near future.	.78
	TSN3	• Friends who influence my behavior will visit Jordan at least once in the near future.	.92
Subjective	TSN4	• My friends approve that I visit Jordan at least once in a life time.	.79
Norm	TSN6	• Family members who influence my behavior approve that I visit Jordan in the near future	.55
	TPBC1	• I fully depend on me whether I will visit Jordan at least once in the near future.	.76
Perceived	TPBC2	• I fully control the fact that I visit Jordan at least once in the near future.	.71
Behavior	PBC3	• During my visit to Jordan I felt confused.	.59
Control		• During my visit to Jordan I felt calm	
	TPBC4		.72
	JOM1	• Jordan is a safe place to visit.	.59
	JOM4	• Jordan is an important place to visit.	.65
Jordan	JOM6	• Transportation within Jordan is convenient.	.83
Image	JOM7	• Jordan offers a variety of activities for visitors to do.	.82
	JOM8	• Jordan is an affordable place to visit	.72
	RK2	• I fear of suffering any disease or infection.	.69
	RK4	• I fear of any kind of accident.	98
Perceived	RK5	• I fear of any political or social problems.	.96
Risk	RK7	• Received risk of an inconvenient treatment from residents.	.96
	TSEV4	• This hotel provides good service quality to tourists.	.86
Service	SERV8	• Hotel managers track service quality that provided to tourists.	.58
Climate	SERV9	• This hotel provides effective communication to tourists.	.90
	SERV10	• This hotel provides tourists with tools, technology and other resources to support the delivery of superior service quality to tourists	.91

Having discussed the confirmatory factor analysis (CFA), it is realized that the regression estimates or factor loading of all observed variables or items are adequate from 0.47 to 0.98 as shown in Table 6.9 above. According to the sampling size, the factor loading for each observed variable or item should be above 0.30 (Hair et al., 2006). This results indicates that each the constructs conforms to the construct convergent validity test.

6.8.3 Discriminant Validity

Table 6.10 (refer to page, 240) shows the calculation and presentation of the variance extracted (VE). Therefore, from the results obtained from the variance extracted, AVE is calculated by averaging the two variance extracted from the variables based on the SMC data using the equation as displayed in Chapter five (refer to page, 200). Then, the finding is presented in a matrix as explained in Table 6.11 (refer to page, 241). For discriminant validity to be upheld, it has been suggested that AVE should be greater than .50 in order to justify using a construct (Barclay et al., 1995). In this research, the AVE of all the constructs is above the recommended value .50. Fornell and Larcker (1981) suggested that the square correlations between the constructs should be less than the variance explained by each construct. On the other hand, the value of AVE must be more than the correlation square as shown in Tables 6.11 and 6.12 (refer to page, 241).

Thus, the AVE of the two variables (tourist's satisfaction and tourist's attitude) is .99 as shown in Table 6.11 while, the correlation square = 0.26 of the two variables as discussed in Table (6.12) (refer to page, 241) in which AVE > correlation square. In this research, it can be observed that the square root of the AVE for a given construct

is greater than the absolute values of the standardized correlation of the given construct with any other construct in the analysis [AVE> correlation square]. Thus, discriminant validity is supported and this means all constructs used for this study support discriminant validity.

Table 6.10:

Variance Extracted for Latent Variables (VE)

Observed Variables	SMC	SMC 2	Measurement Error	Variance Extracted
JOM5	.64	.41	.004	
JOM8	.44	.19	.004	**.98**
Jordan image (total)	**1.08**	**.60**	**.008**	
TRISK 1	.50	.25	.005	
TRISK 6	.66	.44	.005	**.98**
Perceived Risk (total)	**.116**	**.69**	**.010**	
TSER2	.46	.21	.007	
SERV 8	.59	.35	.046	**.91**
Service Climate (total)	**1.05**	**.56**	**.053**	
TSAT 8	.61	.37	.004	
TSAT 9	.60	.36	.004	**.99**
Tourist Satisfaction (total)	**1.21**	**.73**	**.008**	
TATT 2	.74	.55	.004	
TATT 3	.55	.30	.004	**.99**
Tourist Attitude (total)	**1.29**	**.85**	**.008**	
TSN 3	.81	.66	.004	
TSN 4	.65	.42	.003	**.99**
Subject Norm (total)	**1.46**	**1.06**	**.007**	
TPBC 1	.63	.40	.005	
TPBC 2	.50	.25	.005	**.98**
Perceived Behavior Control (total)	**1.13**	**.65**	**.010**	
TINT 2	.68	.46	.004	
TINT 3	.64	.41	.004	**.99**
Revisit Intention (total)	**1.32**	**.87**	**.008**	
ACT 2	.35	.12	.073	
ACT 4	.37	.14	.070	**.65**
Actual Visit Behavior (total)	**.72**	**.26**	**.143**	

Tables 6.11 and 6.12 (refer to page, 241) show that the results of AVE, correlation, and correlation square, and the average variance shared between a construct and its measured items should be greater than the variance share between a construct and

other constructs (Compeau et al., 1999). Fornell and Larker (1981) suggested that the squared correlations between constructs should be less than the variance explained by each construct.

Table 6.11:

Average Variance Extracted (AVE) Matrix of Exogenous Variables

Variable Name	JOM	RISK	SER	SAT	ATT	SN	PBC	INT	ACT
JOM	1								
RISK	.98	1							
SER	.95	.95	1						
SAT	.99	.99	.95	1					
ATT	.99	.99	.95	.99	1				
SN	.99	.99	.95	.99	.99	1			
PBC	.98	.98	.95	.99	.99	.99	1		
INT	.99	.99	.95	.99	.99	.99	.99	1	
ACT	.82	.82	.78	.82	.82	.82	.82	.82	1

Table 6.12:

Correlation & Correlation Square Matrix among Exogenous Variables

	PBC	SN	ATT	JOM	RISK	SER	SAT	INT	ACT
PBC	1								
SN	.51 (.26)	1							
ATT	.53(.28)	.53 (.28)	1						
JOM	.50 (.25)	.59(.35)	.58(.34)	1					
RISK	.41(.16)	.41(.16)	.48(.23)	.77(.59)	1				
SER	.10(.01)	.14(.02)	.20(.04)	.26(.06)	.20(.04)	1			
SAT	.48 (.24)	.52(.26)	.51(.26)	.59(.34)	.43(.18)	.17(.03)	1		
INT	.47(.23)	.58(.34)	.54(.29)	.51(.26)	.38(.14)	.14(.02)	.63(.40)	1	
ACT	.46(.23)	.64(.41)	.52(.28)	.67(.45)	.37(.14)	.38(.14)	.62(.38)	.65(.4 2)	1

To conclude, the correlation is significant at 0.01 level (1-tailed) values in brackets indicate correlation square.

6.9 CONFIRMATORY FACTOR ANALYSIS OF MEASUREMENT MODEL

This section used confirmatory factor analysis (CFA) for exogenous and endogenous constructs; the researcher ensured that each exogenous and endogenous construct has

the correct observed variable as shown in the next step, the items of constructs that

theoretically should be close to each other, but with regard to the factor loading and

GOF (Hair et al., 2006).

6.9.1 CFA of Exogenous Variables

This study examines the set of exogenous variables which are: perceived risk, Jordan

image and service climate. The final modified model in Figure 6.1 (refer to page,

243), yields a $\chi 2$ (chi-square) of 43.088, degree of freedom = 32 and P-value = 0.091

which is significant at the level of 0.05.

Table 6.13:
Exogenous Model (Goodness-Of-Fit indices)

Measures	Fit Indices	Threshold Values
Absolute Fit Level		
RMSEA	0.027	Less than 0.08
GFI	0.983	0.90 and above
P-Value	0.091	*P*-Value ≥0.05
Incremental Fit Level		
AGFI	.971	0.90 and above
CFI	.997	0.90 and above
TLI	.995	0.90 and above
NFI	.987	0.90 and above
Parsimonious Fit Level		
CMIN/DF	1.346	Less than 2.0

However, other fit measures also indicate the goodness of fit of the model to the data

(CMIN/DF = 1.346, RMSEA = 0.027, TLI = 0.995, CFI = 0.997, NFI = 0.987, GFI

= 0.983, AGFI = 0.971). Table 6.13 shows the resulting statistical estimates of the exogenous model. Most of the indexes indicated achieved a good fit as recommendation value (Hair et al., 2006).
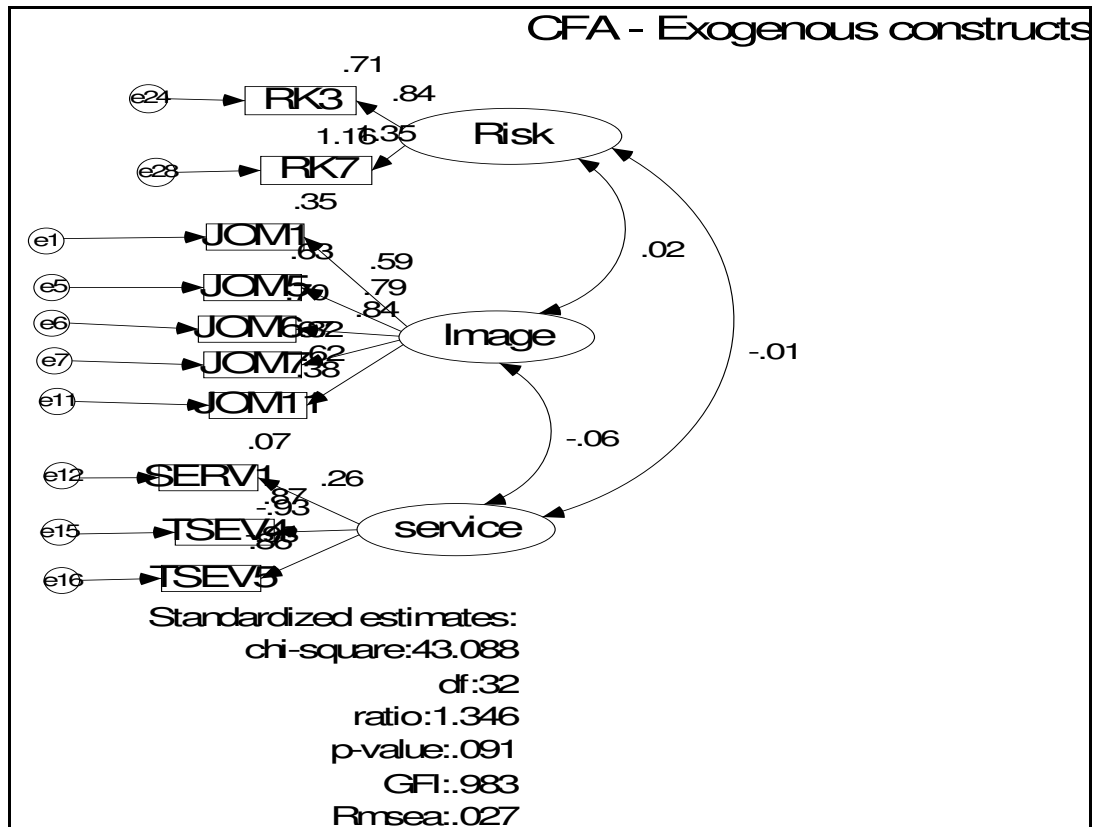
Figure 6.1:

Exogenous Model with Standardized Estimates

6.9.2 CFA of Endogenous Variables

In this study there are four endogenous variables, which are: tourist satisfaction, tourist attitude, subjective norm and perceived behavior control. However, Figure 6.2 (see page, 245) displays the examinations of the goodness-of-fit indices that are based on the endogenous model. Table 6.14 shows that the GFI results of the

endogenous model are .983, and RMSEA is .022. Additionally, the *p*-value is 0.146 which means the value of the overall model has been achieved as a recommendation values (Hair, 2006) which is similar for AGFI of .970, CFI of .995, TLI of .992, NFI of .974, and CMIN/DF of 1.242 < 2 (Hair et al., 2006).

Table 6.14:

Goodness-Of-Fit indices of Endogenous Model

Measures	Fit Indices	Threshold Values
Absolute Fit Level		
RMSEA	0.022	Less than 0.08
GFI	0.983	0.90 and above
P-Value	0.146	*P*-Value ≥0.05
Incremental Fit Level		
AGFI	0.970	0.90 and above
CFI	0.995	0.90 and above
TLI	0.992	0.90 and above
NFI	0.974	0.90 and above
Parsimonious Fit Level		
CMIN/DF	1.242	Less than 2.0
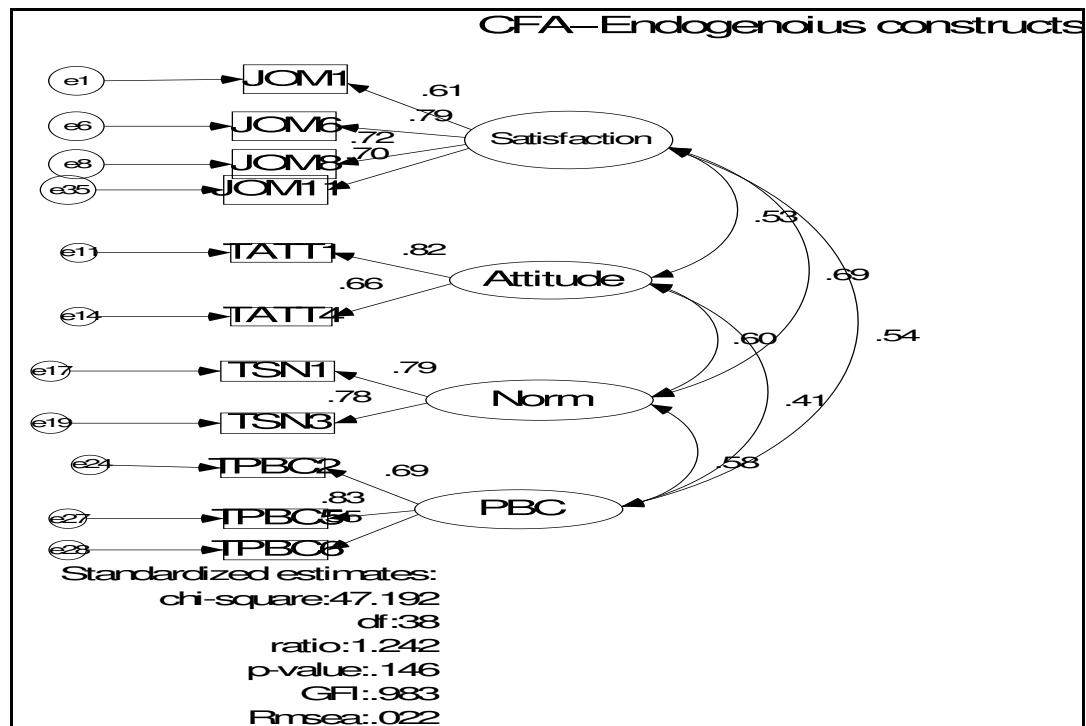
Figure 6.2:
Endogenous Model with Standardized Estimates

6.10 GOODNESS OF FIT OF MEASUREMENT AND STRUCTURAL MODEL

After the requirements of reliability and validity in the measurement model are met, the next step is to estimate the structural model. Byrne (2001) asserts that the measurement model is basically a confirmative factor analysis and deals with the relation of the indicator variables to the latent construct while a structural model relates to the causal relationships of the latent variables and any additional observed or manipulated constructs. AMOS 6.0 graphics was used to run the structural model and test the hypothesized relationship between constructs.

Confirmatory factor analysis (CFA) was conducted one by one on every construct and measurement model as displayed in Table 6.15 (see page, 247). The goodness of fit is to see if the model fits into the variance and covariance matrix of the dataset. The CFA measurement and structural model has a good fit with the data based on assessment criteria such as GFI, CFI, TLI, RMSEA (Bagozzi and Yi, 1988). All CFAs of constructs produced a relatively good fit as indicated by the goodness of fit indices such as CMIN/DF ratio (< 2); P-value (> 0.05); goodness of fit Index (GFI) of (> 0.90); and root mean square error of approximation (RMSEA) of values less than 0.08 (< 0.08) (Hair et al., 2006). Additionally, in cases that do not achieve these values we have to confirm with factor loading for each construct, which should be more than .30 (Hair et al., 2006). As show in Table 6.15 most of the constructs achieved acceptable values of GOF.

Table 6.15:

CFA of All Measurement and Structured Model (Goodness-Of-Fit indices) (N = 494)

Variables	Original Items	Items Remain	CMIN	DF	CMIN/DF	P-value	GFI	CFI	TLI	NFI	RMSEA
Jordan Image	11	5	9.859	5	1.972	**0.079**	0.992	0.995	0.990	0.990	0.044
Perceived Risk	7	4	16.711	2	8.355	**0.000**	0.983	0.994	0.983	0.994	0.122
Service Climate	10	4	6.444	2	3.222	**0.040**	0.993	0.996	0.989	0.995	0.067
Tourist Satisfaction	10	4	2.925	2	1.463	**.232**	0.997	0.999	0.996	0.996	0.031
Tourist Attitude	6	4	2.047	2	1.024	**0.359**	0.998	0.999	0.999	0.999	0.007
Subjective Norm	6	4	6.862	2	3.431	**0.032**	0.993	0.995	0.984	0.992	0.070
Perceived Behavior Control	6	4	27.671	2	13.836	**0.000**	0.975	0.955	0.864	0.952	0.161
Revisit Intention	5	4	41.635	2	20.818	**0.000**	0.958	0.964	0.892	0.962	0.200
Actual Visit Behavior	5	4	18.573	2	9.286	**0.000**	0.982	0.934	0.802	0.928	0.130
Exogenous:	28										
Jordan Image, Perceived Risk & Service Climate		10	43.008	32	1.346	**0.091**	0.983	0.997	0.995	0.987	0.027
Endogenous:	28										
Satisfaction, Attitude, Norm & Perceived Behavior Control		11	47.192	38	1.242	**0.146**	0.983	0.995	0.992	0.974	0.022
Endogenous: Intention & Actual	10	7	15.805	13	1.216	**.260**	0.991	0.997	0.995	0.984	.021

Table 6.15 above shows that the goodness of fit of most constructs is often strictly confirmatory (Byrne, 2001). Therefore, the results above it are acceptable for the next step of the analysis.

6.11 HYPOTHESIZED FULL MODEL

In the research hypothesized model for this research there are ten direct hypotheses respectively; 1) revisit intention and actual visit behavior, 2) tourist satisfaction and revisit intention, 3) tourist attitude and revisit intention, 4) subjective norm and revisit intention, 5) perceived behavior control and revisit intention, 6) perceived behavior control and actual visit behavior 7) perceived risk and actual visit behavior,8) Jordan image and tourist satisfaction, 9) perceived risk and tourist satisfaction, and 10) service climate and tourist satisfaction. In addition, there is the mediating effect of revisit intention in the relationship between perceived behavior control and actual visit behavior. There is also the mediating effect of satisfaction and intention in the relationship between perceived risk and actual visit behavior.

6.11.1 Goodness-OF-Indices of Hypothesized Model (SC)

AMOS 6.0 Graphics was used to run the structural model and test the hypothesized relationship between constructs. Maximum likelihood (ML) estimation was employed to compare structure coefficients between latent variables. Examinations of the goodness of fit indices (GOF) are shown in Figure 6.3 (refer to page, 249). ML is based on the assumption that the observed variables are normally distributed. This assumption has been shown to be met by the data in the previous section.

The final modified model in Figure 6.3, yields a χ2 (chi-square) of 19631.048, degree of freedom = 2054 and *P*-value = 0.000 which is not significant at the level of 0.050), indicating that the model fits the data very well except the *P*-value. However, because the chi-square statistic is very sensitive to the sample size it is more appropriate to look at other fit measures.

Fortunately, other fit measures also indicate the goodness of fit of the model to the data (CMIN/DF = 9.557, RMSEA = 0.132, TLI = 0.485, CFI = 0.507, NFI = 0.481, GFI = 0.658, AGFI = 0.632). Table 6.16 (refer to page, 250) shows the resulting statistical estimates of the hypothesis model. Most of the indexes indicated did not achieve the recommendation values (Hair et al., 2006).
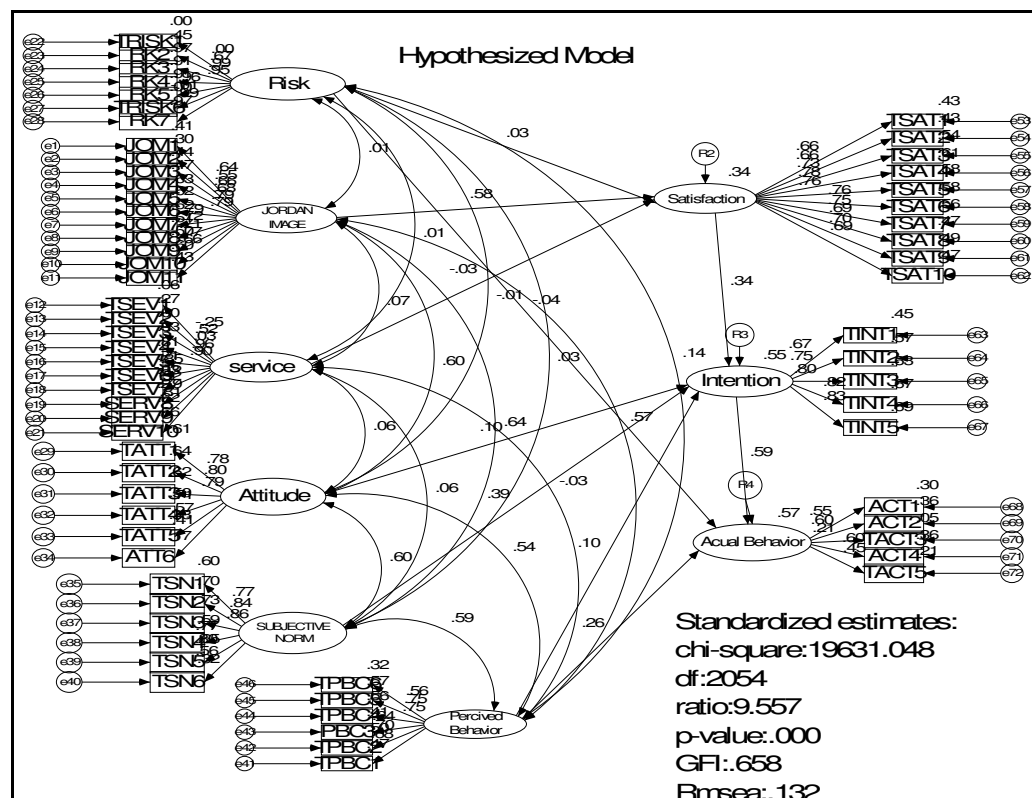
Figure 6.3:

Hypothesized Models (SC) with Standardized Estimates

Table 6.16:

Hypothesized Model (Goodness-Of-Fit indices)

Measures	Fit Indices	Threshold Values
Absolute Fit Level		
RMSEA	0.132	Less than 0.08
GFI	0.658	0.90 and above
P-Value	0.000	*P*-Value ≥0.05
Incremental Fit Level		
AGFI	.632	0.90 and above
CFI	.507	0.90 and above
TLI	.485	0.90 and above
NFI	.481	0.90 and above
Parsimonious Fit Level		
CMIN/DF	9.557	Less than 2.0
SMC (R^2)		Bigger better
Actual behavior	.569	
Intention	.550	
Satisfaction	.336	

6.12   GENERATING MODEL (GM)

Jöreskog and Sorbom (1993) pointed out that the re-specification (generating model) may be either theory or data driven; the ultimate objective is to find a model that is both substantively meaningful and statistically well-fitting. From the hypothesized model, deletions of modification indices (MI) were used to achieve GOF of the generating model (GM). The steps taken for this deletion of modification indices are found in Appendix J.

6.12.1 Goodness of Fit Indices of Generating Model (GM)

The results of goodness-of-fit for the generating model is shown in Table 6.17 and Figure 6.4 (refer to page, 252).   The value of chi-square is 122.131 with 103 degrees of freedom, and a *p*-value of 0.096. The GFI is 0.973, the AGFI is 0.956, TLI is 0.991, NFI is 0.963, CFI is 0.994, RMSEA is 0.019, and the CMIN/DF of 1.186 < 2. The results of goodness-of-fit for generating model are acceptable as being above recommended values (Hair et al., 2006).

Table 6.17:

Model Generating (Goodness-Of-Fit indices)

Measures	Fit Indices	Threshold Values
Absolute Fit Level		
RMSEA	0.019	Less than 0.08
GFI	0.973	0.90 and above
P-Value	0.096	*P*-Value ≥0.05
Incremental Fit Level		
AGFI	0.956	0.90 and above
CFI	0.994	0.90 and above
TLI	0.991	0.90 and above
NFI	0.963	0.90 and above
Parsimonious Fit Level		
CMIN/DF	1.186	Less than 2.0
SMC (R^2) Actual behavior Intention Satisfaction	.703 .509 .432	Bigger better
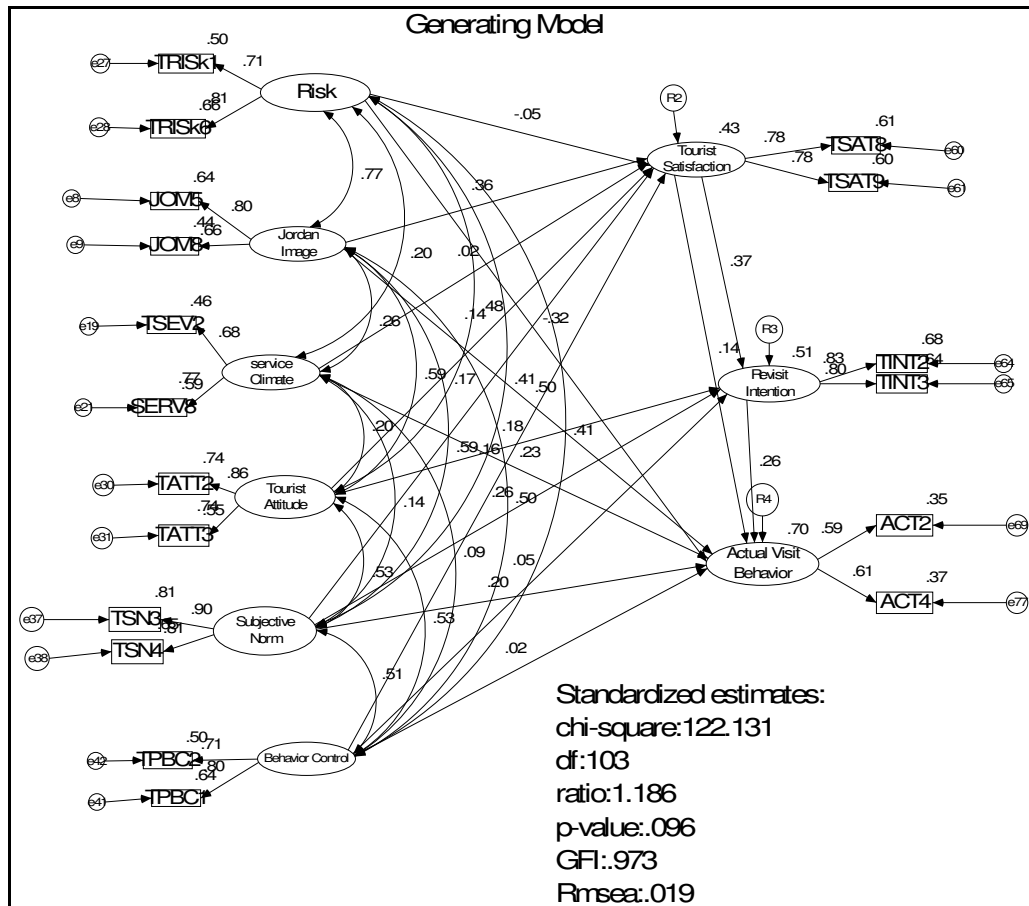
Figure 6.4:

Generating Model with Standardized Estimates

6.12.2 Hypothesis Testing of Generating Model

A direct effect represents the effect of an independent variable (exogenous) on a dependent variable (endogenous). From Figure 6.5 (refer to page, 255) and Table 6.18 (refer to page, 253), it shows that the hypotheses test, in determining the significance of each path coefficient, estimate of regression weight, standard error of regression weight, and critical ratio for regression weight, (C.R= dividing the regression weight estimate by the estimate of its standard error gives) were used.

Table 6.18 presents each parameter's C.R., Estimate and S.E of the Generating Model. Hence, revisit intention has a significant positive and direct impact on actual visit behavior (β =.264, C.R = 2.720; P = .007) or H1 is supported.

Tourist satisfaction has a significant positive and direct impact on revisit intention (β =.373, C.R = 5.400; P= ***) or H2 is supported. Tourist attitude has a positive significant direct impact on revisit intention (β =.182, C.R = 2.734; P= 0.006) or H3 is also supported. Subjective norm has a positive significant direct impact on revisit intention (β = .262, C.R = 4.178; P= ***) or H4 is also supported.

Table 6.18:

Direct Hypotheses Testing Result of Generating Model

H.	Regression Weights From	To	Estimate	SE	C.R.	*P*	Hypothesis
H1	INI	ACT	.264	.268	2.720	.007	*Yes*
H2	SAT	INT	.373	.076	5.400	***	*Yes*
H3	ATT	INT	.182	.063	2.734	.006	*Yes*
H4	SN	INT	.262	.057	4.178	***	*Yes*
H5	PBC	INT	.053	.069	.789	.430	*No*
H6	PBC	ACT	.024	.238	.287	.774	*No*
H7	RISK	ACT	-.318	.395	-2.197	.028	*Yes*
H8	RISK	SAT	-.050	.102	-.442	.658	*No*
H9	JOM	SAT	.356	.132	2.407	.016	*Yes*
H10	SER	SAT	.015	.026	.270	.787	*No*

However, perceived behavior control (PBC) has a positive direct impact on revisit intention (β =.053, C.R = .789 P = 0.430 or H5 is rejected. Perceived behavior control (PBC) has a positive direct impact on actual visit behavior (β =.024, C.R = .287; P = 0.774) or H6 is rejected. Perceived risk (RISK) has a negative and direct effect on actual visit behavior (β =-.318, C.R = -2.197; P = 0.028) or H7 is supported.

Perceived risk has negative and direct effect on tourist satisfaction (β=-.050 C.R = -.442; P = .658) or H8 is rejected. Jordan image has a positive and significant direct impact on tourist satisfaction (β=.356, C.R = 2.407; P = 0.016) or H9 is supported. Service climate also has positive and direct impact on tourist satisfaction (β=.015, C.R = .270; P = .787) or H10 is also rejected.

As seen in Table 6.18 above, the hypothesis is significant for C.R. values. Six hypotheses (H1, H2, H3, H4, H7 and H9) were supported, while four hypotheses (H5, H6, H8 and H10) were rejected because they are lower than the recommended value of C.R (C.R less than -/+ 1.96). In the variable measured, (i.e. service climate) it is not meaningful because the C.R is lower than 1.96. For example, estimate of regression weight showed that when JOM goes up by 1 point, SAT goes up by.318 points, and a .132 standard error. The critical ratio for regression weight was achieved by dividing the regression weight estimate by the estimate of its standard error (C.R = 0.318/.132= 2.407). Therefore, the level of significance for regression weight is the probability of getting a critical ratio as large as 2.407 in absolute value with p being less than 0.001. In other words, the regression weight for JOM in the prediction of SAT is significantly different from zero at the 0.001 level. For more details the Figure 6.5 gives more explanation regarding the new paths in the generating model.
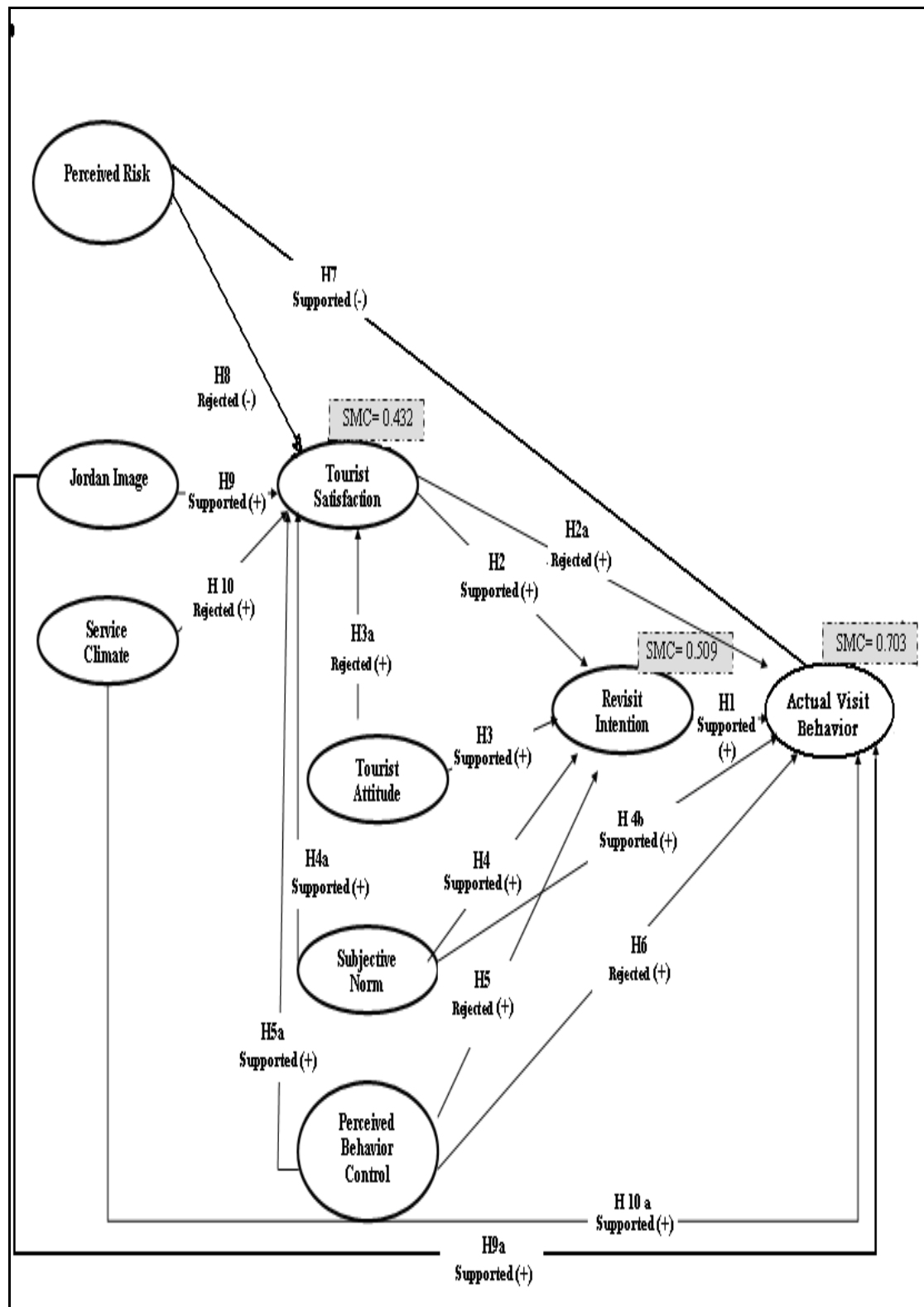
Figure 6.5:

New Path Hypotheses

6.12.3 Mediating Effect of Generating Model

For this study, we tested the mediating effects of revisit intention in the relationship between perceived behavior control and actual visit behavior and found that the indirect effect (.052) was greater than the direct effect (.024) as shown in Table 6.19. But the direct effect was not significant and the path from perceived behavior control to revisit intention also was not significant. This indicates that the revisit intention does not mediate in the relationship between perceived behavior control and actual visit behavior. To conclude, this finding does not support H11.

Table 6.19:

Mediating effect of tourist satisfaction and revisit intention

Hypothesis	From	Mediation	To	Direct effect	Indirect effect	Total Effect	Mediating
H11	PBC	INT	ACT	.024	.052	.076	Not Mediating
H12	RISK	SAT & INT	ACT	-.318	-.012	-.330	Not Mediating

Regarding the mediating effect of tourist satisfaction and revisit intention in the relationship between perceived risk and actual visit behavior (H12), as shown in Table 6.19 above, the indirect effect (-.012) was less than the direct effect (-.318) this result showed that the tourist satisfaction and revisit intention do not mediates. Thus, both revisit intention and tourist satisfaction do not have a mediating effect in this study.

6.12.4 New Direct Paths of Generating Model

Using modification indices (MI), the study developed a generating model with an attempt to ensure a better fitting and possibly more parsimonious model. This

modification intends to test the direct and indirect effect in order to find out investigate whether paths effects support or reject these new hypotheses. However, this is useful to see whether new path hypotheses depend on the results of the hypotheses model. In this study the modification indices suggested seven new hypotheses. The modified model in Figure 6.5 above, presents seven new direct effects as shown in Table 6.20.

In this regards as shown in Figure 6.5 above and Table 6.20, the first hypothesis is that tourist satisfaction has a direct impact on actual visit behavior (H2a); subjective norm has a direct impact on actual visit behavior (H4b); Jordan image has a direct impact on actual visit behavior (H9a); service climate has a direct impact on actual visit behavior (H10a); tourist attitude has a direct impact on tourist satisfaction (H3a); subjective norm has a direct impact on tourist satisfaction (H4a); and perceived behavior control has a direct impact on tourist satisfaction (H5a).

Table 6.20

New Direct (**paths**) **Hypotheses** *Testing Result of Generating Model*

H.	Regression Weights from	To	Estimate	SE	C.R.	*P*	Hypothesis
H2a	SAT	ACT	.140	.317	1.349	.177	*No*
H4b	SN	ACT	.199	.235	2.112	.035	*Yes*
H9a	JOM	ACT	.504	.516	2.653	.008	*Yes*
H10a	SER	ACT	.226	.104	3.020	.003	*Yes*
H3a	ATT	SAT	.145	.066	1.891	.059	*No*
H4a	SN	SAT	.173	.061	2.343	.019	*Yes*
H5a	PBC	SAT	.159	.069	2.117	.034	*Yes*

Based on findings in Table 6.20 above, tourist satisfaction has a positive effect on actual visit behavior, (β =.40, C.R = 1.349; *P*= .177) or H2a is not supported.

Subjective norm has a positive direct and significant impact on actual visit behavior (β=.199, C.R = 2.112; P = .035) or H4a is supported. Jordan image has a positive direct impact and significant impact on actual visit behavior (β=.504, C.R = 2.653; P = .008) or H9a is supported. Service climate has a positive direct impact and significant impact on actual visit behavior (β=.226, C.R = 3.020; P = .003) or H10a is supported. In addition, there are other new paths between (tourist attitude, subjective norm and perceived behavior control) and tourist satisfaction. Firstly, tourist attitude has a positive direct impact on tourist satisfaction (β=.145, C.R = 1.891; P = .059) or H3a is not supported. Subjective norm has a positive direct impact and significant on tourist satisfaction (β=.173, C.R = 2.343; P = .019) or H4b is supported. Perceived behavior control has a positive direct and significant impact on Actual Visit Behavior (β=.159, C.R = 2.117; P = .034) or H4a is supported.

6.12.5 New Mediating effect of Generating Model

As shown in the modified model, Table 6.21 (refer to page, 259) and Figure 6.5 above presents nine new indirect effects. Firstly, a mediating effect of tourist satisfaction in the relationship between Jordan image and actual visit behavior (H9m); a mediating effect of tourist satisfaction in the relationship between service climate and actual visit behavior (H10m); a mediating effect of tourist satisfaction in the relationship between subjective norm and actual visit behavior (H4m); a mediating effect of tourist satisfaction in the relationship between perceived behavior control and actual visit behavior (H5m); and a mediating effect of tourist satisfaction in the relationship between tourist attitude and revisit intention (H3m).

Furthermore, there is a mediating effect of tourist satisfaction in the relationship between subjective norm and revisit intention (H3m1); **a** mediating effect of tourist satisfaction in the relationship between perceived behavior control and revisit intention (H5m1); a mediating effect of tourist satisfaction in the relationship between subjective norm and revisit intention (H4m1); a mediating effect of revisit intention in the relationship between tourist satisfaction and actual visit behavior (H2m); and a mediating effect of revisit intention in the relationship between subjective norm and actual visit behavior (H4m2).

Table 6.21:

New Mediating Effect of Actual Visit Behavior

Hypothesis	From	Mediation	To	Direct effect	Indirect effect	Total Effect	Mediating
H9m	JOM	SAT	ACT	.504	.085	.590	Not Mediating
H10m	SER	SAT	ACT	.226	.004	.230	Not Mediating
H4m	SN	SAT	ACT	.199	.111	.310	Not Mediating
H5m	PBC	SAT	ACT	.024	.052	.076	Not Mediating
H3m	ATT	SAT	INT	.182	.054	.236	Not Mediating
H4m1	SN	SAT	INT	.262	.065	.327	Not Mediating
H5m1	PBC	SAT	INT	.053	.059	.112	Mediating
H2m	SAT	INT	ACT	.140	.098	.238	Not Mediating
H4m2	SN	INT	ACT	.199	.111	.310	Not Mediating

The Generating Model (GM) generates two new mediating effects of tourist satisfaction and revisit intention as shown in Table 6.21 above. Only one full mediates of tourist satisfaction is shown in the relationship between perceived behavior control and revisit intention. In contrast, the findings of this research point out that both tourist satisfaction and revisit intention do not have any mediating effect. This is because most of the direct effects of constructs have more than the

indirect effects. For example, the mediating effect of tourist satisfaction in the relationship between SN and INT as shown in Table 6.21, the indirect effect is 0.065, which is less than the direct effect which is .262. This result confirms that tourist satisfaction does not mediate between SN and INT.

6.13   ALTERNATIVE MODEL ANALYSIS

This study adopts the Theory of Planned Behavioral (TPB) (Ajzen, 1985). This theory supported the conceptual and theoretical framework of the present research.

6.13.1 Goodness-OF-Fit Indices of Alterative Model (TPB THEORY)

Figure 6.6 displays the examinations of the goodness-of-fit indices that are based on TPB theory. Table 6.22 (261) shows the GFI results of Planned Behavioral Theory (TPB) at .986, where RMSEA is .028. Additionally, the p-value of TPB is 0.087 where the value of the overall model has been achieved as a fit recommended value (Hair et al., 2006), which is similar for an AGFI of .970, CFI of .994, TLI of .990, NFI of .979, and CMIN/DF of 1.395 < 2 as a recommended value and an SMC of .534 (Hair et al., 2006).

Table 6.22:

Goodness-Of-Fit indices of Planned Behavioral Theory (TPB)

Measures	Fit Indices	Threshold Values
Absolute Fit Level		
RMSEA	0.028	Less than 0.08
GFI	0.986	0.90 and above
P-Value	0.087	*P*-Value ≥0.05
Incremental Fit Level		
AGFI	.970	0.90 and above
CFI	.994	0.90 and above
TLI	.990	0.90 and above
NFI	.979	0.90 and above
Parsimonious Fit Level		
CMIN/DF	1.395	Less than 2.0
SMC (R^2)		Bigger better
Actual behavior	.534	
Revisit intention	.422	

6.13.2 Alternative Model Hypothesis Testing of TPB Theory

Based on the TPB theory model, Figure 6.6 and Table 6.23 (refer to page, 262) presents each parameter's C.R., Estimate and S.E. Based on the finding, Table 6.23 provides an explanation of three significant hypotheses through C.R. values that are acceptable. This is because they are more than +/-1.96 C.R (H1, H2, and H3). In contrast, there are two hypotheses that are not significant and achieved C.R < 1.96 (H4 and H5). In addition, results found that there is a new path resulting from subjective norm to actual visit behavior (H3a). Also, the findings of the new path showed that there is a positive and significant relationship (C.R >1.96 and p-value <.05).

Table 6.23:

Regression Weight for Hypotheses Testing Results of TPB Theory

H.	Regression Weights From	To	Estimate	SE	C.R.	*P*	Hypothesis Support
H1	INT	ACT	.381	.255	4.148	***	*Yes*
H2	ATT	INT	.276	.064	4.015	***	*Yes*
H3	SN	INT	.376	0.058	5.893	***	*Yes*
H4	PBC	INT	.119	.067	1.755	.079	*No*
H5	PBC	ACT	.102	.220	1.264	.206	*No*
H3a (new path)	SN	ACT	.372	.224	4.156	***	*Yes*
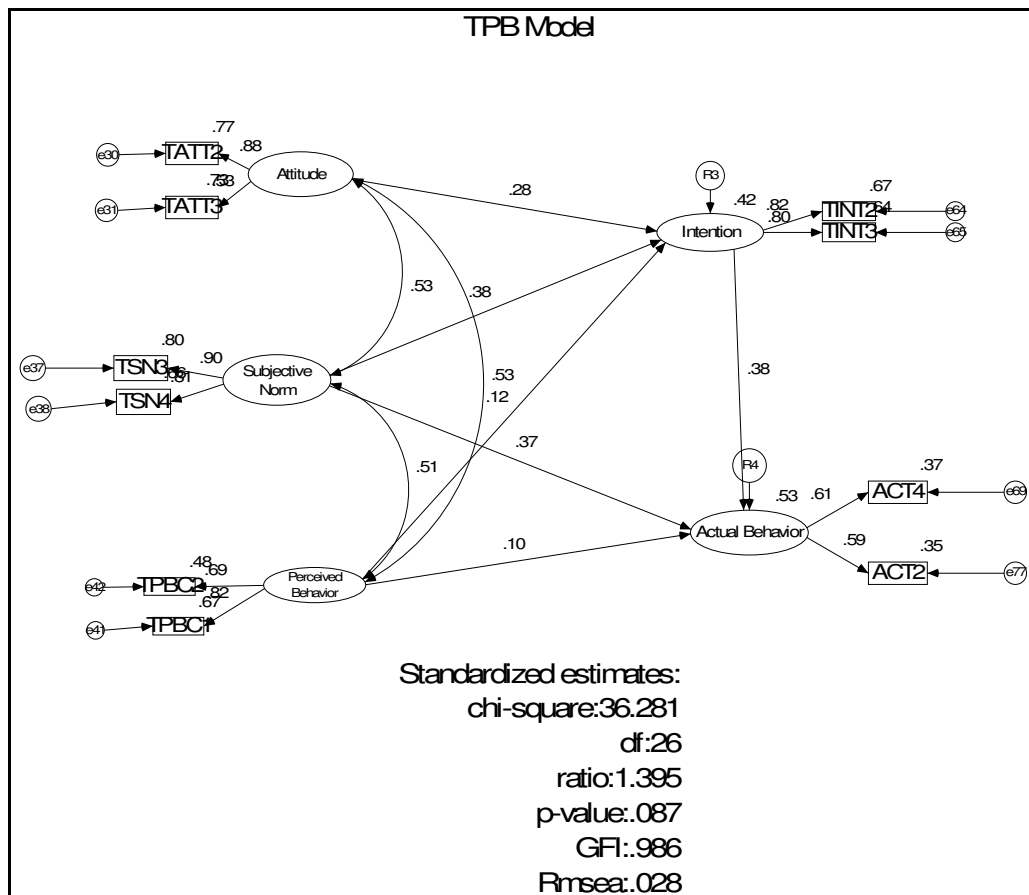
Figure 6.6:

Alternative Model of TPB theory with Standardized Estimates

6.14   OVERALL COMPARISON BETWEEN STRUCTURAL MODELS

This study attempted to examine the goodness of fit of the hypothesized structural model and TPB model. As expected, the hypothesized model does not achieve model fit (p value=.000, $p<.001$). This implies that the hypothesized model was not supported. Even though the hypothesized model produces more significant direct impacts, it cannot be generalized due to non-achievement of p-value ($p<.05$). Table 6.24 (refer to page, 264) shows that the hypothesized model supports five significant direct impacts (H1, H2, H4, H6, and H9), while the Generating Model (GM) achieved a fit model, and supports six significant direct impacts (H1, H2, H3, H4, H7 and H9), and TPB supports three significant direct impacts (H1, H2 and H3).

The mediating effect of revisit intention in the relationship between perceived behavior control and actual visit behavior (H11) was not supported because the indirect effect was less than the direct effect as shown in the hypothesis and (GM) model. In addition, intention was not a mediating effect in generating model because insignificant even the indirect effect more than the direct effect. Additionally, mediating effect o satisfaction and intention in the relationship between perceived risk and actual visit behavior (H12), was not supported, because the direct effect more than the indirect effect and not significant. Therefore, this means that tourist satisfaction and revisit intention do not mediate in this study.

Table 6.24:

Comparison between Hypothesis, TPB, and GM Models

Hypothesis	From	Mediation	To	Hypothesized Model (SC)			Alternative Model (TPB)			Model Generating (GM)		
				Estimate	P	Hypothesis Supported	Estimate	P	Hypothesis Supported	Estimate	P	Hypothesis Supported
H1	INT	--	ACT	.589	***	Yes	1.056	***	Yes	.264	.007	Yes
H2	SAT	--	INT	.345	***	Yes	-	-	-	.373	***	Yes
H3	ATT	--	INT	.105	.062	No	.256	***	Yes	.182	.006	Yes
H4	SN	--	INT	.393	***	Yes	.340	***	Yes	.262	***	Yes
H5	PBC	--	INT	.101	.058	No	.118	.079	NO	.053	.430	No
H6	PBC	--	ACT	.262	***	Yes	.278	.206	NO	.024	.774	No
H7	RISK	--	ACT	-.044	.345	No				-.318	.028	Yes
H8	RISK	--	SAT	.027	.507	No	-	-	-	-.050	.658	No
H9	JOM	--	SAT	.580	***	Yes	-	-	-	.356	.016	Yes
H10	SER	--	SAT	-.033	.420	No	-	-	-	.015	.787	No
H2a	SAT	-	ACT	-	-	-	-	-	-	.140	.177	No
H4b	SN	-	ACT	-	-	-	-	-	-	.199	.035	Yes
H9a	JOM	-	ACT	-	-	-	-	-	-	.504	.008	Yes
H10a	SER	-	ACT	-	-	-	-	-	-	.226	.003	Yes
H3a	ATT	-	SAT	-	-	-	-	-	-	.145	.059	No
H4a	SN	-	SAT	-	-	-	-	-	-	.173	.019	Yes
H5a	PBC	-	SAT	-	-	-	-	-	-	.159	.034	Yes
										Indirect Effect	Direct Effect	Mediating
H11	PBC	INT	ACT	-	-	-	-	-	-	.052	.024	Not Mediating
H12	RISK	SAT&INT	ACT		-	-	-	-	-	-.012	-.318	Not Mediating

Among the structural models, Generating Model (GM) achieved the higher square multiple correlation (SMC) or (R^2). Table 6.25 shows that the Generating Model (GM) explains 70.3 % of the variance in actual visit behavior; 50.9 % of the variance in revisit intention; and 43.2 % of the variance in tourist satisfaction. The hypothesis model explains 56.9 % of the variance in actual visit behavior; 55.0 % variance in revisit intention; 33.6 % of the variance in tourist satisfaction. However, Planned Behavioral Theory (TPB) explains 42.2 % variance in revisit intention and 53.4 % variance in actual visit behavior.

Table 6.25:

Comparison of Goodness-of-fit between Hypothesis, TPB, and GM Models

Goodness-of-Fit	Hypothesized Model	TPB	Model Generating (GM)
CMIN	19631.048	36.281	122.131
CMIN change	-	19594.767	19508.917
DF	2054	26	103
DF change	-	2028	1951
CMIN/DF	9.557	1.395	1.1861
GFI	.658	.986	.973
RMSEA	.132	.028	.019
TLI	.485	.990	.991
CFI	.507	.994	994
P-value	.000	.087	.096
Actual visit Behavior	.569	.534	.703
Revisit Intention	.550	.422	.509
Tourist Satisfaction	.336	----------	.432

According to Hair et al. (2006), differences between nested models of hypothesized Model (SC), Alternative Model (TPB), and Generating Model (GM) are usually evaluated using the difference between their chi square (χ^2) statistics relative to the difference in their degrees of freedom. Specifically, the chi-square difference is the standard test statistic for comparing models.

The change in chi-square and degrees of freedom was used to evaluate the Generating Model (GM), and TPB (Table 6.25) above. The results of change in χ^2 and DF are sufficient for the recommended value of DF > 1, and χ^2 > 3 (Hair et al., 2006). The analysis indicate that there was an increase in χ^2 (19508.917) and degrees of freedom (1951), p = 0.006) of the Generating Model, and for TPB of χ^2 (19594.767) and degrees of freedom (2028). Thus, suggesting that the data fit the generating model is more than the first model (hypothesized model) and underpinning model (TPB model). These results suggest the generating model provides the most parsimonious fit to the data. Thus, based on the goodness-of-fit indices above, the data shows that the generating model is confirmed as a better fit and greater parsimony compared with the hypothesized and original theory model.

6.15   SUMMARY

This chapter is the most important of all as it analyses the data, presents the results and tests the hypotheses for the study. In summary, a good response rate was achieved (59 %). For the survey, the test of non-response bias also demonstrated that there is no statistically significant difference between early and late response. As a result of that, the issue of non-response bias did not significantly affect the generalization of the findings of this study. Confirmatory Factor Analysis (CFA) was

conducted for each latent variable as an individual variable in order to test the construct validity for all interval scale variables; reliability was also tested for all interval scale variables to see how free it is from random error. Further, the researcher tested the assumptions of normality, linearity, and homoscedasticity and the results show that the assumptions were generally met. Table 6.26 presents the significant relationship of direct impacts and Table 6.27 displays the insignificant relationships of direct impacts. Additionally, Table 6. 28 (268) display the results of any mediating effects.

Table 6.26*:*

Summary of the Direct Significant Relationships

Hypothesis	Exogenous Latent Construct	Endogenous Latent Construct	Result	Explanation
H1	INT	ACT	**Supported**	Positive influence
H2	SAT	INT	**Supported**	Positive influence
H3	ATT	INT	**Supported**	Positive influence
H4	SN	INT	**Supported**	Positive influence
H7	RISK	ACT	**Supported**	Negative influence
H9	JOM	SAT	**Supported**	Positive influence

Table 6.27*:*

Summary of the Direct Insignificant Relationships

Hypothesis	Exogenous Latent Construct	Endogenous Latent Construct	Result	Explanation
H5	PBC	INT	**Rejected**	Positive influence
H6	PBC	ACT	**Rejected**	Positive influence
H8	RISK	SAT	**Rejected**	Negative influence
H10	SER	SAT	**Rejected**	Positive influence

Table 6.28:

Summary of the Indirect Relationships Hypotheses Results

Hypothesis	Exogenous Latent Construct	Mediator	Endogenous Latent Construct	Result
H11	PBC	INT	ACT	**Not Mediating**
H12	RISK	SAT&INT	ACT	**Not Mediating**

CHAPTER SEVEN

DISCUSSION AND CONCLUSIONS

7.1   INTRODUCTION

Research may be defined as a process of systematic investigation leading to increased understanding of a phenomenon or an issue of interest. The systematic process of investigating an existing issue and seeing it in a different way, provide the means for ensuring strong and effective processes of inquiry. In this way research is a form of transformational learning that increases the stock of knowledge that provides people with new concepts, ideas, explanations or interpretations which enable them to see the world in a different way and do things in a better way (Stringer, 2004).

In order to claim knowledge, the researcher needed to gather data and generate an accumulation of evidence base to explain the phenomena under investigation. In this context, this chapter discusses the findings related to the relationships between eight contingency factors and actual visit behavior, and the mediating effect of revisit intention and tourist satisfaction. The chapter also addresses the academic and practical implications of the findings which can be considered a contribution to the research community. Finally, the limitations, and suggestions for future research, and the overall conclusions are discussed.

7.2   DISCUSSION OF FINDINGS

In this chapter the researcher reflects on the study in its entirety. With that reflection, the researcher also considers the direction of future research implications. It is worth mentioning that the prime objectives of this study were 1) to identify the direct significant influence of perceived risk, revisit intention, perceived behavior control and actual visit behavior, 2)   to identify the direct significant influence of satisfaction, attitude, subjective norm, perceived behavior control and revisit intention., 3) to identify the direct significant influence of perceived risk, Jordan image and service climate and tourist satisfaction, 4) to examine to what extent revisit intention and tourist satisfaction mediate the relationship between perceived risk and actual visit behavior, , and finally 5) to determine the mediating effect of revisit intention on linkage of perceived behavior control with actual visit behavior.

It was clear to the researcher that achieving the above objectives should help academic research to describe, understand and explain the status of tourism in Jordan. Articulating the context and purpose of the project would not be enough. The researcher was aware that the rigor of his inquiry would be demonstrated by how he exposed the collected data to critique and how his conclusions would be supported by the development of usable knowledge. In order to take a proper action and have usable knowledge, the researcher had to obtain a conceptual frame work that helped him measure the validity and the reliability of the findings.

Adapting a specific conceptual framework and big sampling system was meant to make generalizations and this in itself a useful insight for researchers. Having a conceptual framework was also meant to focus the scope of the research without

losing sight of the emergent issues. In the following paragraphs, the researcher will discuss the significant and insignificant impact of antecedent, the mediating effects of intention and satisfaction and how the underpinning theory of Planned Behavior (TPB) can be used to explain Actual visit behavior in Jordan.

7.3 SIGNIFICANT ANTECEDENTS

This study shows that there are eleven direct significant impacts, five of them are new.

7.3.1 First Objective: to identify the direct significant influence of perceived risk, revisit intention, perceived behavior control and actual visit behavior.

As far as the first objective is concerned, the next step will discuss first the significant impacts on actual visit behavior which is revisit intention, perceived risk, subjective norm, Jordan image and service climate.

1.   The relationship between Revisit Intention and Actual Visit Behavior (H1)

The study revealed, as shown in Table 6.24 (refer to chapter six), that the relationship between revisit intention and actual visit behavior was positively significant (H1), Tourists who are satisfied in the first trip to Jordan yield to have the intention to revisit the country again .Thus, more tourists have expressed that they had the intention to revisit the country and the possibility of revisiting is quite high. Regarding the tourism settings, Lin (2008) argues that there is a positive correlation between tourists' intention and actual behavior to use internet when they want to book an on line ticket. The reason behind this relationship may be the accessibility of internet.

Many studies (Todd & Taylor, 1995; Tan & Teo, 2000; Suh & Han, 2002; Shih & Fang, 2004; Amoroso, 2004; Pedersen & Nysveen, 2005; Jaruwachirathanakul & Fink, 2005; Tang & Chi, 2005; Gopi & Ramayah, 2007; Amoroso & Hunsinger, 2008; Lin, 2008; Kim et al., 2008; Canniere 2008) emphasized the interaction between intention and actual behavior in different settings. For example, Canniere et al. (2008) found out that there was a significant positive linkage between customer's intention and actual purchase behavior. The phrasing of the intention's construct in this study referred to the probability of the customer visiting the retailer at least once in the next summer season.

Tourists who visit Jordan confirm that, the provided services and present tourist sites in the country stimulate them to have positive intention to revisit again, this in turn develops a positive actual visit behavior. A sound explanation for that is the fact that in Jordan there are many holy sites that include Islamic shrines, churches, historical places such as Petra, Madaba and Jaresh (MoTA, 2007b). Moreover, Jordanians are hospitable, sociable and kind in dealings with tourists. Additionally, the diversified climatic conditions are still used to attract international tourists to Jordan (JTB, 2005).

   2. The relationship between Perceived Risk and Actual Visit Behavior (H7)

The results of study point out that there is a significant and negative relationship between perceived risk and actual visit behavior as shown in hypothesis H7. It means that if a country is notorious for terrorist attacks, snatching, hijacking etc., tourists will hesitate to take such a country as their destination. Tourists always give priority to

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safe destinations to visit and if they perceive any risk they decline to visit and Jordan is not an exception.

This result goes in line with some past studies such as, Sathye, 1999; Kolodinsky et al., 2004; Mphil et al., 2007; Ozdemir & Trott, 2009. For example, Kolodinsky et al. (2004) found out that the perceived risk and e-banking adoption were significantly related. However, the study revealed that there was a significant and negative relationship between perceived risk and actual behavior.

Additionally, Ndubisi and Sinti (2006) found out that perceived risk was an important factor that could have an effect on electronic commerce adoption. This has led to the assumption that internet commerce can be risky. In the same vein, Mphil et al. (2007) found out that there is a significant and negative relationship between perceived security and internet adoption in Malaysia and Singapore by youths who are more likely to be risk takers .They more likely own multiple banking accounts, subscribe to various banking services and hence, would have high needs for convenient and easily accessible delivery channels such as Internet banking. Given that, the researcher can safely assume that perceived risk can have a significant and negative linkage with actual visit behavior. In this context, it is worth mentioning that media play a vital role in affecting tourists' actual visit behavior (Lin, 2008).

Thus, perceived risk is considered an important factor that could determine actual behavior. This shows that risk perceptions are likely to affect tourists' emotions, level of shopping satisfaction and loyalty. Also, security and safety perceptions are likely to influence the amount of time and money spent at a shopping location

(Yuksel and Yuksel, 2007). Thus, low risk perception has an impact on tourists' satisfaction and more repurchasing behavior.

Referring to the result of descriptive statistics of perceived risk in Table 6.2 (refer to chapter 6, p.218), the mean of 494 tourists of perceived risk was (3.70) which reveals that the level of perceived risk among international tourists in the southern region in Jordan was relatively low and it had a negative effect. Low perceived risk means that international tourists accept and prefer to visit Jordan. This result is supported by previously published international researches and has been presented in Chapter Three (p.99-101). This shows that the level of perceived risk across many countries such as Egypt, Israel, Japan, Jordan, Turkey, United Arab Emirates, Yugoslavia, Burundi, Haiti, Rwanda, Somalia, South Africa, India and Pakistan are classic examples for this negative effect (Sonmez & Graefe, 1998).

There is low risk perception by international tourists. Thus, terrorism risk has been decreasing and it seems that tourists are more confident to travel (Sonmez & Graefe, 1998). However, the terrifying event on the World Trade Center reflected the fragility of tourism industry (Liesch et al., 2006). Such an event resulted in a significant decline in business and consumer's confidence in the United States as a safe country. This is because the event of 11/9 had a negative effect on tourists' traveling and this supported the findings of this study

A significant negative impact of perceived risk of tourists on actual visit behavior in Jordan has been noticed for a decade as there are some threating events that had

occurred in the Middle East such as political instability and terrorist attacks, such as the terror attacks on three Jordanian hotels in Amman in late 2005 (Alrai, 2005).

3.   **The relationship between Subjective Norm and Actual Visit Behavior (H4a New Path)**

The Generating Model (GM) creates a new path to be directly influencing behavior from subjective norm to actual visit behavior. In this respect, the study revealed that there was a positive and significant relationship, as showed in Table 6.24 (refer to chapter six) by hypothesis H4a. In brief, tourists believe that if they benefit from their trip to Jordan, it will be seen by their family members, relatives and friends positively and in some cases they will be encouraged to try the same experience. So, this subjective norm stimulates tourists to come here repeatedly.

The findings of this research go in line with previous studies. For example, Lin (2008) examined the relationship between subjective norm and actual behavior and found out that there was a significant and positive relationship. Similarly, Hernandez and Mazzon (2007) conducted a study to investigate internet banking adoption in Brazil and noticed a positive relationship between subjective norm and users' adoption behavior. Subjective norm has a significant and positive linkage with actual visit behavior, This implies that tourists are easily affected by friends and family because they have sufficient travel information, select products joyfully, and have higher willingness to participate in group travel together with their family or friends (Lin, 2008).

Hernandez and Mazzon (2007) found out that there was a significant impact between subjective norms and actual purchase. This could imply that families and friends could have certain amount of influence on actual purchase on-line. This could be especially true amongst customers who may have actual purchase online but could be affected by friends' opinions and involvement.

The reasons of this result are that Jordan's organic and induced information have been communicated in such a way that makes many potential tourists and their near and dears form a positive image about Jordan. Thus, the tourists' expectation and their experience have helped establish a positive image and consequently managed to make Jordan a favorite destination.

4. **The relationship between Jordan Image and Actual Visit Behavior (H9a New Path)**

As shown in table 6.24 (refer to chapter six), the relationship between Jordan image and actual visit behavior was significant and positive (H9a) .The visitors believe that Jordan is a nice looking country that has huge historical places. These attributes encourage them visiting Jordan again and again.

In the literature review pertinent to marketing, little research has emphasized the significant role of image as a key strategic variable that can explain customers' purchase behaviors (Patterson and Spreng, 1997). International tourists had a fairly positive perception of Jordan as a host nation, and tourists strongly agreed that Jordan was both a safe and an interesting place to visit. One of the given reasons was that the natives in Jordan are hospitable. Additionally, Jordan was a fun place to visit

because it provides a good variety of places to stay. Respondents were more neutral regarding tourist services offered by Jordan, such as food, transportation, variety of things to do, and affordability.

This positive image of Jordan may attract a particular segment of tourists. For instance, several trade journals indicated that sandwiches are consumers' favorite fast food, whereas some expressed that the best attribute was atmosphere, food quality, menu variety, service, and cleanliness (Sloan, 2002; Tillotson, 2003). In this context, it is worth mentioning that, the interior design plays a great role in creating an appealing atmosphere that develops customer's positive perception of a place (Ryu and Jang, 2007).

This finding goes in line with the study of Hernandez and Mazzon (2007) who found out that there is a significant and positive relationship between image and actual behavior. Reality is that the natural and man-made attractions, the good infrastructure, the acceptable behavior of citizens and the political conditions of Jordan have a strong impact on tourists' beliefs, values and feelings to form a positive image of the country that ultimately increase the possibility of more tourists coming.

5. **The relationship Service Climate and Actual Visit Behavior (H10a New Path)**

The empirical data of this research investigated the relationship between service climate and actual visit behavior. The results revealed that there was a significant and positive relationship between service climate and actual visit behavior as

explained in hypothesis H10a. It means that the services provided for visitors such as accommodation, transportation, telecommunication, banking, business, foods and drinks, health, and spas are standard and satisfactory. The nature, quality and delivery approach of services to the tourists in Jordon are good and this plays a vital role to accelerate tourists' actual visit behavior. In addition, the relationship between employees and tourists is also in satisfactory level and if it is maintained and improved it will bring competency in tourism industry. This explains why tourists have a positive attitude and in return it compels them to revisit.

The revealed result is supported by Andronikidis (2009) who investigated students' service quality and actual visit behavior in the automotive repair industry. He found out that there was significant positive relationship between service quality and customers' behavior. Thus the better service quality provided, the more likely tourists visit Jordan.

7.3.2 Second Objective: to identify the direct significant influence of satisfaction, attitude, subjective norm, perceived behavior control and revisit intention.

In line with the second objective, this study revealed that there were three significant direct impacts namely antecedents of tourist satisfaction, tourist attitude and subjective norm on revisit intention.

1.   The relationship between Tourist Satisfaction and Revisit Intention (H2)

As shown in table 6.24 (refer to chapter six), the relationship between tourist satisfaction and revisit intention was positively significant (H2). If the tourists

become satisfied with the offered services, transactions, behavior, attractions, norms, safety, and climatic conditions in Jordan, obviously, they will have a positive attitude and a strong intention to revisit the country. Here, the result reveals that there is a positive relationship between tourist satisfaction and revisit intention that ultimately increases the possibility of revisit intention and leads to actual visit behavior.

This finding conforms to previous studies (Anderson and Sullivan 1993; Patterson and Spreng 1997; Baker and Crompton 2000; Chiou, 2004; Um et al., 2006; Valle et al. 2006; Ryu et al. 2007; Yuksel and Yuksel 2007; Gonzalez et al. 2007; Chen, 2008; Hong et al. 2009; Alegre and Cladera 2009;). For example; Hong et al (2009) found out that there was a significant impact between tourists' satisfaction and revisit intention. This indicates that the tourists' satisfaction lead to revisiting. Thus, the belief that satisfaction with a previous visit increases destinations' loyalty and that loyalty leads to revisiting, this finding is consistent with (Yuksel & Yuksel, 2007; Gonzalez et al., 2008; Chen, 2008; Alegre & Cladera, 2009).

Similarly, Valle et al. (2006) found out that tourist satisfaction was a major factor that had an effect on destination loyalty intention. The results of this study have important implications for marketers and managers. There is a need to improve the perceived quality of the tourist offer, which is the basis of tourist satisfaction (Bigne et al., 2001).

As this study shows, tourists experience higher satisfaction levels and have a favorable intentional behavior, that is, the willingness to return to Jordan and to recommend it to others (Valle et al., 2006). Moreover, this study shows that the more

satisfied tourists are, the more time they spend. .This is an important finding because longer stay brings more business and sustains a stable economic status to the region. In the same vein, Alhroot (2007) found out that there was a significant relationship between tourist satisfaction and revisit intention in Jordan. This result indicates that tourists are satisfied with services, infrastructure, and transportations and easy access to the tourist sites. These findings should be seriously considered by the Jordanian government.

The Jordanian government is very much eager to develop, maintain and improve the tourism sector through encouraging private sector; business persons and other involved parties. Consequently, tourists have been cared and nursed expectedly in every corner of the country. These positive encounters make them happy and intend to visit the country again (Harahsheh, 2002).

2. The relationship between Tourist Attitude and Revisit Intention (H3)

This study examined that the relationship between tourist attitude and revisit intention. The findings revealed that there was a positive and significant relationship between tourist attitude and revisit intention as showed by hypothesis H3.

Tourists developed a favorable attitude toward the natural, cultural, religious, historical, and archeological places they visited. Additionally, the nicely built hotels, spas, health service, political stability and the general condition of the country. Created a positive attitude among the tourists who made visitation at least once and logically this increases the chance of intention to visit the country repeatedly.

This result is confirmed by some prior studies like Tan and Teo (2000), Pavlou and Chai (2002), pilling et al. (2004), Mahmod et al. (2005), Gopi and Ramayah (2007), Lam et al. (2007), Dai and Kuo (2007), Celik (2008), Quintal et al. (2009).

In tourism settings, Lam et al. (2007) found out that there was a positive and significant impact of tourists' attitudes on revisit intention of Taiwanese tourists for visiting Hong Kong. This study indicates that tourists' who have positive attitude toward internet purchasing are likely to purchase online when they have easy access to use internet freely, These facilities lead to the integration of information technology in hotels in China.

Similarly, Dai and Kuo (2007) also found out that there was a significant and positive influence of managers' attitude on intention to visit Taiwan. Most participants maintained a positive attitude toward electronic saving,

Pilling et al. (2004) explore students' attitude towards intention to food safety. This study indicates that food service, employees in schools, assisted living, and long-term care facilities have an effect on students' attitudes about food safety, They look for positive outcomes of food safety such as decreasing patrons' risk of food borne illness, reducing the spread of microorganisms, and keeping the work environment clean.

Al Sukkar (2005) found out that attitude had a direct significant impact on internet purchasing behavior in banking environment. Past studies have obtained that those

who have positive attitude about internet purchasing are likely to purchase online (Celik, 2008; Shih & Fang, 2004; Chai and Pavlou, 2004).

The visitors' pre-tour perception of Jordan was confirmed and in some cases, it got stronger after experiencing the country. Obviously, Jordan's nice hospitality spurs them to keep the trip in memory, to tell friends favorably and see the land again. Tourism is a growing industry in Jordan where stakeholders show a keen interest for finding more tourists in the future (Alhroot, 2007). That is why tourists have a positive attitude to revisit the country.

3.   The relationship between Subjective Norm and Revisit Intention (H4)

In this research, the quantitative data examined the relationship between subjective norm and revisit intention. The result pointed out there is a positive and significant relationship between subjective norm and revisit intention as shown by hypothesis H4.

 Reality is that, tourists find recognition; encouragement and cooperation from their family members, friend circle, relatives and colleagues about making tours in Jordan. This is a positive signal for making more loyal tourists of Jordan that will naturally increase the revisit intention and actual visitation.

There are some other studies that have the same results (Chai & Paul, 2004; Fusilier & Durlabhji, 2005; Ok & Shon, 2010; Lam et al., 2007; Nor & Pearson, 2007; Rouibah, 2008; Quintal et al., 2009; Han et al., 2010).

In tourism settings, Han et al. (2010) explored that subjective norms have a direct significant effect on tourists' intention. This could imply that families and friends could have certain amount of impact on intention to revisit rather than on the actual visit behavior. This could be especially true amongst tourists since they may have intentions to visit, but they could be hindered by friends' opinions and involvement (Lam et al., 2007; Dai & Kuo, 2007; Quintal et al., 2009)

Sparks and Pan (2009) found out that there was a significant relationship between subjective norm and tourist's intention. This study emphasizes that the managers in hotels, restaurants, and tourists sites should consider the importance of advertising that makes a positive image associate with relevant reference groups like family, friend and co-workers. Furthermore, the recognition that females might be more readily influenced by some groups could be considered when planning marketing.

Lam et al. (2007) found out that subjective norms are an important factor in influencing Taiwanese tourists' intentions to visit Hong Kong. In another study, Quintal et al. (2009) examined the effects of subjective norm on intention to visiting Australia. The results showed that there was significant positive effect on intentions to visit Australia.

In the actual visitation tourists have standard services in Jordan and they have good experience. After going back, tourists feel happy about it and convey such a message to their friends and relatives (Alhroot, 2007). In some cases, tourists search a place to visit that will bring social recognition and they do believe that Jordan is a country of such a type. For these reasons tourists' subjective norm and revisit intention are positively linked up.

7.3.3 Third Objective: to identify the direct significant influence of perceived risk, Jordan image and service climate and tourist satisfaction.

The results of third objective revealed that there are three significant direct impact antecedent of tourist satisfaction which are Jordan image, subjective norm and perceived behavior control on tourist satisfaction.

1.   The relationship between Jordan Image and Tourist Satisfaction (H9)

The quantitative data collected from this study examined the relationship between Jordan image and tourist's satisfaction; the result revealed that there is a significant and positive relationship between Jordan image and tourist's satisfaction as discussed in hypothesis H9.

Tourists in Jordan have received information that developed their good perception and feeling about Jordan. Again, this positive image and the visitation experience made them satisfied. Therefore, there is a positive and significant link between the image and satisfaction that accelerate tourists' interest in the country.

This result goes in line with previous studies that found a significant and positive relationship between image and satisfaction (Andreassen & Lindestad, 1998; Bigne et al., 2001; Ryu et al., 2007; Chen & Tsai, 2007; Chi & Qu, 2008; Xia et al., 2009).

Ryu et al. (2007) found out that there is a significant direct impact between restaurant image and customer satisfaction. The study results suggest that developing positive indicators of customer behavioral intentions rely not only on the restaurant's ability to increase customer satisfaction, but also to establish a favorable image and

perceived value. Therefore, the relationship between restaurant image and customer satisfaction is something that restaurateurs are keen on to strengthen the pursuit of customer approach behavior. In this context, it is worth mentioning that.

Chi and Qu (2008) found out that destination image plays an essential role in achieving the loyalty of an individual, and tourists' satisfaction must be handled in order to develop beneficial relationship between both parties. Destination image had a positive effect on tourist satisfaction as well as destination loyalty. It also enhances tourist's intention to return and to recommend it in the future.

Also, Chen and Tsai (2007) confirmed that there was a significant relationship between destination image and tourist satisfaction. Similarly, Bigne et al. (2001) examined the relationship between tourist's image of Spanish tourist resorts on the coast of the Valencia Region. The result revealed that that there was a significant relationship and image was one of the determinants of tourist satisfaction.

The visitors have favorable pre-conception about the country as they got encouraging information through natural and promoted media and from experienced friends (Bigne et al., 2001; Chi & Qu, 2008). When they came to visit the country they found the environment smooth and congenial. What services and products they consumed in the country they found as per their expectation. For these reasons visitors had a good image in their mind about Jordan and consequently it makes them closer to satisfaction.

2. **The relationship between Subjective Norm and Tourist Satisfaction (H4b New Path)**

As shown in Table 6.24 (refer to chapter six), the relationship between subjective norm and tourist's satisfaction was significant and positive (H4a). The finding signals that the tourists hold a positive pre-idea that drives to absorb the facilities satisfactorily; in addition that the recognition of relatives, friends and colleagues push them one step ahead to the actual satisfaction.

Lam et al. (2003) found that there is a significant and positive impact between subjective norm and tourist satisfaction. The results of the study indicate that new employees' affective evaluation of jobs and behavioral intentions are influenced by the Chinese cultural characteristics in Hong Kong, rooted from traditional beliefs, values, and norms.

Thus, the main reasons for this positive and significant result in the context of Jordan are pre- conception, friends' favorable word of mouth, social recognition of the tour experience and confirmation of tourists' expectation regarding services provided. Therefore, it indicates that the family members and friends have a good role on tourists' satisfaction that lead to possibility of revisit intention to Jordan.

3. **The relationship between Perceived Behavior Control and Tourist Satisfaction (H5a New Path)**

As displayed in Table 6.24 (refer to chapter six), the relationship between perceived behavior control and tourist's satisfaction was significant and positive (H5a). What visitors thought to perform like touring historical and religious places, experiencing

hotel, transport, spa and business services and enjoying various local entertainments they could do easily in the trip of Jordan and that is the prime reason of their satisfaction.

A few previous studies showed the similar results like Lee et al. (2007) and Guo et al. (2009). Lee et al. (2007) found out that the perceived behavior control influences tourists' satisfaction directly. Additionally, Guo et al. (2009) , found out that the customers' perceived behavioral control exerts direct effects on clients' satisfaction. Thus, agents should help the clients enhance their feelings of self-efficacy and controllability regarding their housing transactions in order to increase their intention to remain with the agent as well as the likelihood of actual retention. This also means that once agents have helped their clients enhance their perception of self-efficacy and controllability in the exchange, clients will evaluate the agents in a more favorable way.

Some of the factors that lead to such a result are finding Jordan trip easy, cheap, comfortable, safe, homely, charming, enjoyable and valuable (Harahsheh, 2010; MoTA, 2010). Jordan tourism industry tries to offer the best to international visitors Thus, it is seen that the perceived behavior control has a significant and positive impact on tourists' satisfaction and obviously this will result in raising the revisit intention and actual visit behavior.

7.4 INSIGNIFICANT ANTECEDENTS

This study shows that there are six direct insignificant impacts. Out of these impacts there are two new insignificant direct impacts.

7.4.1 First Objective: to identify the direct significant influence of perceived risk, revisit intention, perceived behavior control and actual visit behavior.

In line with the First objective, the next step will discuss first the insignificant impacts on actual visit behavior which is perceived behavior control and tourist satisfaction.

1.   **The relationship between Perceived Behavior Control and Actual Visit Behavior (H6)**

Based on the results shown in Table 6.24 (refer to chapter six), it was found that the relationship between perceived behavior control and actual visit behavior is insignificant as shown by hypothesis H6. In simple words, tourists are confident enough to make a trip to Jordan and they think it is easy, affordable and attainable. Therefore, the tourists' perceived behavior control will encourage more tourists' arrival in the country in case they have easy access to visit and do cheaper shopping in Jordan

This finding of the research is agreed by Pedersen and Nysveen (2005) who found that there is insignificant impact between Customers' perceived behavioral control and actual behavior. Thus, In general, lack of facilitation, it is believed to reduce the perceived behavioral control of using a service or technology. Examples of such conditions are price, service, terminal availability, support, roaming and interconnect, security issues and service compatibility.

Tourists have positive perceived behavior control because they have found various services like hotel, motel, transport, foods, spa, shopping easy and cheaper in Jordan (Harahsheh, 2002). Furthermore, they found Jordanian trip within their reach and the climate is also comfortable.

2. The relationship between Tourist Satisfaction and Actual Visit Behavior (H2a New Path)

As shown in table 6.24 (refer to chapter six), the relationship between tourist satisfaction and actual visit behavior was insignificant (H2a). Here, a positive relationship between tourist's satisfaction and actual visit behavior states that somewhat level the tourists were satisfied by the services provided by hotel's employees, logistic support authority, bank- insurance, health institutions and others. Their experience met their expectations and they were satisfied enough to revisit Jordan again.

In this respect, it is clear that customer's satisfaction affect not only their behavioral intentions but also their actual behaviors, This finding is in line with Nyer's study (1998) in which he found that there was a insignificant relationship between customer satisfaction and actual behavior. This indicates that there is evidence to believe that different emotions have different effects on behavior.

Most probably, the government, business persons and the residences are very conscious and careful about international tourists regarding the quality of offerings and services provided and are sincere to improve the whole scenario continuously.

7.4.2 Second Objective: to identify the direct significant influence of satisfaction, attitude, subjective norm, perceived behavior control and revisit intention.

In line with the second objective, this study found only one insignificant direct impact perceived behavior control antecedents of tourist revisit intention.

1. **The relationship between Perceived Behavior Control and Revisit Intention (H5)**

In connection with the results of this research as shown in Table 6.24 (refer to chapter six), it was found that the relationship between perceived behavior control and revisit intention is insignificant as revealed by hypothesis H5. Here, visitors of Jordan find the trip affordable and within their reach. As a developing country Jordan can provide all facilities on average price, with standard quality and with smooth interaction. Although, the perceived behavior control and intention to revisit the country is not significantly positive, still it will stimulate the actual visitation.

Another unexpected finding revealed by Pavlou and Chai (2002) that there is insignificant impact of perceived behavior control towards intention, which perhaps be the reason behind the utilitarian nature of the online consumer. Another plausible explanation may be the fact that this study examines intentions, not actual behavior. Perceived behavioral control has also a direct effect on actual behavior. Therefore, by not examining actual e-commerce use, this potentially substantial effect remains unclear. Consequently, the expectation that the relationship between control and transactions is higher in societies with long-term orientation may be evident when examining actual behavior.

Celik (2008) found that there is insignificant impact between perceived behavior control and intention. The basic explanation for this situation could be the inhibiting effects of user experience on perceived behavior control, supports this view by stating that user perceptions of system control decrease when they become more aware of the system functions, available knowledge about the system, acquirable resources to use the system and the opportunities to reuse the system. Thus, practitioners should give an extra attention to prevent users' intention behavior from consequently experiencing access difficulties, system crashes, drop outs, service delays and system malfunctions to create a positive control sense over the intention behavior system.

It is observed that as Jordan is located very near to Europe and living standard is not so high, visitors find the air fare cheaper, hotel rent within their reach and costs of other services are also reasonable (Han et al., 2010). Recently, Jordan has developed its road transportation and telecommunication facilities tremendously. Thus, tourists perceived behavior control needs more attention to increase the revisit intention (Harahsheh, 2010).

7.4.3 Third Objective: to identify the direct significant influence of perceived risk, Jordan image and service climate and tourist satisfaction.

The results of third objective revealed hat there are three insignificant direct impact antecedent of tourist satisfaction which are perceived risk, service climate and tourist attitude on tourist satisfaction.

1. **The relationship between Perceived Risk and Tourist Satisfaction (H8)**

The empirical data of this research investigated the relationship between perceived risk and tourist satisfaction. The result pointed out there is an insignificant and negative relationship between perceived risk and tourist satisfaction as shown in hypothesis H8. Thus, tourists are safety seeker and they want to avoid risks (i. e. more risks less satisfaction and less risk more satisfaction). This result tells that perceived risk of Jordan decreases the satisfactions that ultimately result in the decline of the tourists' flow. Perceived risk appears to have a weaker effect on satisfaction than actual visit behavior as showed earlier

According to the findings revealed by Udo et al (2008), Perceived Risk has insignificant relationship with customer satisfaction. Furthermore, Perceived Risk does not influence how e-customers perceive web service quality. This result is interesting and contradictory to some previous research (Yuksel & Yuksel, 2007; Grabner-Krauter & Faullant, 2008; Quintal et al., 2009; Wong &Yeh, 2009).

There are some reasons that made the situation intricate such as, the hotel bombing in 2004, the Aqaba explosion and terrorist attacks at Radisson Sass hotel in 2005, a series of terrorists' attacks in Sharm Al Sheikh in 2005, the assassination of AL Hariri (late prime Minister) in 2005 as well as the Israeli war against Lebanon in 2006. McAleer (2010) investigated the effects of SARS and Avian Flu on international tourist arrivals. Perceived risk about diseases has a negative impact on international tourists' satisfaction. These events have a negative perception on Jordan's safety (MoTA, 2007b).Recently, the scenario gradually improved and this lead to the increase in tourists' numbers Jordan.

2. The Relationship between Service Climate and Tourist Satisfaction (H10)

The empirical data of this research examined the relationship between service climate and tourist satisfaction. The result revealed that there is insignificant relationship between service climate and tourist satisfaction as explained in hypothesis H10. The result indicates that the behavior and delivery system of service providers are not important for tourists who do not pay much care if they are happy or not with their encounters, that may persuade tourists to have better feeling and satisfaction.

Alhroot (2007) explored that there was insignificant linkage between service climate and tourist satisfaction. This implies that the tourists were dissatisfied with the services that provided by Jordanian hotels.

Thus, the nature of service to the tourists in Jordon plays a good role to achieve tourists' satisfaction. Usually, the staff and employees of hotel, spas and transport sector encounter tourists warmly and that is the main cause for satisfaction. However, there is a possibility for first time visitors to feel unsatisfied in Jordon due to their lack of experience (Alhroot, 2007). A reasonable explanation for this is the fact that most of tourists come from Christian countries to visit religious sites such as Jordan's river. They do not care much of service quality that is provided in tourist sites in Jordan (MoTA, 2007a).

3. The relationship between Tourist Attitude and Tourist Satisfaction (H3a New Path)

In this study as shown in Table 6.24 (refer to chapter six), the relationship between tourist's attitude and tourist's satisfaction was insignificant (H3a). Based on the gathered information, tourists made their beliefs, knowledge, perceptions about attractions, infrastructures, people and politics of Jordan favorable before availing the tour and after experiencing Jordan their holistic attitude became more positive and lastly they became satisfied.

This is supported by the findings of cho and agrusa (2006) who conducted a study to examine customer's attitude and customer's satisfaction towards online travel agencies in U.S.A. The results of this study found that customers' attitudes towards online travel agencies impact the level of customer's e-satisfaction. In addition, Lee et al. (2007) found out that the customer attitude affected customer satisfaction directly which is similar to the findings of the present research.

The people of inbound tourists' countries to Jordan have factual information of recent development of tourism in the country through normal and promoted media and they have favorable attitude to Jordan. This attitude has become stronger in the time of actual visitation as tourists got what they expected in the country. Definitely this will increase the actual visitation to Jordan.

7.5 MEDIATING EFFECTS OF INTENTION AND SATISFACTION

7.5.1. Fourth Objective: to examine to what extent revisit intention and tourist satisfaction mediate the relationship between perceived risk and actual visit behavior.

In relation to the fourth objective, this sheds light on examining to what extent revisit intention and tourist satisfaction mediate the relationship between perceived risk and actual visit behavior. This study found that tourist satisfaction and revisit intention was not full mediating between perceived risk and actual visit behavior rather perceived risk influences actual visit behavior directly.

The results of generating model as shown in Table 6.24 point out that the mediating effect of tourist satisfaction and revisit intention between perceived risk and actual visit behavior did not support H12. Thus, perceived risk directly affects actual visit behavior, this result confirms that tourist satisfaction and revisit intention is not a significant mediator.

Regarding satisfaction as mediating effect, it is found that satisfaction is not a mediator. Some previous studies supported this finding (Mateos et al., 2002: Maxham and Netemeyer, 2002; Ryu et al., 2007) In contrast, some of previous studies found that intention has a mediating effect (Shim et al., 2001; Harakeh et al., 2004; George, 2004; Khoo & Ainley, 2005), and satisfaction is a mediate effect (Patterson & Spreng, 1997; Caruana & Malta, 2002; Al-Hawari & Ward, 2006; Olorunniwo et al., 2006).

Thus, the main findings of this objective have shown that international tourists consider the safety measures first when they want to visit Jordan. Some terrorist events and volatile situation in 2005 in Jordan made the scenario gloomy and tourists' inflow stuck for a while. Therefore, it can be said that perceived risk directly affects actual visit behavior, and tourist satisfaction and revisit intention are not significant mediators.

7.5.2   Fifth Objective: to determine the mediating effect of revisit intention on linkage of perceived behavior control with actual visit behavior.

The fifth objective examines the mediating effect of revisit intention on linkage of perceived behavior control to actual visit behavior in Jordan. This study found that the revisit intention is not fully mediating between perceived behavior control and actual visit behavior. It means that tourists have sufficient information about Jordan tourism and aggregate conditions before coming to experience and have confidence to perform the visit and need not to test for making intention.

The result of generating model (GM) as shown in Table 6.24, point out that the mediating effect of revisit intention between perceived behavior control and actual visit behavior was not supported H11. This finding supported by past studies, one of these past studies conducted by Mateos et al. (2002) examined the intention as mediating between exogenous variables and actual behavior. Results of this study asserted that the behavior intention did not have a mediating effect. Additionally, another study conducted by Canniere et al. (2008) tested the mediating effect of intention in the relationship between perceived behavior control and actual behavior;

this finding showed that intention partially mediates the impact of perceived behavioral control on actual behavior. In contrast, some of previous studies found that intention mediates effect (Shim et al., 2001; Harakeh et al., 2004; George, 2004; Khoo & Ainley, 2005). Thus, perceived behavior control directly affects actual visit behavior, and revisit intention is not a significant mediator.

When all the eight factors were present at the same time in this study, tourists tend to have direct inclination to actual visit behavior rather than just thinking about it. This means that in most cases, international tourists are likely to visit directly once they have the opportunity to revisit. Actual visit behavior is made mandatory when international tourists need to commit direct visit. Most international tourists may not need to think and ponder once they want something.

However, the Generating Model (GM) generates a new nine indirect paths through tourist's satisfaction and revisit intention. The results of these new indirect effects have found that tourists' satisfaction and revisit intention are not mediating, this is supported by Maxham and Netemeyer (2002) who examined the mediating effect of customer satisfaction. This result revealed that customer satisfaction does not fully mediate.

Patterson and Spreng (1997) examined that the effect of value on intentions is completely mediated by satisfaction. To demonstrate that satisfaction completely mediates the effect of value on intentions it is necessary to show that value has a significant bi-variate relationship with intentions, and this effect is non-significant when value is linked direct to intention. In the same vein, Al-Hawari and Ward

(2006) examined the mediating effect of customer satisfaction in the relationship between service quality and banks' financial performance in Australia. The result revealed that customer satisfaction is a full mediator. Likewise, customer satisfaction was found to have a mediating effect in the relationship between service quality and loyalty (Caruana & Malta, 2002). However, Baker and Crompton (2000) examined whether customer satisfaction as a mediating effect between performance quality and intention and they indicated that the indirect effect of performance quality on behavioral intentions was significantly mediated by satisfaction ($P = .091$).

Likewise, Ryu et al. (2007) examined whether customer satisfaction can have a mediating effect in the relationship between store image and behavior intention. Result showed that the customer satisfaction can be described as a partial mediator in the relationship between store image and behavioral intentions.

Thus, the main findings of this objective have shown that perceived behavior control directly affects actual purchase, and revisit intention is not a significant mediator. Additionally, tourist's satisfaction is crucial in making the international tourism succeeds and tourists' satisfaction will have a mediating effect on tourism path in Jordan as an example.

7.6 RESEARCH IMPLICATIONS

It is worth mentioning that theories are located within and generated from within the practice and influence the development of new practices, which in turn act as the grounds for the development of new theory and new practices. Understanding the context of Jordan, the researcher used the theory of TPB. This was the first time is to

use such a theory in the Jordanian context in particular and in the Arab world in general. The researcher revealed that TPB was an effective theory that can be used in tourism, especially in examining the actual visit behavior of international tourists in similar contexts. The researcher found out that some findings corresponded with a cluster of other studies and they were sometimes inconsistent with others. These agreements and disagreements were based on whether these studies were applicable or not in his context. The use of the Theory of planned behavior (TPB) was a unique contribution to the community of knowledge. This contribution can be clarified in the following sessions:

7.7 RESEARCH CONTRIBUTION

1. Theory of planned behavior (TPB) has not been conducted before in Jordan tourism, the use of TPB in this study could be considered as a big contribution and strongly suggests that the external variables will improve the power of the TPB theory. In this respect, Bagozzi and Dabholar (2000) pointed out that the external variables to a model could provide insight into factors to help predict behavior, but when using another external variable (antecedents of tourist satisfaction) with TPB. Additionally, our results contribute to understanding tourists' behavior more than studying and separating TPB. In addition, this is the first study conducted in the Arab world especially in tourism marketing concerning Jordan using antecedents of tourist's satisfaction and TPB.

2. In order to make a major contribution to the existing body knowledge and literature, the researcher applied Structural Equation Modeling (SEM) The

application of SEM can be considered a methodological contribution because it promoted better quality of research , especially in modeling multivariate relations, Researchers in Arab countries have not used Structural Equation Modeling (SEM) yet.

3. Perceived risk could be a main variable contribution in this study, has not been do before, specific in tourism of Jordan. Additionally, Jordan image, perceived risk and service climate has not been tested together in previous studies.

4. Another methodological contribution was The modification of the model concerning the antecedents of tourist's satisfaction by adding perceived risk, Jordan image and service climate, a new direct relationship between Jordan image, service climate and actual visit behavior, a new direct relationship between subjective norm and actual visit behavior, a new direct relationship between tourist attitude, subjective norm, perceived behavior control and tourist satisfaction, a new direct relationship between tourist's satisfaction and the actual visit behavior was found. The antecedents of tourist's satisfaction also showed that those external variables have direct effect on tourist satisfaction and only perceived risk direct to actual visit behavior.

5. Comparison between the TPB model and the Generating model created a much better understanding of actual visit behavior among international tourists in Jordan. Although TPB can be used to demonstrate actual visit behavior among international tourists, our generating model is more

effective.

6. This is the first empirical investigation of actual international tourists' behavior in Jordan. Visit behavior has been widely studied in developed countries whereas there has not been enough research conducted in developing countries such as Arab countries and Jordan. This study adds to the community of knowledge on international tourists' behavior in Jordan.

In addition to the conceptual contribution of this model, there are also practical implications because if the purposes were merely absorbed into academic and political culture which had no practical implications, the research would be of low value. However, the researcher held to the belief that there are a lot of benefits that can be driven exclusively by revealing the findings of the study; these valuable implications are described in the following sections.

7.8 PRACTITIONER'S IMPLICATIONS

This finding indicated all factors that have been investigated in this research are important in predicting tourists' behavior. Subsequently, by using this information, marketers and government can create relevant strategies and policies. This study has several valuable implications, as described in the following sections.

7.8.1 Government Implications

1. Perceived risk in Jordan is considered as an important factor from the perspective of international tourists. The level of perceived risk in Jordan is found to be 3.70 (mean score). This is quite low compared to the studies conducted by

international researchers (Buhalis, 2000; Mohsin, 2005; Liesch et al., 2006; Newell & Seabrook, 2006; Johnson, 2009; Jordan times, 2009; McAleer et al., 2010). Low perceived risk means that international tourists accept and prefer visiting Jordan. This study also found that tourist's satisfaction has a positive and significant direct impact on revisit intention. Likewise revisit intention has positive and significant direct impacts on actual visit behavior which means that international tourists prefer visit Jordan in future. Therefore, In order to reduce tourists' perceptions of risk in Jordanian tourism, we must increase safety and security in tourist sites, which have been increasing actual visit behavior to Jordan (Harahsheh, 2010).

It is clear that steps to reduce perceived risk play a key role in future tourism policy, such as encouraging the government and police to reduce levels of violence and crime in the country as a whole. However, it is also clear that safety and security procedures should be incorporated. For instance, safety and security supplies should be built into nationwide, provincial, international, and local tourism, resulting in specific tourism security initiatives (MoTA, 2009b; JTB, 2006). If we want to discuss the factors behind tourism growth, then we must study the tourist's behavior of the international tourists. Thus, Jordanian government must accept some responsibility for this.

2. Jordan's image is an important factor to attract international tourists in large numbers; the Jordanian Ministry of Tourism should focus on marketing in Jordan as a unique place to visit in the Middle East. Consequently, providers of tourist services and products in hotels should be more attractive for tourists through

providing a good service and competitive prices. Likewise, a service which is provided by hotels and tourist sites is an important factor for the satisfaction of tourists in which it will encourage them to visit Jordan again. A positive Jordanian image increases the number of international tourists to revisit Jordan. In addition, lack of interest in marketing of tourism attracts international tourists.

Thus, the responsibility is on the shoulders of the Ministry of Tourism in the first place and secondly on managers of tourist sites in Jordan. The Ministry of Tourism must improve Jordan's image in the minds of tourists through the provision of all services and facilities at airports and provide them with the necessary aids and assistance at any time and place. On the other hand, there should be an emphasis on the Hygienic in tourist sites. In other words, enough care should be given to tourists during the regular inspection tours.

3. Factors of attracting international tourists must focus on the reasons that can satisfy the tourists during their stay in Jordan. This research showed that there are factors that have influenced the number of international tourists to visit Jordan. These factors are mainly associated with the satisfaction of the tourist during his/her stay in Jordan and the intention to visit again. A current report by the Jordanian Tourism Board, pointed out that Jordan does not have any major features in the minds of tourists (JTB, 2005). On the other hand, other factors that are needed to be in Jordan in order to attract tourists such as the safety of tourists and the positive image of Jordan, In terms of the easy access to tourist facilities, particularly long-distance, a new infrastructure that could help tourists access to all religious and historical sites and tourist sites in Jordan.

This illustrates the importance of paying more attention to services provided to international tourists in Jordan. The opportunity is ripe to decision-makers in the Ministry of Tourism and tourist site managers to improve Jordan's image in the minds of tourists, and by improving services provided to international tourists in all the tourist sites in Jordan, this helps them to develop strategies for the development of the tourism product offered to tourists.

4. Climate of service is important for Jordan as a tourism destination. To please the international tourists, the climate of service of accommodation, restaurants and access to natural areas, tour guides, and airports and communications institutions must be of a high standard. Improving product quality, speed of service, service quality of tourism and competence of quality in Jordan were the other factors to support excellent service and augment the tourist's satisfactions to the destination. This is becoming an ever-increasingly important factor to tourists' satisfaction.

5. Launch a national campaign to increase the level and awareness of Jordan tourism among international tourists in different settings to encourage tourists to visit Jordan. This, will lead to support the tourism products that made by local citizens.

There are some recommendations to the ministry of tourism and to decision makers in Jordan tourism as follows:

1.   More focus should be provided on the interest of winter tourism to exploit areas such as Jordan Valley, the Dead Sea and Aqaba, through establishing hotels that are less expensive than five-star hotels, accessible for all the

tourists of different income. For example, in the Mediterranean settings, the weather's features are suitable for international tourists (Blazejczyk, 2007).

2. Presentation of seminars to educate citizens about the importance of dealing well with international tourists and give a positive image of Jordan.

3. Facilitating the actions of tourists in the border areas.

4. Providing convenient means of transportation for tourists.

5. Control over the tour guides and make sure that wages taken from tourists is at its fairness.

6. Attention to training workers in the tourism sector.

7. Establishing Exhibitions for promoting Jordan tourism in foreign and Arab countries.

8. Using modern techniques in promoting Jordan as a safe and secure tourist destination to visit and revisit.

9. The implications of the key findings provide significant benefits not only for the government sector, but also for the marketing and business sectors (private sectors) in Jordan. An understanding of actual visit behavior among international tourists leads to a better understanding of visit behavior.

10. The private sector should take responsibility by investing in research and development processes. Tourist behavior studies are one of the most active marketing processes in any organization. The competitive external environment compels a country to differentiate its product to cater to tourist needs and wants. Furthermore, quality, price, promotion and distribution must meet tourist demand.

11. A hotels' production policies must be continually revised in order to help it survive and grow. There must be a transformation from a mindset of selling to a tourist, to considering the tourist as master of the marketplace. To make the tourist a master of the marketplace, purchase behavior of a tourist must be thoroughly studied. This helps producers identify tourists' preferences and consumption patterns that will enable the creation of relevant and profitable products and services.

12. In view of the above, a marketer can develop a strong strategy to create positive attitudes towards and increase the intention to actual visit behavior among international tourists. Whilst, the results show that there is a weak tourist's inclination to buy local products, and curios. Business sectors should perhaps revise their expectations. Whilst campaigns may be desirable to stimulate tourists' preference for locally made products, they may not be sufficient to alter purchase choices. To impact purchase behavior, businesses need to focus on all the factors in this study that predict actual visit behavior.

Last but not the least, all the above recommendations will help and improve the performance of ministry of Jordanian tourism and tourism companies in the local market. This will yield positive consequences for the national economy and local business sectors.

7.8.2 Marketer and Business Level

The implications of the key findings provide significant benefits not only for the ministry of Jordan tourism, but also for the marketing in general and in particular for marketing of tourism, also for tourism private sectors in Jordan. An understanding of

tourist behavior leads to a better understanding for actual visit behavior amongst international tourists.

The private tourism sectors should take responsibility by investing in research and development processes in marketing of tourism and tourist's behavior. Tourist's behavior studies are one of the most active marketing processes in any private or public sectors. The competitive external environment compels a firm to differentiate its product to cater to tourists' needs and wants. Furthermore, firm image, service quality, accommodation, promotion and place must meet tourists' demand.

Hotels' policies must focus on tourists and consider the consumer as master of the marketplace. To make the tourist a master of the marketplace, tourist's visit behavior must be thoroughly studied. This will help marketers identify tourist preferences and consumption patterns that will enable the creation of relevant and profitable products and services. Thus, this will help and lead to increase the number of tourists and increase revisit intention to hotels.

As mentioned earlier, marketers can develop a strong strategy to create positive attitudes towards visiting Jordan, A successful marketing strategy should focus on tourists' needs. Furthermore, the results show a weak tourist inclination to visit Jordan in the last three years, marketers should perhaps revise their expectations. Promotion campaigns may be desirable to stimulate tourist preference to visiting Jordan, They may not be sufficient to alter their decision to visit. To impact actual visit behavior, marketers need to focus on all the factors in this study that predict tourist's behavior.

In order to achieve their objectives, this study suggests that decision makers must build a strong brand for products and services of tourist sites. In this way, relevant and appropriate strategies can help marketers achieve their objectives. Another suggestion is that local companies in tourism sector can produce foreign products in Jordan and can meet tourists' needs.

7.8.3 Academic Implications

This is the first academic investigation of general international tourists' behavior in Jordan. Visit behavior has been widely studied in developed countries whereas there has not been enough research conducted in developing countries such as Arab countries and Jordan. This study adds to the literature on international tourists' behavior in Jordan. Additionally, compared to the TPB model and generating model can create a much better understanding of actual visit behavior among international tourists in Jordan. Nonetheless, TPB can be used to demonstrate actual visit behavior among international tourists. Therefore, Jordan is strongly depending on international tourists to increase local income and development the tourism industry in Jordan as one of the best destination in Middle East to visit.

Antecedents of satisfaction and intention have not been conducted in Jordan before, thus using it in this research could be considered as a big contribution. The researcher strongly suggests that the external variables will improve the power of the TPB theory. In addition, external variables (Jordan image, perceived risk and service climate) have been included to strongly increase TPB model, where the GM was found to be more useful for understanding actual visit behavior among international

tourists. Thus, using this research model can help the ongoing efforts of theory building in this field. Also, this approach should be utilized in further research.

The good useful statistical method, "Structural Equation Modeling" (SEM) is strongly recommended for model testing by AMOS software 6.0, the various benefits of SEM over other multivariate techniques (Byrne 2001, 2006). In order to make a major contribution to the existing body knowledge and literature, we needed to apply Structural Equation Modeling (SEM).

The application of SEM promotes better quality of research. SEM has useful features, especially in modeling multivariate relations. Furthermore, there are no widely and easily applied alternative methods of this kind (Byrne, 2006). In addition, researchers in Arab countries do not use Structural Equation Modeling (SEM). Therefore, a research study needs to apply Structural Equation Modeling (SEM) to investigate marketing in tourism and related areas in the Arab world to add more knowledge to empirical studies.

This study contributes towards academic knowledge by an examination of important theories that can effect on actual visit behavior among international tourists in Jordan. In this study TPB theory consider suit to explain international tourists' behavior. In addition, this knowledge will be further developed in tourism of Jordan. Also, it will develop education in universities of Jordan through their bachelors and masters degrees.

This study is designed to address the tourist's destination marketing of Jordan in endeavors to propose a new marketing framework that can help the ministry of

Jordan tourism to prepare for appropriate academic plans and marketing strategies for develop tourism sector.

The time selected to conduct the interview with international tourists (between 10.00 am and 5.00 pm daily) allowed the respondents to answer the questionnaire optimally, as it was a convenient time. This piece of information will be helpful for future researchers who are interested in using surveys to select the right and convenient time.

Finally, this finding expands the understanding of perceived risk in Jordan related to travel decisions that has been predominantly studied within the context of destination choices. In addition, the results obtained from the hypotheses will be the foundation for future research and literature review.

7.9 LIMITATIONS OF THE STUDY

This study has several limitations that need to be acknowledged as follows:

1.   This research intends to arrive at some conclusions about tourism in Jordan, there are certain limitations relating to a relatively small sample. The findings do not reflect the full international tourists' diversity. Therefore, this study only targeted international tourists in the southern of Jordan.

2.   This study tries to investigate the decrease in the numbers of international tourists through visit behaviors from a tourists' perspective only. It neglects other aspects such as weakness in strategy and policies by the ministry of

Jordan tourism, weakness in the qualifications of hotel managers and tourist sites that may affect the quality of services provided by employees in tourist sites.

3. The chosen attributes are not comprehensive enough; some neglected attributes could have impacted upon levels of tourists' satisfaction and revisit intention towards actual visit behavior.

4. The difficulty in finding enough literature that covers all the variables. However, there are no studies that could contain all the contingent variables (tourists' satisfaction, revisit intention, actual visit behavior) in Jordanian universities.

Furthermore, the study anticipated a number of problems and hindrances, prior to data collection. However, unexpected problems and hindrances also surfaced during and after the data collection and these are stated as follows:

1. The data collection method was costly as a survey in Jordan is expensive. The cost of questionnaire distribution in Jordan is very high. Researcher distributed 850 questionnaire to 55 hotels in different areas in Southern of Jordan has taken a short time, only two months because the researcher appointed 10 researchers' assistance to assist in distributing and collecting the questionnaires. This leads to a high costs.

2. Problem of translation from English to Arabic, specifically within questionnaire items, which needs to present a very long sentence to explain this English word. Arabic element is limited to particular Western terms. The problems and hindrances as explained above were inevitable. However, this study made several efforts to overcome these.

7.10 FUTURE RESEARCH

Additional studies can be carried out to further examine some important areas:

1. As mentioned earlier, this study has been conducted to investigate actual visit behavior only in southern Jordan. Therefore, future studies can be conducted in other regions in Jordan.

2. Additional variables are still recommended to be investigated on a larger scale by future research in Jordan with specific attention be given to actual visit behavior. These additional variables could include local tourist products attributes such as brand, quality and price (Host & Andersen; 2004), perceived value (Chiou, 2004), and tourists' loyalty (Valle et al., 2006). The researcher suggests that enough focus should be provided to local tourists to visit tourist sites in southern Jordan, specifically Petra.

3. As indicated earlier, research on actual visit behavior in the Middle East has not been conducted earlier. This is the first study about actual visit behavior among international tourists in Jordan in particular and Middle East in general. Thus, the researcher suggests conducting in-depth research other than Middle Eastern countries.

4.   The researcher used only one instrument that is questionnaire survey. Thus, the researcher suggests that, the qualitative method in-depth interview is more suitable to measure the level of tourists' satisfaction and revisit intention towards actual visit behavior amongst international tourists. This can be better achieved when the researcher builds trust relationships with them and speaks their language.

7.11 CONCLUSIONS

This research examined the antecedents of actual visit behavior among international tourists using TPB, this will help tour operators, marketers, and hotel mangers to understand international tourist's behavior better. Furthermore, there are eleven direct significant relationships in this study. Firstly, direct significant antecedents of actual visit behavior (revisit intention, perceived risk, subjective norm, Jordan image and service climate). Secondly, direct significant antecedents of revisit intention (tourist satisfaction, tourist attitude and subjective norm).Thirdly, direct significant antecedents of tourist satisfaction (Jordan image, subjective norm and perceived behavior control). Additionally, all direct relationships were supported, except perceived risk, service climate with tourist satisfaction, and perceived behavior control with revisit intention/actual visit behavior. Indirect effect was not supported, tourist satisfaction and revisit intention was not found to be a mediator between perceived risk, perceived behavior control and actual visit behavior.

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APPENDIX

APPENDIX - A

QUESTIONNAIRE

(English Version)

Questionnaire for the field study

PhD THESIS IN TOURISM MARKETING IN JORDAN AND ITS POTENTIAL DEVELOPMENT

Dear Visitor:

The objective of this study is to measure the level of visitor's satisfaction and revisit intention and actual behavior to revisit Jordan in the future. The study will measure the level of services from the various types of accommodation place and the current quality standards of service, and tourist's perceived risk towards the tourism industry of Jordan. Your answers will be kept strictly confidential, except for research purposes.

I would like to thank you in advance for your cooperation in completing this questionnaire.

Wishing you a pleasant stay

Kindest regards

Ayed al-Muala

PhD Tourism Marketing

Universiti Utara Malaysia.

aied_muala@yahoo.com

Questionnaire No: (   )   Date: _____

Site Name: ....

If you like to know the results of study please provide your email address

_____

PART 1: DEMOGRAPHIC VARIABLES

Please tick (√) the right answer.

1) Gender:

1. (   ) Female   2. (   ) Male

2) Age (years:

1. □ Less than 20   2. □ 20-25   3. □ 26-31   4. □ 32-37   5. □ 38-43   6. □ 44-49

7. □ 50 or more

3) Marital status:

1. (   ) Single   2. (   ) Married   3. (   ) Divorced

4. (   ) Widowed

4) Monthly income in USD ($):

1. (   ) Less than 1000 $ 2. (   ) 1001 – 2000   3. (   ) 2001 – 3000

4. (   ) more than 3000.

5) Occupation:

1.(   )Public sector employee 2.(   )Housewife   3.(   )Pension

4.(   )Student   5.(   )Private sector employee 6. (   ) Unemployed

6) Nationality:

1. (   ) Asia   2. (   ) Europe   3.(   )USA   4.(   )Australia

5. (   ) Africa   6.(   )USSR

7. (   ) Others. (Please specify) _____

7) Average daily expenditure while in Jordan in USD ($):

1. □ 20-60   2. □ 61-100   3. □ 101-140   4. □ 141-180

5. □ 181-220   6.□ more than 220

8) Purpose of visit :

1. (   ) Medical Treatment   2. (   ) Relaxation.   3. (   ) Education

4.(   ) Business   5. (   ) Other reasons: _____ (please specify)

9. Accommodation during vacation?

1. (   ) Hotel   2. (   ) Motel   3.(   )Apartment   4.(   )Back Pack

5. (   ) With relative   6. (   ) Others:_____(Please Specify)

10. Duration of stay (in days):

1. ( ) One day   2. ( ) 2- 5 days   3. ( ) 6-10 days

4. ( ) 11-20 days   5. ( ) more than 20 days

11. Mode of entry to Jordan:

1. (   ) Air   2. (   ) Sea   3.(   )Land

12. Transportation Choice in Jordan:

1. (   )Tourists' coaches   2.(   )Rental car   3.(   )Taxi

4.(   )Public transport.   5.(   )Others: _____ (Please Specify).

PART 2: ANTECEDENTS OF TOURIST SATISFACTION

Please indicate your response to the following statements according to the scale below.

1	2	3	4	5	6	7
Strongly Disagree	Disagree	Somewhat disagree	Undecided	Somewhat Agree	Agree	Strongly Agree

1. Perceived Risk

	1	2	3	4	5	6	7
1. I fear of a terrorist attack during the trip	1	2	3	4	5	6	7
2. I fear of suffering any disease or infection	1	2	3	4	5	6	7
3. I fear of suffering a natural disasters	1	2	3	4	5	6	7
4. I fear of any kind of accident	1	2	3	4	5	6	7
5. I fear of any political or social problems	1	2	3	4	5	6	7
6. I ware risk of being tricked as a tourist	1	2	3	4	5	6	7
7 received risk of an inconvenient treatment from residents.	1	2	3	4	5	6	7

2. Jordan's Image

	1	2	3	4	5	6	7
1. Jordan is a safe place to visit	1	2	3	4	5	6	7
2. Jordan is an interesting place to visit	1	2	3	4	5	6	7
3. The people in Jordan make you feel at home	1	2	3	4	5	6	7
4. Jordan is an important place to visit	1	2	3	4	5	6	7
5. Jordan offers a good choices of place to stay	1	2	3	4	5	6	7
6. Transportation within Jordan is convenient	1	2	3	4	5	6	7
7. Jordan offers a variety of activities for visitors to do	1	2	3	4	5	6	7
8. Jordan is an affordable place to visit	1	2	3	4	5	6	7
9 Traveling to Jordan from my country is convenient	1	2	3	4	5	6	7
10.Jordanian businesses treat visitors well	1	2	3	4	5	6	7
11 Jordan is a good place to go shopping	1	2	3	4	5	6	7

3. Service Climate

	1	2	3	4	5	6	7
1. I would recommend this hotel as a place to visit for close	1	2	3	4	5	6	7

	friends and family members.							
2.	The staffs at this hotel do their best to support tourists	1	2	3	4	5	6	7
3.	This hotel puts tourists' needs first.	1	2	3	4	5	6	7
4.	This hotel provides good service quality to tourists.	1	2	3	4	5	6	7
5.	This hotel is responsive to the wishes of the tourists	1	2	3	4	5	6	7
6.	This hotel provides tourists with value for their service	1	2	3	4	5	6	7
7.	This hotel provides job knowledge and skills of employees to deliver superior service quality to tourists.	1	2	3	4	5	6	7
8.	Hotel managers tracks service quality that provided to tourists	1	2	3	4	5	6	7
9.	This hotel provides effective communication to tourists	1	2	3	4	5	6	7
10.	This hotel provides tourists with tools, technology and other resources to support the delivery of superior service quality to tourists	1	2	3	4	5	6	7

PART 2: ANTECEDENTS OF REVISIT INTENTION

Please indicate your response to the following statements according to the scale below.

1	2	3	4	5	6	7
Strongly Disagree	**Disagree**	**Somewhat disagree**	**Undecided**	**Somewhat Agree**	**Agree**	**Strongly Agree**

1. TOURIST ATTITUDE TOWARDS VISITING JORDAN

1. Visiting Jordan to me is Exciting	1	2	3	4	5	6	7
2. Visiting Jordan to me is Important	1	2	3	4	5	6	7
3. Visiting Jordan to me is Pleasant	1	2	3	4	5	6	7
4. Visiting Jordan to me is Worth the effort	1	2	3	4	5	6	7
5. Visiting Jordan to me is A good idea	1	2	3	4	5	6	7
6. Visiting Jordan to me is A waste of time	1	2	3	4	5	6	7

2. SUBJECTIVE NORM OF TOURIST

1. My family considers it a good idea if we visit Jordan at least once in the near future	1	2	3	4	5	6	7
2. Friends who influence my behavior consider it a good idea if we visit Jordan at least once in the near future	1	2	3	4	5	6	7
3. Friends who influence my behavior will visit Jordan at least once in the near future	1	2	3	4	5	6	7
4. My friends approve that I visit Jordan at least once in a life time	1	2	3	4	5	6	7
5. Family members who influence my behavior will visit Jordan in the near future	1	2	3	4	5	6	7
6. Family members who influence my behavior approve that I visit Jordan in the near future	1	2	3	4	5	6	7

3. PERCEIVED BEHAVIORAL CONTROL

1. I fully depend on me whether I will visit Jordan at least once	1	2	3	4	5	6	7

	in the near future						
2.	I fully control the fact that I visit Jordan at least once in the near future	1	2	3	4	5	6	7
3.	During my visit to Jordan I felt confused (r)	1	2	3	4	5	6	7
4.	During my visit to Jordan I felt calm	1	2	3	4	5	6	7
5.	During my visit to Jordan I felt in control	1	2	3	4	5	6	7
6.	During my visit to Jordan I felt frustrated (r)	1	2	3	4	5	6	7

PART 4: TOURIST SATISFACTION

Please indicate your response to the following statements according to the scale below.

1	2	3	4	5	6	7
Strongly Disagree	Disagree	Somewhat disagree	Undecided	Somewhat Agree	Agree	Strongly Agree

1.	I am satisfied with the interaction I have with Jordanian people	1	2	3	4	5	6	7
2.	I am satisfied with the interaction I have with other guests	1	2	3	4	5	6	7
3.	I feel Jordan is better than expected	1	2	3	4	5	6	7
4.	I think I did right thing when I choose to stay in Jordan	1	2	3	4	5	6	7
5.	I am satisfied with my decision to visit Jordan	1	2	3	4	5	6	7
6.	My choice to stay in Jordan was a wise one	1	2	3	4	5	6	7
7.	I feel that my experience with Jordanian was enjoyable	1	2	3	4	5	6	7
8.	The reception in Jordan airport is satisfactory	1	2	3	4	5	6	7
9.	I am satisfied with the ambience and quality of the food and beverage	1	2	3	4	5	6	7
10.	I felt that the facilities provided to tourist in Jordan fulfill my expectation	1	2	3	4	5	6	7

PART 5: REVISIT INTENTION

1. I would recommend Jordan as a holiday destination	1	2	3	4	5	6	7
2. I would like to stay in Jordan again if I have another chance in future	1	2	3	4	5	6	7
3. I intend to revisit Jordan again in the future	1	2	3	4	5	6	7
4. I am willing to pay more for vacationing in Jordan in the future	1	2	3	4	5	6	7
5. I am willing to visit Jordan more frequently	1	2	3	4	5	6	7

PART 6: ACTUAL VISIT BEHAVIOR

1. I find visiting Jordan is useful and enjoyment for me	1	2	3	4	5	6	7
2. I believe visiting Jordan is an easy and safe way to visit Arab countries	1	2	3	4	5	6	7
3. I agree to visit Jordan in the future	1	2	3	4	5	6	7
4. I feel fast and easy access to services and transportation during visiting Jordan	1	2	3	4	5	6	7
5. Many times I visited Jordan	1	2	3	4	5	6	7

Thank you for your cooperation!

APPENDIX - B

QUESTIONNAIRE

(Arabic Version)

استبانة الدراسة

عزيزي الزائر

نرحب بكم في بلدكم الثاني الأردن، ونرجو أن تستمتعوا خلال تواجدكم في الاردن وأهلا وسهلا بكم. تهدف هذة الدراسة لقياس مستوى رضى الزائر والنية الى زيارة الاردن في المستقبل,هذة الدراسة ستقيس صورة الاردن في اذهان الزوار و مستوى الخدمات المقدمة في اماكن الاقامة المختلفة في الاردن ومعايير جودة الخدمات الحالية, والمخاطرة الامنية في الاردن. ستكون جميع اجاباتكم سرية وتسخدم لاغراض البحث .

اشكركم سلفا على تعاوك واتمنى لكم اقامة سعيدة.

الباحث: عايد المعلا

طالب دكتوراة في التسويق السياحي

جامعة اوتارا الماليزية

aied_muala@yahoo.com

اذا تحب ان تطلع على نتائج الدراسة ارجو تزويدي بالبريد الالكتروني.........................

الجزء الاول: المعلومات الشخصية:

الرجاء الاشارة على الاجابة الصحيحة.

1- الجنس: ☐ ذكر   ☐ أنثى

2. العمر: ☐ أقل من 20 سنة   ☐ 21-30

3 ☐ 40-   ☐ 41-50   ☐ 51 فأكثر

3. الحالة الاحتماعية ☐ اعزب   ☐ متزوج

☐   ☐

ارمل ☐   مطلق ☐

4. - الدخل الشهري: أقل من 1000 دولار ☐   1001-2000 ☐

أكثر من 3000 ☐   2001 - 3000 ☐

5. ـالمهنة: أعمال حرة ☐   موظف حكومة ☐

موظف قطاع خاص ☐   متقاعد ☐

ربة بيت ☐   عاطل عن العمل ☐

6. الجنسية: ا اسيا ☐   اوروبا ☐   امريكا ☐

استراليا ☐   افريقيا ☐   روسيا ☐   غير ذلك ☐

7 معدل المصروف اليومي في الاردن (بالدولار)

20-60 دولار ☐   61-100 دولار ☐   101-140 دولار ☐

141-180 دولار ☐   181-220 دولار ☐   اكثر من 220 دولار ☐

8. - أسباب زيارة الأردن   استجمام ☐   عمل ☐

دراسة ☐   للعلاج ☐   غيرذلك ☐

9. اين تسكن خلال اقامتك في الاردن: فندق ☐   موتيل ☐   شقة ☐

☐   ☐   ☐

10 مدة الاقامة في الاردن

أكثر من 20 يوم ☐   20-11 يوم ☐   6-10 ايام ☐   2-5 ايام ☐   يوم واحد ☐

11. نمط الدخولِ إلى الأردن:

بر ☐   بحر ☐   جو ☐

12. وسيلة النقل التي تستخدمها في الاردن:

غيرذلك ☐   النقل العام ☐   تاكسي ☐   سيارات الاجرة ☐   حافلات السياح ☐

الجزء الثاني: العوامل السابقة المؤثرة على رضى السائح

الرجاء الاجابة على الاسئلة التالية حسب المقياس ادناه

موافق بشدة	موافق	موافق بعض الشيء	متردد	غيــر موافق بعض الشيء	لا اوافق	لا اوافق بشدة
7	6	5	4	3	2	1

1.   تصور الخطر الامني المتوقع في الاردن

7	6	5	4	3	2	1	
7	6	5	4	3	2	1	1. انا اخاف من الهجمات الارهابية خلال زيارتي للاردن
7	6	5	4	3	2	1	2. انا اخاف من الاصابة بمرض او عدوى خلال زيارتي للاردن
7	6	5	4	3	2	1	3. انا اخاف من التعرض للكوارث الطبيعية خلال زيارتي للاردن
7	6	5	4	3	2	1	4. . انا اخاف من التعرض لاي حادث خلال زيارتي للاردن
7	6	5	4	3	2	1	5. انا اخاف من المشاكل السياسية و الاجتماعية خلال زيارتي للاردن
7	6	5	4	3	2	1	6. . انا اخاف من ان اخدع خلال زيارتي للاردن
7	6	5	4	3	2	1	7. انا مستعد لاي مخاطرة ناتجة سوء معاملة المواطنين لي خلال زيارتي للاردن

2.   تصورك لصورة الاردن

7	6	5	4	3	2	1	
7	6	5	4	3	2	1	1. الاردن بلد امن للزيارة
7	6	5	4	3	2	1	2. الاردن بلد ممتع للزيارة
7	6	5	4	3	2	1	3. الناس في الاردن يشعرونك كانك في بلدك
7	6	5	4	3	2	1	4. الاردن بلد مهم للزيارة
7	6	5	4	3	2	1	5. يوفر الاردن خيارات جيدة للاقامة
7	6	5	4	3	2	1	6. نظام المواصلات في الاردن مريحة
7	6	5	4	3	2	1	7. يقدم الاردن نشاطات مختلفة للزائرين
7	6	5	4	3	2	1	8. الاردن بلد ذو اسعار معتدلة (في متناول اليد)
7	6	5	4	3	2	1	9. السفر الى الاردن من بلدي مريح (ملائم)
7	6	5	4	3	2	1	10.اماكن البيع(المحلات التجارية) تعامل الزوار بلطف
7	6	5	4	3	2	1	11. الاردن بلد جيد للتسوق

3. مناخ الخدمات:

العبارت التالية تصف اداء مناخ الخدمة في الفنادق الاردنية.

7	6	5	4	3	2	1	
7	6	5	4	3	2	1	1. . أود أن أوصي هذا الفندق مكانا لزيارة لأصدقائه المقربين وأفراد الأسرة.
7	6	5	4	3	2	1	2. العاملين في هذا الفندق يبذلوا قصارى جهدهم لدعم السياح
7	6	5	4	3	2	1	3 يضع هذا الفندق احتياجات السياح في الدرجة الأولى
7	6	5	4	3	2	1	4. يزود هذا الفندق خدمة ذات جودة عالية للسياح
7	6	5	4	3	2	1	5. يعمل هذا الفندق على استجابة رغبات السياح
7	6	5	4	3	2	1	6. يوفر هذا الفندق قيمة للخدمات المقدمة للسياح
7	6	5	4	3	2	1	7. يوفر هذا الفندق المعرفة والمهارات العالية للعاملين لتقديم أفضل خدمة نوعية للسائحين.
7	6	5	4	3	2	1	8. يتابع مدراء الفنادق جودة الخدمة المقدمة للسياح
7	6	5	4	3	2	1	9. هذا الفندق يوفر الاتصال الفعال للسياح
7	6	5	4	3	2	1	10. هذا الفندق يوفر للسياح الأدوات ,التكنولوجية والموارد الأخرى لدعم تقديم خدمة عالية الجودة للسياح

الجزء الثالث: العوامل السابقة المؤثرة على اعادة الزيارة

الرجاء الاجابة على الاسئلة التالية حسب المقياس ادناه

موافق بشدة	موافق	موافق بعض الشيء	متردد	غيــر موافـق بعض الشيء	لا اوافق	لا اوافق بشدة
7	6	5	4	3	2	1

1. اتجاهات السائح نحو زيارة الاردن

7	6	5	4	3	2	1	1. زيارة الاردن لي مثيرة
7	6	5	4	3	2	1	2. زيارة الاردن لي مهمة
7	6	5	4	3	2	1	3. زيارة الاردن لي ممتعة
7	6	5	4	3	2	1	4. زيارة الاردن لي تستحق الجهد
7	6	5	4	3	2	1	5. زيارة الاردن لي فكرة جيدة
7	6	5	4	3	2	1	6. زيارة الاردن لي مضيعة للوقت

2. المعايير الشخصية للسائح

7	6	5	4	3	2	1	1. ان عائلتى تعتبر زيارة الاردن لمرة واحدة في المستقبل القريب فكرة جيدة
7	6	5	4	3	2	1	2. اصدقائي المقربين يعتبرون زيارتنا للاردن في المستقبل القريب فكرة جيدة
7	6	5	4	3	2	1	3. . اصدقائي المقربين سيزورون الاردن في المستقبل القريب مرة واحدة على الاقل
7	6	5	4	3	2	1	4. اصدقائي يوافقون على زيارتي للاردن مرة واحدة على الاقل
7	6	5	4	3	2	1	5. افراد عائلتي سيزورون الاردن في المستقبل القريب
7	6	5	4	3	2	1	6. افراد عائلتي يوافقون على زيارتي للاردن في المستقبل القريب

3. العوامل المسيطرة على سلوك السائح

7	6	5	4	3	2	1	1. اعتمـد علـى نفسـي فيمـا اذا كنـت سـازور الاردن مـرة واحـدة علـى الاقـل فـي المستقبل القريب
7	6	5	4	3	2	1	2. اتحكم تمامـا فـي قـراري اذا كنـت سـازور الاردن مـرة واحـدة علـى الاقـل فـي المستقبل القريب
7	6	5	4	3	2	1	3. شعرت بالارباك خلال زيارة الاردن
7	6	5	4	3	2	1	4. شعرت بالهدوء خلال زيارة الاردن
7	6	5	4	3	2	1	5. شعرت بالسيطرة على نفسي خلال زيارة الاردن
7	6	5	4	3	2	1	6. شعرت بالاحباط خلال زيارة الاردن

الجزء الرابع: رضا السائح

الرجاء الاجابة على الاسئلة التالية حسب المقياس ادناه

موافق بشدة	موافق	موافـق بعض الشيء	متردد	غيــر موافـق بعض الشيء	لا اوافق	لا اوافق بشدة
7	6	5	4	3	2	1

7	6	5	4	3	2	1	1. انا راضي عن تفاعلي مع الشعب الاردني
7	6	5	4	3	2	1	2. انا راضي عن تفاعلي مع الضيوف الاخرين
7	6	5	4	3	2	1	3. اشعر بان الاردن افضل مما اتوقعت
7	6	5	4	3	2	1	4. اعتقد بانني قمت بالاختيار الامثل باختياري الاقامة في الاردن
7	6	5	4	3	2	1	5. انا راضي عن قراري بزيارة الاردن
7	6	5	4	3	2	1	6. لقد كان اختياري للاقامة في الاردن خيارا حكيما
7	6	5	4	3	2	1	7. اشعر بان خبرتي مع الاردنيين ممتعة
7	6	5	4	3	2	1	8. الاستقبال في مطار الاردن كان مرضيا
7	6	5	4	3	2	1	9. انا راضي عن البيئة وجودة الطعام والشراب
7	6	5	4	3	2	1	10. شعرت بان الخدمات المقدمة للسائح تحقق توقعاتي

الجزء الخامس: نية اعادة الزيارة

الرجاء الاجابة على الاسئلة التالية حسب المقياس ادناه

موافق بشدة	موافق	موافق بعض الشيء	متردد	غيــر موافق بعض الشيء	لا اوافق	لا اوافق بشدة
7	6	5	4	3	2	1

7	6	5	4	3	2	1	1. ساوصي الاردن كمكان لقضاء العطلة
7	6	5	4	3	2	1	2. ارغب في الاقامة في الاردن مرة اخرى اذا سمحت لي الفرصة مستقبلا
7	6	5	4	3	2	1	3. انوي اعادة زيارة الاردن مجددا في المستقبل
7	6	5	4	3	2	1	4. لدي الاستعداد لدفع اكثر لقضاء العطلة في الاردن
7	6	5	4	3	2	1	5. لدي الاستعداد لزيارة الاردن بصورة متكررة

الجزء السادس: سلوك اعادة الزيارة الفعلي

الرجاء الاجابة على الاسئلة التالية حسب المقياس ادناه

7	6	5	4	3	2	1	1. اجد زيارة الاردن مفيدة وممتعة لي
7	6	5	4	3	2	1	2. اعتقد زيارة الاردن طريق سهل وامن لزيارة الدول العربية
7	6	5	4	3	2	1	3. اوافق على زيارة الاردن في المستقبل
7	6	5	4	3	2	1	4. اشعر بسرعة وسهولة وصول الخدمات والنقل اثناء زيارة الاردن
7	6	5	4	3	2	1	5. مرات عديدة زرت الاردن

اشكركم على تعاونكم

APPENDIX – C

DESCRIPTIVE STATISTICS OF RESPONDENTS

AND VARIABLES

- **DESCRIPTIVE STATISTICS OF RESPONDENTS**

1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	329	66.6	66.6	66.6
	male	165	33.4	33.4	100.0
	Total	494	100.0	100.0	

2. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20	46	9.3	9.3	9.3
	20-25	114	23.1	23.1	32.4
	26-31	90	18.2	18.2	50.6
	32-37	90	18.2	18.2	68.8
	38-43	59	11.9	11.9	80.8
	44-49	37	7.5	7.5	88.3
	50 or more	58	11.7	11.7	100.0
	Total	494	100.0	100.0	

3. Marital

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	132	26.7	26.7	26.7
	Married	319	64.6	64.6	91.3
	Divorced	32	6.5	6.5	97.8
	Widowed	11	2.2	2.2	100.0
	Total	494	100.0	100.0	

4. Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1000 $	209	42.3	42.3	42.3
	1001 - 2000	106	21.5	21.5	63.8
	) 2001 - 3000	91	18.4	18.4	82.2
	more than 3000	88	17.8	17.8	100.0
	Total	494	100.0	100.0	

5. Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public sector employee	196	39.7	39.7	39.7
	Housewife	76	15.4	15.4	55.1
	Pension	70	14.2	14.2	69.2
	Student	34	6.9	6.9	76.1
	Private sector employee	108	21.9	21.9	98.0
	Unemployed	10	2.0	2.0	100.0
	Total	494	100.0	100.0	

6. Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asia	87	17.6	17.6	17.6
	Europe	187	37.9	37.9	55.5
	USA	62	12.6	12.6	68.0
	Australia	17	3.4	3.4	71.5
	Africa	127	25.7	25.7	97.2
	USSR	4	.8	.8	98.0
	Others	10	2.0	2.0	100.0
	Total	494	100.0	100.0	

7. Expenditure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-60	124	25.1	25.1	25.1
	61-100	190	38.5	38.5	63.6
	101-140	56	11.3	11.3	74.9
	141-180	35	7.1	7.1	82.0
	181-220	70	14.2	14.2	96.2
	more than 220	19	3.8	3.8	100.0
	Total	494	100.0	100.0	

8. Purpose

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Medical Treatment	56	11.3	11.3	11.3
	Relaxation	337	68.2	68.2	79.6
	Education	35	7.1	7.1	86.6
	Business	24	4.9	4.9	91.5
	Other reasons	42	8.5	8.5	100.0
	Total	494	100.0	100.0	

9. Accommodation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hotel	263	53.2	53.2	53.2
	Motel	52	10.5	10.5	63.8
	Apartment	69	14.0	14.0	77.7
	Back Pack	22	4.5	4.5	82.2
	With relative	76	15.4	15.4	97.6
	Others	12	2.4	2.4	100.0
	Total	494	100.0	100.0	

10. Duration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	one day	81	16.4	16.4	16.4
	2-5 days	172	34.8	34.8	51.2
	6-10 days	163	33.0	33.0	84.2
	11-20 days	60	12.1	12.1	96.4
	more than 20	18	3.6	3.6	100.0
	Total	494	100.0	100.0	

11. Mode

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Air	250	50.6	50.6	50.6
	Sea	129	26.1	26.1	76.7
	Land	115	23.3	23.3	100.0
	Total	494	100.0	100.0	

12. Transportation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tourists' coaches	127	25.7	25.7	25.7
Rental car	124	25.1	25.1	50.8
Taxi	102	20.6	20.6	71.5
Public transport	53	10.7	10.7	82.2
Others	88	17.8	17.8	100.0
Total	494	100.0	100.0	

- **DESCRIPTIVE STATISTICS OF VARIABLES**

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
MeanJM	494	2.00	5.00	7.00	3077.09	6.2289	.02395	.53241	.283
MeanSN	494	3.00	4.00	7.00	2926.83	5.9248	.03567	.79291	.629
MeanATT	494	2.33	4.67	7.00	3009.33	6.0918	.02720	.60444	.365
MeanPBC	494	2.83	4.17	7.00	2810.50	5.6893	.03231	.71802	.516
MeanRISK	494	6.00	1.00	7.00	1829.57	3.7036	.07686	1.70831	2.918
MeanSERV	494	2.50	3.70	6.20	2419.00	4.8968	.03591	.79824	.637
MeanSAT	494	3.00	4.00	7.00	3056.50	6.1872	.02775	.61669	.380
MeanINT	494	3.00	4.00	7.00	2987.80	6.0482	.03381	.75149	.565
MeanACT	494	3.60	3.40	7.00	2635.20	5.3344	.03474	.77207	.596
Valid N (listwise)	494								

APPENDIX - D

TEST OF RESPONSE BIAS

Group Statistics

	Resbais	N	Mean	Std. Deviation	Std. Error Mean
MeanJM	1	200	6.2195	.55842	.03949
	2	294	6.2331	.51372	.02996
MeanSAT	1	200	6.2245	.64889	.04588
	2	294	6.1609	.59325	.03460

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
MeanJM	Equal variances assumed	1.520	.218	-.279	492	.781	-.01360	.04879	-.10946	.08225
	Equal variances not assumed			-.274	403.306	.784	-.01360	.04957	-.11104	.08384
MeanSAT	Equal variances assumed	1.871	.172	1.126	492	.261	.06362	.05649	-.04739	.17462
	Equal variances not assumed			1.107	401.486	.269	.06362	.05747	-.04936	.17659

APPENDIX – E

OUTLIERS

Outliers through Amos 6.0

1. Outlier results before deleted 10 cases

Observation number	Mahalanobis d-squared	p1	p2
5	334.077	.000	.000
118	202.597	.000	.000
95	182.905	.000	.000
6	172.396	.000	.000
104	153.691	.000	.000
102	146.422	.000	.000
129	145.084	.000	.000
101	144.410	.000	.000
283	137.986	.000	.000
177	137.960	.000	.000
280	130.751	.000	.000
78	128.236	.000	.000
198	128.055	.000	.000
251	127.978	.000	.000
126	127.029	.000	.000
180	123.553	.000	.000
307	122.134	.000	.000
314	118.117	.000	.000
60	117.390	.000	.000
89	116.811	.000	.000
308	116.597	.000	.000
110	115.831	.000	.000
157	115.806	.000	.000
40	115.699	.000	.000
285	115.479	.000	.000
141	114.444	.000	.000
90	113.863	.000	.000
408	113.519	.000	.000
457	113.466	.000	.000
70	113.215	.000	.000
87	112.960	.000	.000
249	112.219	.000	.000
50	111.344	.000	.000
61	111.060	.000	.000
306	110.645	.000	.000
324	110.128	.001	.000
125	109.574	.001	.000
117	109.487	.001	.000
72	108.695	.001	.000
323	108.670	.001	.000
7	108.435	.001	.000
57	108.383	.001	.000

Observation number	Mahalanobis d-squared	p1	p2
160	107.888	.001	.000
12	107.301	.001	.000
194	107.248	.001	.000
134	105.354	.001	.000
494	105.273	.002	.000
499	105.009	.002	.000
15	104.868	.002	.000
74	104.590	.002	.000
88	104.378	.002	.000
80	104.153	.002	.000
140	103.884	.002	.000
109	103.552	.002	.000
401	103.342	.002	.000
123	102.426	.003	.000
98	102.032	.003	.000
107	101.923	.003	.000
213	101.881	.003	.000
211	101.527	.003	.000
41	100.237	.004	.000
242	100.229	.004	.000
45	99.143	.005	.000
298	98.867	.005	.000
99	98.866	.005	.000
247	98.733	.006	.000
3	98.679	.006	.000
20	98.679	.006	.000
202	98.657	.006	.000
146	98.574	.006	.000
297	98.248	.006	.000
435	97.735	.007	.000
403	97.735	.007	.000
42	97.505	.007	.000
73	97.090	.008	.000
278	96.672	.008	.000
262	96.612	.008	.000
325	96.537	.008	.000
347	96.518	.008	.000
361	95.711	.010	.000
183	95.336	.011	.000
428	95.252	.011	.000
51	94.627	.012	.000
161	94.509	.012	.000
216	94.456	.012	.000
58	94.138	.013	.000
264	93.924	.014	.000
309	93.683	.014	.000
46	93.593	.014	.000
159	93.266	.015	.000
187	93.258	.015	.000
193	93.114	.016	.000
209	92.532	.017	.000
256	92.285	.018	.000

Observation number	Mahalanobis d-squared	p1	p2
105	92.080	.019	.000
362	91.685	.020	.000
221	90.969	.023	.000
205	90.962	.023	.000
355	90.251	.025	.000
139	90.235	.025	.000

2. Outlier results after deleted 10 cases

Observation number	Mahalanobis d-squared	p1	p2
56	46.476	.000	.117
230	46.204	.000	.009
27	45.887	.000	.001
481	44.165	.001	.000
400	43.839	.001	.000
482	42.101	.001	.000
35	42.019	.001	.000
369	39.892	.002	.000
88	38.719	.003	.000
180	38.004	.004	.000
461	37.932	.004	.000
148	37.686	.004	.000
87	36.789	.006	.000
177	36.778	.006	.000
71	36.202	.007	.000
152	36.081	.007	.000
421	35.987	.007	.000
107	35.728	.008	.000
150	35.490	.008	.000
216	35.018	.009	.000

Observation number	Mahalanobis d-squared	p1	p2
14	34.851	.010	.000
162	34.383	.011	.000
38	34.249	.012	.000
29	33.865	.013	.000
231	33.577	.014	.000
465	33.225	.016	.000
66	33.022	.017	.000
370	32.784	.018	.000
264	32.539	.019	.000
232	32.228	.021	.000
349	32.147	.021	.000
39	31.678	.024	.000
31	31.635	.024	.000
373	31.283	.027	.000
416	31.046	.028	.000
26	30.812	.030	.000
204	30.727	.031	.000
293	30.273	.035	.000
181	30.231	.035	.000
214	29.984	.038	.000
480	29.980	.038	.000
376	29.932	.038	.000
173	29.537	.042	.000
144	29.355	.044	.000
215	29.336	.044	.000
110	29.206	.046	.000
151	29.013	.048	.000
343	28.967	.049	.000
364	28.825	.051	.000

Observation number	Mahalanobis d-squared	p1	p2
254	28.804	.051	.000
124	28.566	.054	.000
422	28.498	.055	.000
211	28.489	.055	.000
259	28.485	.055	.000
371	28.381	.056	.000
249	28.266	.058	.000
58	28.107	.060	.000
160	28.063	.061	.000
73	27.927	.063	.000
57	27.669	.067	.000
9	27.581	.069	.000
452	27.466	.071	.000
436	27.084	.077	.000
460	26.847	.082	.000
196	26.764	.084	.000
65	26.673	.085	.000
36	26.548	.088	.000
119	26.542	.088	.000
415	26.528	.088	.000
133	26.507	.089	.000
307	26.484	.089	.000
304	26.428	.090	.000
37	26.155	.096	.000
309	26.072	.098	.000
40	25.991	.100	.000
42	25.935	.101	.000
388	25.905	.102	.000
41	25.825	.104	.000

Observation number	Mahalanobis d-squared	p1	p2
434	25.665	.108	.000
118	25.614	.109	.000
242	25.524	.111	.000
30	25.416	.114	.000
310	25.221	.119	.001
61	25.197	.120	.001
2	25.186	.120	.000
24	25.161	.121	.000
385	25.110	.122	.000
255	25.059	.123	.000
51	25.008	.125	.000
404	24.960	.126	.000
478	24.903	.128	.000
80	24.888	.128	.000
32	24.875	.128	.000
111	24.735	.132	.000
48	24.676	.134	.000
473	24.508	.139	.000
472	24.441	.141	.000
346	24.406	.142	.000
279	24.323	.145	.000
163	24.189	.149	.001

APPENDIX – F

NORMALITY

1. NORMALITY THROUGH AMOS 6.0

A. Normality before Transformation (Non-normal data)

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
PBC1	4.000	7.000	-.550	-4.987	-.793	-3.599
PBC2	3.000	7.000	-.465	-4.220	-.947	-4.296
PBC3	2.000	7.000	-.200	-1.814	-.886	-4.022
PBC4	3.000	7.000	-.479	-4.347	-.587	-2.663
PBC5	2.000	7.000	-.376	-3.415	-.775	-3.515
PBC6	3.000	7.000	.362	3.288	-.912	-4.139
SN1	4.000	7.000	-.476	-4.319	-.842	-3.821
SN2	4.000	7.000	-.427	-3.872	-.891	-4.043
SN3	4.000	7.000	-.464	-4.206	-.831	-3.770
SN4	3.000	7.000	-.619	-5.620	-.496	-2.250
SN5	4.000	7.000	-.633	-5.748	-.669	-3.036
SN6	4.000	7.000	-.497	-4.507	-.966	-4.381
ATT1	5.000	7.000	-.468	-4.245	-.929	-4.215
ATT2	4.000	7.000	-.687	-6.229	-.471	-2.135
ATT3	5.000	7.000	-.469	-4.255	-.919	-4.170
ATT4	4.000	7.000	-.521	-4.728	-.882	-4.000
ATT5	3.000	7.000	-.503	-4.560	-.399	-1.808
ATT6	4.000	7.000	.047	.422	-1.444	-6.551
ACT5	4.000	7.000	.366	3.324	-.966	-4.383
ACT4	3.000	7.000	-.165	-1.498	-.877	-3.978
ACT3	2.000	7.000	-.360	-3.271	-.416	-1.889
ACT2	3.000	7.000	-.131	-1.190	-1.129	-5.123

Variable	min	max	skew	c.r.	kurtosis	c.r.
ACT1	3.000	7.000	.051	.462	-1.082	-4.908
INT5	3.000	7.000	-.638	-5.789	-.504	-2.287
INT4	4.000	7.000	-.520	-4.715	-.805	-3.654
INT3	4.000	7.000	-.589	-5.347	-.299	-1.359
INT2	4.000	7.000	-.693	-6.292	-.480	-2.178
INT1	4.000	7.000	-.730	-6.625	-.273	-1.241
JOM1	.014	.836	-.021	-.195	-1.716	-7.785
JOM2	.014	.829	-.084	-.762	-1.719	-7.798
JOM3	.034	.841	-.115	-1.043	-1.484	-6.733
JOM4	.048	.838	-.206	-1.873	-1.462	-6.634
JOM5	.066	.859	-.120	-1.087	-1.425	-6.465
JOM6	.071	.865	-.100	-.911	-1.406	-6.378
JOM7	.000	.861	-.098	-.885	-1.333	-6.050
JOM8	.000	.873	-.043	-.393	-1.261	-5.720
JOM9	.000	.841	-.191	-1.730	-1.404	-6.371
JOM10	.000	.853	-.092	-.831	-1.387	-6.291
JOM11	.061	.865	-.092	-.831	-1.368	-6.206
RK1	5.000	7.000	-.574	-5.209	-.625	-2.834
RK2	1.000	7.000	.204	1.854	-1.162	-5.271
RK3	1.000	7.000	-.059	-.538	-1.277	-5.792
RK4	1.000	7.000	-.014	-.129	-1.213	-5.502
RK5	1.000	7.000	.008	.074	-1.237	-5.613
RK6	5.000	7.000	-.486	-4.414	-.899	-4.077
RK7	1.000	7.000	-.104	-.945	-1.235	-5.601
SERV1	3.000	7.000	-.423	-3.838	-.719	-3.261
SERV2	2.000	7.000	-.511	-4.636	.393	1.784
SERV3	2.000	7.000	.371	3.362	-1.085	-4.922
SERV4	2.000	7.000	.366	3.322	-1.460	-6.622
SERV5	1.000	7.000	-.358	-3.251	-1.330	-6.032

Variable	min	max	skew	c.r.	kurtosis	c.r.
TSEV6	.077	.843	-.248	-2.247	-1.639	-7.437
SERV7	5.000	7.000	-.384	-3.483	-.957	-4.344
SERV6	1.000	6.000	-.343	-3.112	-1.509	-6.844
SERV9	1.000	6.000	.076	.685	-1.080	-4.902
SERV10	1.000	6.000	.016	.142	-1.563	-7.090
SAT1	4.000	7.000	-.781	-7.086	.055	.249
SAT2	4.000	7.000	-.838	-7.606	.008	.037
SAT3	4.000	7.000	-.968	-8.785	.364	1.651
SAT4	4.000	7.000	-.986	-8.951	.591	2.682
SAT10	4.000	7.000	-.743	-6.740	.036	.162
SAT9	4.000	7.000	-.796	-7.224	-.019	-.088
SAT8	4.000	7.000	-.789	-7.161	.130	.589
SAT7	4.000	7.000	-.890	-8.077	.171	.777
SAT6	4.000	7.000	-.871	-7.899	.180	.815
SAT5	4.000	7.000	-.937	-8.505	.387	1.756
Multivariate					628.849	73.763

B. Normality after Transformation (Normal data)

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
TPBC6	.107	.944	.159	1.441	-1.393	-6.320
TPBC5	.048	.895	-.183	-1.665	-1.346	-6.105
TPBC4	.001	.884	-.199	-1.802	-1.249	-5.668
PBC3	2.000	7.000	-.200	-1.814	-.886	-4.022
TPBC2	.039	.895	-.259	-2.349	-1.356	-6.151

Variable	min	max	skew	c.r.	kurtosis	c.r.
TPBC1	.022	.860	-.270	-2.452	-1.366	-6.198
TSN1	.026	.866	-.224	-2.032	-1.342	-6.087
TSN2	.029	.873	-.199	-1.807	-1.346	-6.106
TSN3	.027	.870	-.217	-1.967	-1.322	-5.999
TSN4	.001	.855	-.259	-2.354	-1.268	-5.753
TSN5	.020	.844	-.310	-2.816	-1.307	-5.927
TSN6	.040	.861	-.301	-2.728	-1.309	-5.939
TATT1	.036	.843	-.110	-1.000	-1.467	-6.657
TATT2	.007	.833	-.291	-2.636	-1.351	-6.130
TATT3	.034	.843	-.099	-.898	-1.480	-6.714
TATT4	.002	.838	-.206	-1.871	-1.434	-6.506
TATT5	.075	.860	-.133	-1.211	-1.455	-6.601
ATT6	4.000	7.000	.047	.422	-1.444	-6.551
TACT5	.111	.958	.218	1.975	-1.298	-5.890
ACT4	3.000	7.000	-.165	-1.498	-.877	-3.978
TACT3	.000	.919	-.077	-.700	-1.346	-6.107
ACT2	3.000	7.000	-.131	-1.190	-1.129	-5.123
ACT1	3.000	7.000	.051	.462	-1.082	-4.908
TINT5	.001	.848	-.272	-2.468	-1.337	-6.067
TINT4	.032	.870	-.290	-2.631	-1.230	-5.580
TINT3	.005	.865	-.158	-1.436	-1.185	-5.375
TINT2	.014	.841	-.309	-2.801	-1.271	-5.767
TINT1	.004	.832	-.258	-2.342	-1.343	-6.091
JOM1	.014	.836	-.021	-.195	-1.716	-7.785
JOM2	.014	.829	-.084	-.762	-1.719	-7.798
JOM3	.034	.841	-.115	-1.043	-1.484	-6.733
JOM4	.048	.838	-.206	-1.873	-1.462	-6.634
JOM5	.066	.859	-.120	-1.087	-1.425	-6.465
JOM6	.071	.865	-.100	-.911	-1.406	-6.378

Variable	min	max	skew	c.r.	kurtosis	c.r.
JOM7	.000	.861	-.098	-.885	-1.333	-6.050
JOM8	.000	.873	-.043	-.393	-1.261	-5.720
JOM9	.000	.841	-.191	-1.730	-1.404	-6.371
JOM10	.000	.853	-.092	-.831	-1.387	-6.291
JOM11	.061	.865	-.092	-.831	-1.368	-6.206
TRISK1	.014	.828	-.080	-.725	-1.727	-7.833
RK2	1.000	7.000	.204	1.854	-1.162	-5.271
RK3	1.000	7.000	-.059	-.538	-1.277	-5.792
RK4	1.000	7.000	-.014	-.129	-1.213	-5.502
RK5	1.000	7.000	.008	.074	-1.237	-5.613
TRISK6	.033	.840	-.110	-.997	-1.491	-6.767
RK7	1.000	7.000	-.104	-.945	-1.235	-5.601
TSEV1	.027	.910	-.230	-2.083	-1.255	-5.694
TSEV2	.006	.986	.016	.144	-.922	-4.185
TSEV3	.053	.923	-.035	-.316	-1.442	-6.541
TSEV4	.046	.904	.284	2.574	-1.687	-7.653
TSEV5	.040	.879	-.077	-.695	-1.753	-7.954
TSEV6	.077	.843	-.248	-2.247	-1.639	-7.437
TSEV7	.095	.953	.189	1.713	-1.377	-6.248
SERV8	4.000	7.000	.208	1.883	.010	.044
SERV9	1.000	6.000	.076	.685	-1.080	-4.902
SERV10	1.000	6.000	.016	.142	-1.563	-7.090
TSAT1	.006	.852	-.231	-2.093	-1.102	-5.000
TSAT2	.010	.846	-.308	-2.799	-1.047	-4.751
TSAT3	.005	.826	-.313	-2.839	-1.153	-5.230
TSAT4	.002	.821	-.251	-2.274	-1.301	-5.901
TSAT10	.006	.853	-.215	-1.951	-1.107	-5.024
TSAT9	.005	.839	-.255	-2.312	-1.217	-5.522
TSAT8	.005	.851	-.214	-1.944	-1.107	-5.020

Variable	min	max	skew	c.r.	kurtosis	c.r.
TSAT7	.004	.827	-.292	-2.654	-1.253	-5.687
TSAT6	.002	.825	-.256	-2.324	-1.341	-6.083
TSAT5	.002	.818	-.258	-2.345	-1.371	-6.218
Multivariate					719.381	84.382

2. NORMALITY FOR EACH CONSTRUCTS THROUGH SPSS 14.0

Q-Q Plots of ACTUAL VISIT BEHAVIOR
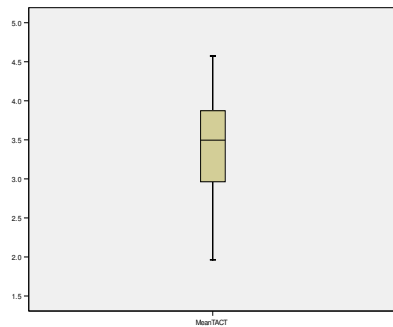
Q-Q Plots of REVISIT INTENTION
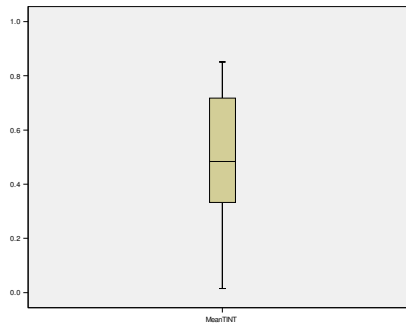
Q-Q Plots of TOURIST SATISFACTION
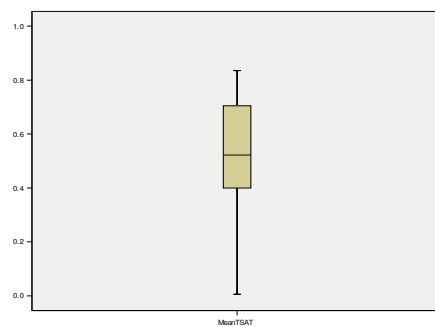
Q-Q Plots of TOURIST ATTITUDE
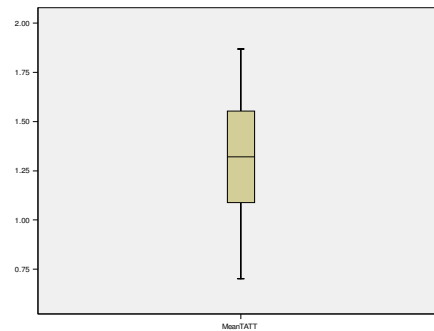
Q-Q Plots of

EUBJECTIVE NORM
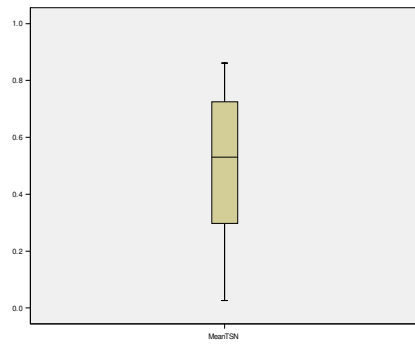
Q-Q Plots of
PERCEIVED BEHAVIOR CONTROL

MeanTSN

MeanTPBC
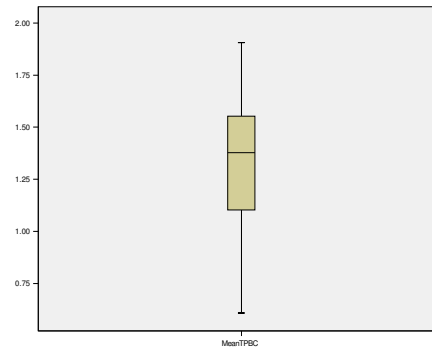
Q-Q Plots OF JORDAN IMAGE
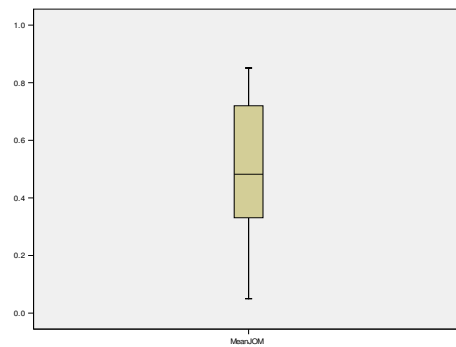
Q-Q Plots of PERCEIVED RISK

MeanJOM

MeanTRISK
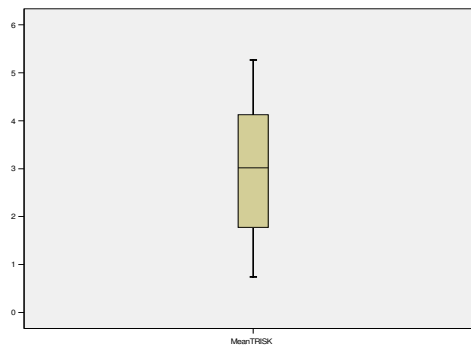
Q-Q Plots of SERVICE CLIMATE
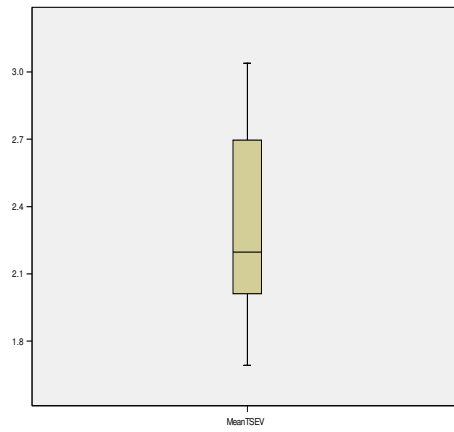
APPENDIX – G

LINEARITY, NORMALITY AND HOMOSCEDASICITY

1. Actual Visit behavior
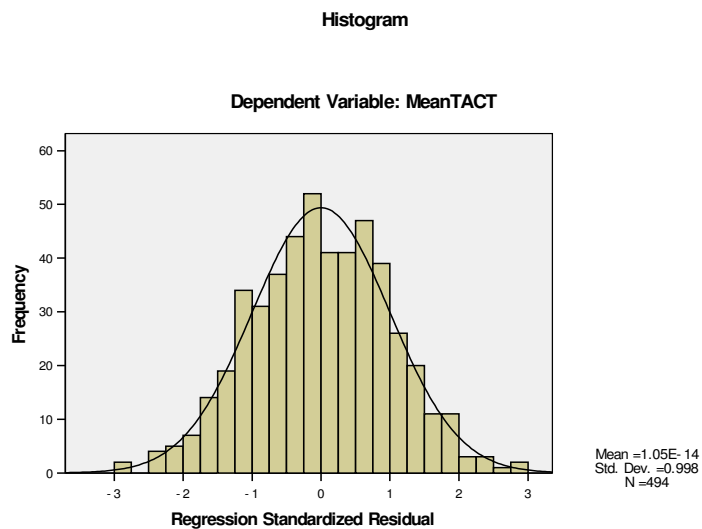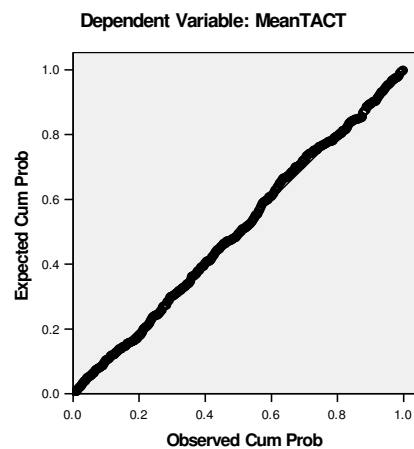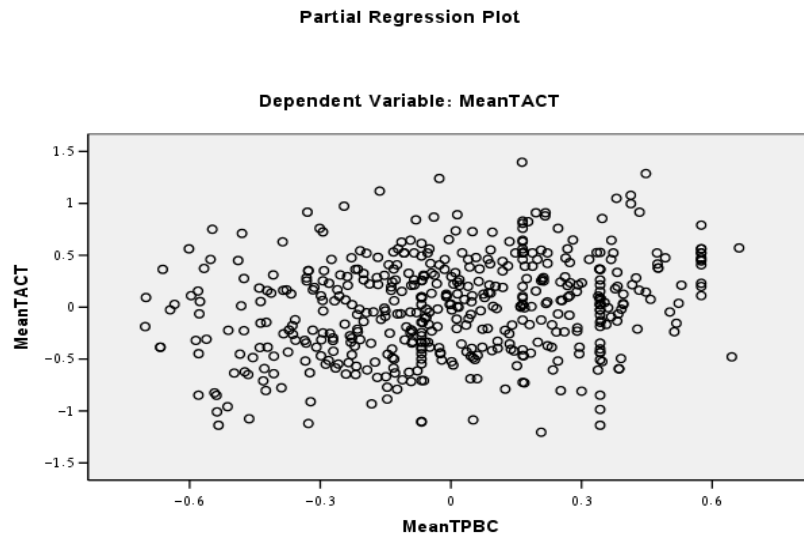
Histogram

Dependent Variable: MeanTACT

Mean =1.05E- 14
Std. Dev. =0.998
N =494

Normal P- P Plot of Regression Standardized Residual

Dependent Variable: MeanTACT

Partial Regression Plot

Dependent Variable: MeanTACT

1. Revisit Intention

Histogram

Dependent Variable: MeanTINT

Mean =4.08E- 15
Std. Dev. =0.996
N =494

Normal P- P Plot of Regression Standardized Residual

Dependent Variable: MeanTINT

Partial Regression Plot

Dependent Variable: MeanTINT

2. Tourist Satisfaction

Histogram

Dependent Variable: MeanTSAT

Mean =- 1.06E- 14
Std. Dev. =0.997
N =494
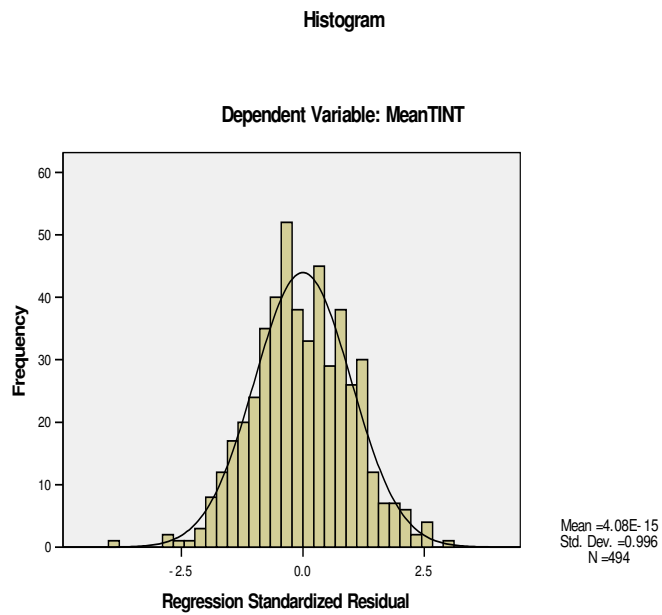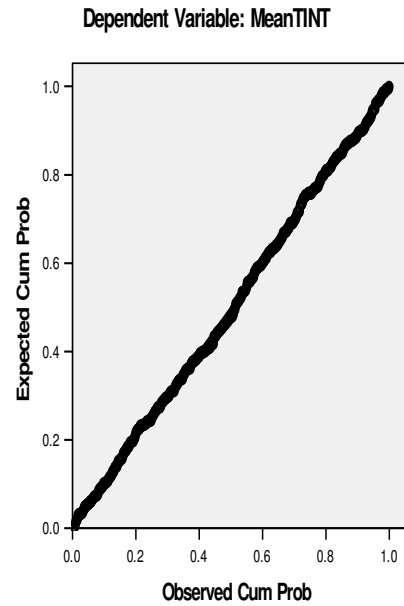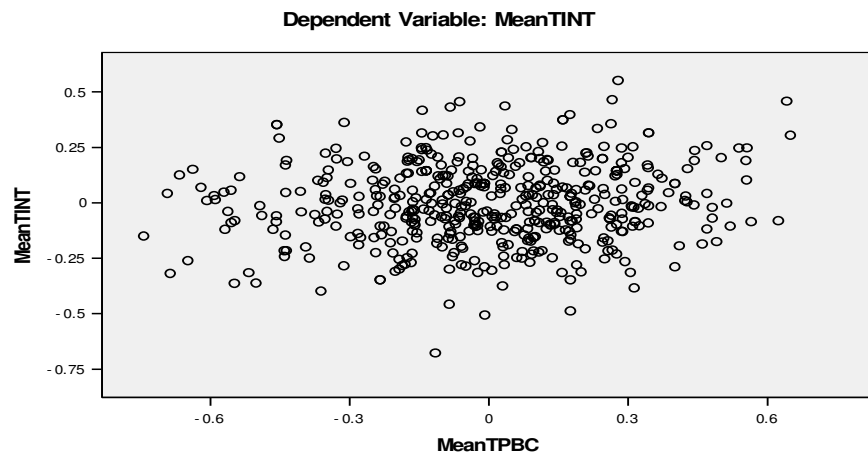
Normal P- P Plot of Regression Standardized Residual
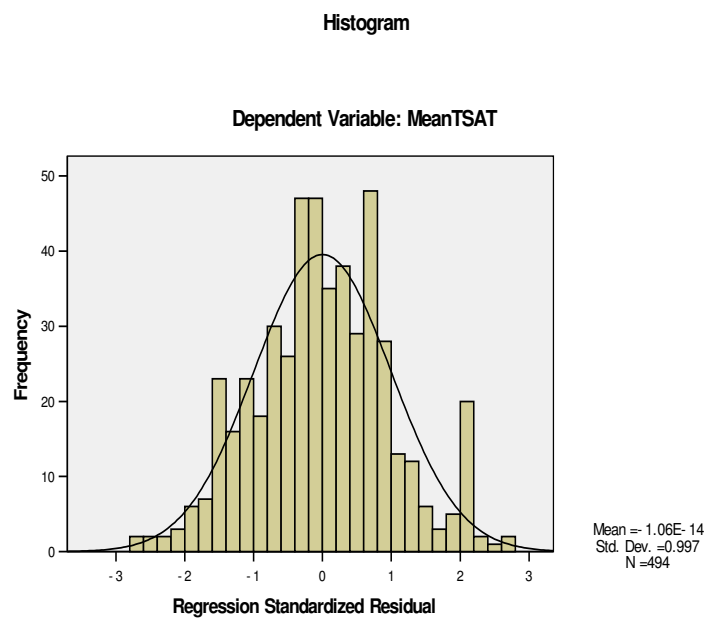
Dependent Variable: MeanTSAT
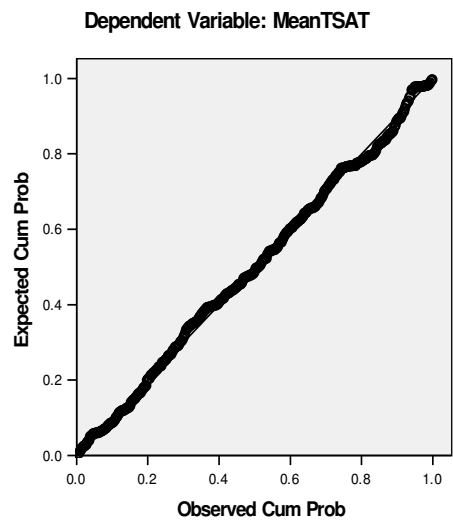
Partial Regression Plot

Dependent Variable: MeanTSAT
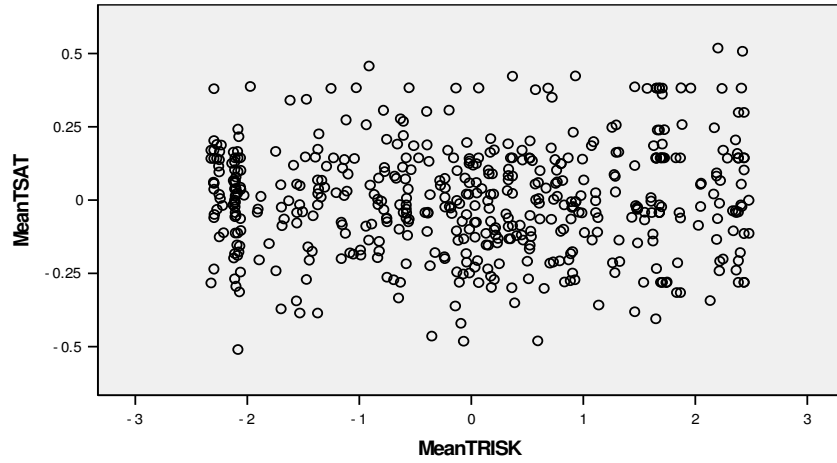
APPENDIX – H

RELIABILITY OF CONSTRUCTS

1 Actual Visit Behavior

Case Processing Summary

		N	%
Cases	Valid	494	100.0
	Excluded(a)	0	.0
	Total	494	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.607	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ACT1	11.3815	3.964	.439	.495
ACT2	11.1973	3.670	.473	.465
ACT4	11.1730	3.938	.425	.508
TACT5	16.1457	6.417	.364	.621

2 Revisit Intention

Case Processing Summary

		N	%
Cases	Valid	494	100.0
	Excluded(a)	0	.0
	Total	494	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.889	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TINT1	2.0756	1.051	.653	.882
TINT2	2.0747	1.005	.745	.861
TINT3	2.0809	.998	.770	.856
TINT4	2.0785	1.005	.739	.863
TINT5	2.0771	1.001	.744	.862

3 Tourist Satisfaction

Case Processing Summary

		N	%
Cases	Valid	494	100.0
	Excluded(a)	0	.0
	Total	494	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.914	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TSAT1	4.7175	3.899	.634	.909
TSAT2	4.7159	3.902	.634	.909
TSAT3	4.7121	3.831	.708	.904
TSAT4	4.7132	3.792	.742	.902
TSAT5	4.7142	3.805	.716	.904
TSAT6	4.7155	3.806	.709	.904
TSAT7	4.7137	3.819	.705	.905
TSAT8	4.7175	3.877	.659	.907
TSAT9	4.7173	3.841	.680	.906
TSAT10	4.7181	3.879	.655	.907

4 Tourist Attitude

Case Processing Summary

		N	%
Cases	Valid	494	100.0
	Excluded(a)	0	.0
	Total	494	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.851	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TATT1	2.0634	.956	.705	.809
TATT2	2.0558	.975	.685	.814
TATT3	2.0649	.945	.725	.803
TATT4	2.0602	.970	.673	.818
TATT5	2.0672	1.034	.529	.855

5 Subjective Norm

Case Processing Summary

		N	%
Cases	Valid	494	100.0
	Excluded(a)	0	.0
	Total	494	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.894	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TSN1	2.5869	1.527	.699	.878
TSN2	2.5896	1.475	.781	.865
TSN3	2.5879	1.464	.804	.862
TSN4	2.5843	1.524	.722	.875
TSN5	2.5822	1.493	.763	.868
TSN6	2.5851	1.634	.537	.903

6 Perceived Behavior Control

Case Processing Summary

		N	%
Cases	Valid	494	100.0
	Excluded(a)	0	.0
	Total	494	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.714	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TPBC1	7.6366	3.219	.532	.674
TPBC2	7.6381	3.143	.604	.661
TPBC4	7.6439	3.132	.631	.657
TPBC5	7.6473	3.141	.603	.661
TPBC6	7.6669	3.160	.579	.665
PBC3	2.5567	1.330	.594	.816

7 Jordan Image

Case Processing Summary

		N	%
Cases	Valid	494	100.0
	Excluded(a)	0	.0
	Total	494	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.917	11

Reliability Statistics

Cronbach's Alpha	N of Items
.917	11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
JOM1	5.1267	5.233	.631	.911
JOM2	5.1239	5.338	.549	.915
JOM3	5.1242	5.203	.660	.910
JOM4	5.1219	5.183	.665	.910
JOM5	5.1307	5.067	.748	.905
JOM6	5.1316	5.071	.746	.906
JOM7	5.1287	5.109	.741	.906
JOM8	5.1310	5.193	.677	.909
JOM9	5.1235	5.197	.670	.909
JOM10	5.1264	5.118	.731	.906
JOM11	5.1300	5.261	.606	.913

8 Perceived Risk

Case Processing Summary

		N	%
Cases	Valid	494	100.0
	Excluded(a)	0	.0
	Total	494	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.896	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TRk1	20.0243	90.745	.018	.923
TRk6	20.0245	90.763	.015	.923
RK2	16.8990	64.798	.683	.885
RK3	16.5407	56.895	.945	.847
RK4	16.6034	57.824	.941	.848
RK5	16.6520	57.488	.949	.847
RK7	16.4881	57.280	.943	.847

9 Service Climate

Case Processing Summary

		N	%
Cases	Valid	494	100.0
	Excluded(a)	0	.0
	Total	494	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.749	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SERV8	12.4879	10.441	.568	.706
SERV9	13.1033	7.508	.809	.642
SERV10	13.4940	5.572	.791	.690
TSEV2	17.2759	12.093	.532	.732
TSEV3	17.2952	12.946	.064	.760
TSEV4	17.3026	11.233	.846	.705
TSEV5	17.2863	11.462	.729	.714
TSEV6	17.2749	11.630	.661	.719
TSEV7	17.3115	13.334	-.108	.770
TSEV1	17.2744	13.555	-.209	.776

APPENDIX I

CONFIRMATORY FACTOR ANALYSIS (CFA)

1. CFA FOR CONSTRUCTS (before and after)

1. **Actual Visit Behavior**

Actual Visit Behavior

Actual Visit Behavior

2. **Revisit Intention**

Revisit Intention

CFA--Revisit Intention

3. Tourist Satisfaction

Tourist Satisfaction

.42
e62 → TSAT1 .42
e61 → TSAT2 .63
e60 → TSAT3 .64 .65
e59 → TSAT4 .64 .65
e58 → TSAT5 .67 .73
e57 → TSAT6 .67 .80
e56 → TSAT7 .69 .78
e55 → TSAT8 .68 .75
e54 → TSAT9 .45 .67
e53 → TSAT10   SATISFACTION

Standardized estimates:
chi-square:535.758
df:35
ratio:15.307
p-value:.000
GFI:.796
Rmsea:.170

CFA- Tourist Satisfaction

.37
e62 → TSAT10 .52 .61
e56 → TSAT4 .75 .72
e55 → TSAT3 .74 .85
e54 → TSAT2   .55
Satisfaction

Standardized estimates:
chi-square:2.925
df:2
ratio:1.463
p-value:.232
GFI:.997
Rmsea:.031

4. Tourist Attitude

Tourist Attitude

.61
e29 → TATT1 .62 .78
e30 → TATT2 .55 .78
e31 → TATT3 .52 .81
e32 → TATT4 .57 .72
e33 → TATT5 .52 .38
e34 → ATT6 .74   Attitude

Standardized estimates:
chi-square:56.084
df:9
ratio:6.232
p-value:.000
GFI:.964
Rmsea:.103

CFA- Tourist Attitude

.65
e29 → TATT1 .64 .80
e30 → TATT2 .65 .80
e31 → TATT3 .53 .53
e33 → TATT5 .28   Attitude

Standardized estimates:
chi-square:2.047
df:2
ratio:1.024
p-value:.359
GFI:.998
Rmsea:.007

5. **Subjective Norm**

Subjective Norm

.58

e35 → TSN1
e36 → TSN2
e37 → TSN3
e38 → TSN4
e39 → TSN5
e40 → TSN6

.76
.84
.87
Subjective Norm

Standardized estimates:
chi-square:98.899
df:9
ratio:10.989
p-value:.000
GFI:.936
Rmsea:.142

CFA- Subjective Norm

.61

e36 → TSN2
e37 → TSN3
e38 → TSN4
e40 → TSN6

.78
.92
.79
Subjective Norm

Standardized estimates:
chi-square:6.862
df:2
ratio:3.431
p-value:.032
GFI:.993
Rmsea:.070

6. **Perceived Behavior Control**

Perceived Behavior Control

.31

TPBC6
TPBC5
TPBC4
PBC3
TPBC2
TPBC1

.56
.78
.76
Perceived Behavior

Standardized estimates:
chi-square:166.647
df:9
ratio:18.516
p-value:.000
GFI:.912
Rmsea:.188

CFA–Perceived Behavior Control

.52

TPBC4
PBC3
TPBC2
TPBC1

.72
.59
.51
.57
Perceived Behavior

Standardized estimates:
chi-square:27.671
df:2
ratio:13.836
p-value:.000
GFI:.975
Rmsea:.161

7. **Jordan Image**

Jordan image

.40

e1 → JOM1
e2 → JOM2
e3 → JOM3
e4 → JOM4
e5 → JOM5
e6 → JOM6
e7 → JOM7
e8 → JOM8
e9 → JOM9
e10 → JOM10
e11 → JOM11

.63
.55
.66
.68
.79
Image

Standardized estimates:
chi-square:403.417
df:44
ratio:9.169
p-value:.000
GFI:.855
Rmsea:.129

CFA- Jordan Image

.35

e1 → JOM1
e4 → JOM4
e6 → JOM6
e7 → JOM7
e8 → JOM8

.43 .59
.65
.839
.72
.52
Image

Standardized estimates:
chi-square:9.859
df:5
ratio:1.972
p-value:.079
GFI:.992
Rmsea:.044

8. Perceived Risk

Perceived Risk

CFA-Perceived Risk

Standardized estimates:
chi-square:651.546
df:14
ratio:46.539
p-value:.000
GFI:.792
Rmsea:.304

Standardized estimates:
chi-square:16.711
df:2
ratio:8.355
p-value:.000
GFI:.983
Rmsea:.122

9. Service Climate

Service Climate

CFA-Service Climate

Standardized estimates:
chi-square:773.728
df:35
ratio:22.107
p-value:.000
GFI:.750
Rmsea:.207

Standardized estimates:
chi-square:6.444
df:2
ratio:3.222
p-value:.040
GFI:.993
Rmsea:.067

2. CFA FOR MEASUREMENT AND STRUCTURAL MODELS (before and after)

10. Exogenous constructs

Exogenous constructs

Standardized estimates:
chi-square:15911.076
df:347
ratio:45.853
p-value:.000
GFI:.623
Rmsea:.302

a. CFA- Exogenous constructs

CFA - Exogenous constructs

Standardized estimates:
chi-square:43.088
df:32
ratio:1.346
p-value:.091
GFI:.983
Rmsea:.027

11. Endogenous constructs

Endogenous constructs

Standardized estimates:
chi-square:1518.676
df:344
ratio:4.415
p-value:.000
GFI:.801
Rmsea:.083

CFA- Endogenous constructs

CFA--Endogenoius constructs

Standardized estimates:
chi-square:47.192
df:38
ratio:1.242
p-value:.146
GFI:.983
Rmsea:.022

3. Actual Visit Behavior and Revisit Intention

Intention and Actual

CFA__ Intention and Actual

Standardized estimates:
chi-square:213.027
df:34
ratio:6.265
p-value:.000
GFI:.913
Rmsea:.103

Standardized estimates:
chi-square:15.805
df:13
ratio:1.216
p-value:.260
GFI:.991
Rmsea:.021

3. CFA FOR STRUCTURAL MODELS

1. Generating Model (494)

GENERATING MODEL WITH STANDARDIZED ESTIMATES

Generating Model

Standardized estimates:
chi-square:122.131
df:103
ratio:1.186
p-value:.096
GFI:.973
Rmsea:.019

Output of Generating Model

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
ACT4	3.000	7.000	-.165	-1.498	-.877	-3.978
TPBC2	.039	.895	-.259	-2.349	-1.356	-6.151
TPBC1	.022	.860	-.270	-2.452	-1.366	-6.198
TSN3	.027	.870	-.217	-1.967	-1.322	-5.999
TSN4	.001	.855	-.259	-2.354	-1.268	-5.753
TATT2	.007	.833	-.291	-2.636	-1.351	-6.130
TATT3	.034	.843	-.099	-.898	-1.480	-6.714
ACT2	3.000	7.000	-.131	-1.190	-1.129	-5.123
TINT3	.005	.865	-.158	-1.436	-1.185	-5.375
TINT2	.014	.841	-.309	-2.801	-1.271	-5.767
JOM5	.066	.859	-.120	-1.087	-1.425	-6.465
JOM8	.000	.873	-.043	-.393	-1.261	-5.720
TRISk1	.014	.828	-.080	-.725	-1.727	-7.833
TRISk6	.033	.840	-.110	-.997	-1.491	-6.767
TSEV2	.006	.986	.016	.144	-.922	-4.185
SERV8	4.000	7.000	.208	1.883	.010	.044
TSAT9	.005	.839	-.255	-2.312	-1.217	-5.522
TSAT8	.005	.851	-.214	-1.944	-1.107	-5.020
Multivariate					28.620	11.853

Your model contains the following variables (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables

TSAT8

TSAT9

SERV8

TSEV2

TRISk6

TRISk1

JOM8

JOM5

TINT2

TINT3

ACT2

TATT3

TATT2

TSN4

TSN3

TPBC1

TPBC2

ACT4

Unobserved, endogenous variables

Tourist Satisfaction

Revisit Intention

Actual Visit Behavior

Unobserved, exogenous variables

e60

e61

service Climate

e21

e19

Risk

e28

e27

Jordan Image

e9

e8

e64

e65

e69

Tourist Attitude

e31

e30

Subjective Norm

e38

e37

Behavior Control

e41

e42

R2

R3

R4

e77

Variable counts (Group number 1)

Number of variables in your model: 48

Number of observed variables: 18

Number of unobserved variables: 30

Number of exogenous variables: 27

Number of endogenous variables: 21

Parameter summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	30	0	0	0	0	30
Labeled	0	0	0	0	0	0
Unlabeled	26	15	27	0	0	68
Total	56	15	27	0	0	98

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Tourist_Satisfaction <--- service_Climate	.007	.026	.270	.787	par_4
Tourist_Satisfaction <--- Risk	-.045	.102	-.442	.658	par_5
Tourist_Satisfaction <--- Jordan_Image	.318	.132	2.407	.016	par_17
Tourist_Satisfaction <--- Tourist_Attitude	.125	.066	1.891	.059	par_31
Tourist_Satisfaction <--- Subjective_Norm	.142	.061	2.343	.019	par_32
Tourist_Satisfaction <--- Behavior Control	.147	.069	2.117	.034	par_33
Revisit_Intention <--- Tourist_Satisfaction	.410	.076	5.400	***	par_11
Revisit_Intention <--- Tourist_Attitude	.173	.063	2.734	.006	par_12
Revisit_Intention <--- Subjective_Norm	.237	.057	4.178	***	par_13
Revisit_Intention <--- Behavior Control	.054	.069	.789	.430	par_14
Actual Visit_Behavior <--- Behavior Control	.068	.238	.287	.774	par_15
Actual Visit_Behavior <--- Revisit_Intention	.730	.268	2.720	.007	par_16
Actual Visit_Behavior <--- Jordan_Image	1.369	.516	2.653	.008	par_34
Actual Visit_Behavior <--- Subjective_Norm	.496	.235	2.112	.035	par_35
Actual Visit_Behavior <--- Tourist_Satisfaction	.427	.317	1.349	.177	par_37
Actual Visit_Behavior <--- service_Climate	.314	.104	3.020	.003	par_38
Actual Visit_Behavior <--- Risk	-.869	.395	-2.197	.028	par_39

			Estimate	S.E.	C.R.	P	Label
TSAT8	<---	Tourist_Satisfaction	1.000				
TSAT9	<---	Tourist_Satisfaction	1.012	.076	13.241	***	par_1
SERV8	<---	service_Climate	1.000				
TSEV2	<---	service_Climate	.379	.073	5.201	***	par_2
TRISk6	<---	Risk	1.000				
TRISk1	<---	Risk	.878	.074	11.912	***	par_3
JOM8	<---	Jordan_Image	.795	.060	13.189	***	par_6
JOM5	<---	Jordan_Image	1.000				
TINT2	<---	Revisit_Intention	1.000				
TINT3	<---	Revisit_Intention	.960	.064	15.096	***	par_7
ACT2	<---	Actual Visit_Behavior	1.000				
TATT3	<---	Tourist_Attitude	.875	.065	13.480	***	par_8
TATT2	<---	Tourist_Attitude	1.000				
TSN4	<---	Subjective_Norm	.882	.052	16.994	***	par_9
TSN3	<---	Subjective_Norm	1.000				
TPBC1	<---	Behavior Control	1.000				
TPBC2	<---	Behavior Control	.895	.084	10.668	***	par_10
ACT4	<---	Actual Visit_Behavior	1.002	.110	9.117	***	par_36

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
Tourist_Satisfaction	<---	service_Climate	.015
Tourist_Satisfaction	<---	Risk	-.050
Tourist_Satisfaction	<---	Jordan_Image	.356
Tourist_Satisfaction	<---	Tourist_Attitude	.145
Tourist_Satisfaction	<---	Subjective_Norm	.173
Tourist_Satisfaction	<---	Behavior Control	.159
Revisit_Intention	<---	Tourist_Satisfaction	.373

			Estimate
Revisit_Intention	<---	Tourist_Attitude	.182
Revisit_Intention	<---	Subjective_Norm	.262
Revisit_Intention	<---	Behavior Control	.053
Actual Visit_Behavior	<---	Behavior Control	.024
Actual Visit_Behavior	<---	Revisit_Intention	.264
Actual Visit_Behavior	<---	Jordan_Image	.504
Actual Visit_Behavior	<---	Subjective_Norm	.199
Actual Visit_Behavior	<---	Tourist_Satisfaction	.140
Actual Visit_Behavior	<---	service_Climate	.226
Actual Visit_Behavior	<---	Risk	-.318
TSAT8	<---	Tourist_Satisfaction	.781
TSAT9	<---	Tourist_Satisfaction	.776
SERV8	<---	service_Climate	.769
TSEV2	<---	service_Climate	.676
TRISk6	<---	Risk	.813
TRISk1	<---	Risk	.706
JOM8	<---	Jordan_Image	.660
JOM5	<---	Jordan_Image	.802
TINT2	<---	Revisit_Intention	.826
TINT3	<---	Revisit_Intention	.800
ACT2	<---	Actual Visit_Behavior	.592
TATT3	<---	Tourist_Attitude	.738
TATT2	<---	Tourist_Attitude	.862
TSN4	<---	Subjective_Norm	.807
TSN3	<---	Subjective_Norm	.902
TPBC1	<---	Behavior Control	.799
TPBC2	<---	Behavior Control	.709
ACT4	<---	Actual Visit_Behavior	.610

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
service_Climate	<-->	Jordan_Image	.032	.008	3.848	***	par_18
Risk	<-->	Tourist_Attitude	.031	.004	7.603	***	par_19
Tourist_Attitude	<-->	Subjective_Norm	.037	.004	8.618	***	par_20
Subjective_Norm	<-->	Behavior Control	.034	.004	8.015	***	par_21
Risk	<-->	Subjective_Norm	.028	.004	6.639	***	par_22
Risk	<-->	Behavior Control	.025	.004	6.310	***	par_23
service_Climate	<-->	Tourist_Attitude	.025	.008	3.155	.002	par_24
service_Climate	<-->	Subjective_Norm	.018	.008	2.305	.021	par_25
service_Climate	<-->	Behavior Control	.011	.007	1.465	.143	par_26
Tourist_Attitude	<-->	Behavior Control	.033	.004	7.799	***	par_27
Jordan_Image	<-->	Tourist_Attitude	.038	.004	8.774	***	par_28
Jordan_Image	<-->	Subjective_Norm	.040	.004	9.093	***	par_29
Jordan_Image	<-->	Behavior Control	.030	.004	7.392	***	par_30
Risk	<-->	Jordan_Image	.048	.005	10.112	***	par_40
service_Climate	<-->	Risk	.025	.008	3.048	.002	par_41

Correlations: (Group number 1 - Default model)

			Estimate
service_Climate	<-->	Jordan_Image	.263
Risk	<-->	Tourist_Attitude	.479
Tourist_Attitude	<-->	Subjective_Norm	.526
Subjective_Norm	<-->	Behavior Control	.512
Risk	<-->	Subjective_Norm	.408
Risk	<-->	Behavior Control	.415
service_Climate	<-->	Tourist_Attitude	.199

	Estimate
service_Climate <--> Subjective_Norm	.137
service_Climate <--> Behavior Control	.093
Tourist_Attitude <--> Behavior Control	.533
Jordan_Image <--> Tourist_Attitude	.589
Jordan_Image <--> Subjective_Norm	.592
Jordan_Image <--> Behavior Control	.502
Risk <--> Jordan_Image	.768
service_Climate <--> Risk	.203

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
service_Climate	.240	.051	4.739	***	par_42
Risk	.062	.007	8.717	***	par_43
Jordan_Image	.063	.007	9.080	***	par_44
Tourist_Attitude	.067	.007	9.727	***	par_45
Subjective_Norm	.074	.007	11.128	***	par_46
Behavior Control	.058	.007	8.050	***	par_47
R2	.028	.004	7.410	***	par_48
R3	.030	.004	7.829	***	par_49
R4	.137	.050	2.719	.007	par_50
e60	.032	.004	8.581	***	par_51
e61	.034	.004	8.737	***	par_52
e21	.165	.046	3.592	***	par_53
e19	.041	.007	5.895	***	par_54
e28	.032	.005	6.598	***	par_55
e27	.048	.005	10.512	***	par_56
e9	.051	.004	12.748	***	par_57
e8	.035	.004	7.963	***	par_58

	Estimate	S.E.	C.R.	P	Label
e64	.028	.004	7.652	***	par_59
e65	.031	.004	8.743	***	par_60
e69	.856	.073	11.717	***	par_61
e31	.043	.004	10.337	***	par_62
e30	.023	.004	5.329	***	par_63
e38	.031	.003	9.267	***	par_64
e37	.017	.004	4.708	***	par_65
e41	.033	.005	6.314	***	par_66
e42	.046	.005	9.527	***	par_67
e77	.780	.070	11.201	***	par_68

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
Tourist_Satisfaction	.432
Revisit_Intention	.509
Actual Visit_Behavior	.703
ACT4	.372
TPBC2	.503
TPBC1	.638
TSN3	.813
TSN4	.652
TATT2	.743
TATT3	.545
ACT2	.350
TINT3	.641
TINT2	.681
JOM5	.644

	Estimate
JOM8	.436
TRISk1	.498
TRISk6	.662
TSEV2	.457
SERV8	.592
TSAT9	.603
TSAT8	.609

Matrices (Group number 1 - Default model)

Total Effects (Group number 1 - Default model)

	PBC	SN	ATT	JOM	Risk	SEV	SAT	INT	ACT
SAT	.147	.142	.125	.318	-.045	.007	.000	.000	.000
INT	.144	.295	.224	.130	-.018	.003	.410	.000	.000
ACT	.215	.773	.217	1.600	-.901	.319	.726	.730	.000

Standardized Total Effects (Group number 1 - Default model)

	PBC	SN	ATT	JOM	Risk	SEV	SAT	INT	ACT
SAT	.159	.173	.145	.356	-.050	.015	.000	.000	.000
INT	.112	.326	.236	.133	-.019	.230	.239	.000	.000
ACT	.076	.310	.083	.590	-.330	.230	.239	.264	.000

Direct Effects (Group number 1 - Default model)

	PBC	SN	ATT	JOM	Risk	SEV	SAT	INT	ACT
SAT	.147	.142	.125	.318	-.045	.007	.000	.000	.000
INT	.054	.237	.173	.000	.000	.000	.410	.000	.000
ACT	.068	.496	.000	1.369	-.869	.314	.427	.730	.000

Standardized Direct Effects (Group number 1 - Default model)

	PBC	SN	ATT	JOM	Risk	SEV	SAT	INT	ACT
SAT	.159	.173	.145	.356	-.050	.015	.000	.000	.000
INT	.053	.262	.182	.000	.000	.000	.373	.000	.000
ACT	.024	.199	.000	.504	-.318	.226	.140	.264	.000

Indirect Effects (Group number 1 - Default model)

	PBC	SN	ATT	JOM	Risk	SEV	SAT	INT	ACT
SAT	.000	.000	.000	.000	.000	.000	.000	.000	.000
INT	.060	.058	.051	.130	-.018	.003	.000	.000	.000
ACT	.146	.276	.217	.231	-.033	.005	.299	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	PBC	SN	ATT	JOM	Risk	SEV	SAT	INT	ACT
SAT	.000	.000	.000	.000	.000	.000	.000	.000	.000
INT	.059	.065	.054	.133	-.019	.006	.000	.000	.000
ACT	.052	.111	.083	.085	-.012	.004	.098	.000	.000

MODEL FIT SUMMARY OF MODELGENERATING

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	68	122.131	103	.096	1.186
Saturated model	171	.000	0		
Independence model	18	3260.991	153	.000	21.314

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.004	.973	.956	.586
Saturated model	.000	1.000		
Independence model	.059	.381	.308	.341

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.963	.944	.994	.991	.994
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.673	.648	.669
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	19.131	.000	50.949
Saturated model	.000	.000	.000
Independence model	3107.991	2925.941	3297.359

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.248	.039	.000	.103
Saturated model	.000	.000	.000	.000
Independence model	6.615	6.304	5.935	6.688

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.019	.000	.032	1.000
Independence model	.203	.197	.209	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	258.131	263.582	543.903	611.903
Saturated model	342.000	355.709	1060.634	1231.634
Independence model	3296.991	3298.434	3372.636	3390.636

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.524	.485	.588	.535
Saturated model	.694	.694	.694	.722
Independence model	6.688	6.318	7.072	6.691

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	516	563
Independence model	28	30

Execution time summary

Minimization:	.110
Miscellaneous:	.796
Bootstrap:	.000
Total:	.906

2. ALTERNATIVE MODEL (TPB) (494)

TPB Model

Standardized estimates:
chi-square:36.281
df:26
ratio:1.395
p-value:.087
GFI:.986
Rmsea:.028
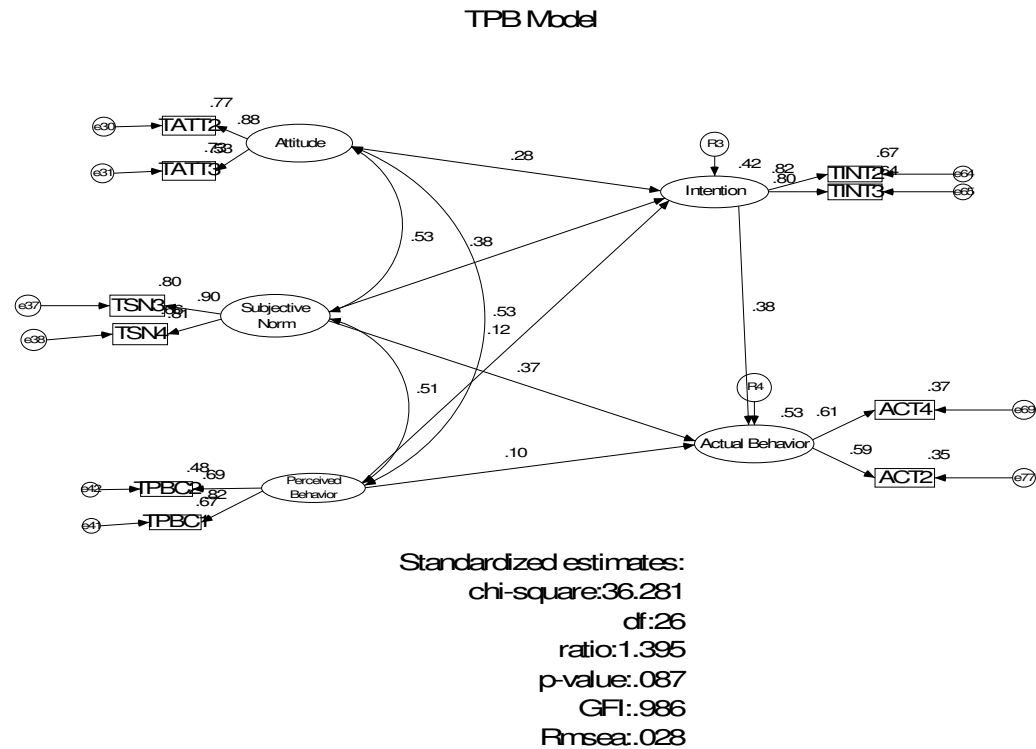
Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
ACT2	3.000	7.000	-.131	-1.190	-1.129	-5.123
TPBC2	.039	.895	-.259	-2.349	-1.356	-6.151
TPBC1	.022	.860	-.270	-2.452	-1.366	-6.198
TSN3	.027	.870	-.217	-1.967	-1.322	-5.999
TSN4	.001	.855	-.259	-2.354	-1.268	-5.753
TATT2	.007	.833	-.291	-2.636	-1.351	-6.130
TATT3	.034	.843	-.099	-.898	-1.480	-6.714
ACT4	3.000	7.000	-.165	-1.498	-.877	-3.978
TINT3	.005	.865	-.158	-1.436	-1.185	-5.375
TINT2	.014	.841	-.309	-2.801	-1.271	-5.767
Multivariate					7.481	5.366

426

Your model contains the following variables (Group number 1)

Observed, endogenous variables

TINT2

TINT3

ACT4

TATT3

TATT2

TSN4

TSN3

TPBC1

TPBC2

ACT2

Unobserved, endogenous variables

Intention

Actual Behavior

Unobserved, exogenous variables

e64

e65

e69

Attitude

e31

e30

Subjective Norm

e38

e37

Perceived Behavior

e41

e42

R3

R4

e77

Variable counts (Group number 1)

Number of variables in your model:	27
Number of observed variables:	10
Number of unobserved variables:	17
Number of exogenous variables:	15
Number of endogenous variables:	12

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Intention	<---	Attitude	.256	.064	4.015	***	par_6
Intention	<---	Subjective_Norm	.340	.058	5.893	***	par_7
Intention	<---	Perceived_Behavior	.118	.067	1.755	.079	par_8
Actual Behavior	<---	Perceived_Behavior	.278	.220	1.264	.206	par_9
Actual Behavior	<---	Intention	1.056	.255	4.148	***	par_10
Actual Behavior	<---	Subjective_Norm	.931	.224	4.156	***	par_14
TINT2	<---	Intention	1.000				
TINT3	<---	Intention	.967	.068	14.299	***	par_1
ACT4	<---	Actual Behavior	1.006	.123	8.145	***	par_2
TATT3	<---	Attitude	.846	.068	12.379	***	par_3
TATT2	<---	Attitude	1.000				
TSN4	<---	Subjective_Norm	.893	.054	16.670	***	par_4
TSN3	<---	Subjective_Norm	1.000				
TPBC1	<---	Perceived_Behavior	1.000				
TPBC2	<---	Perceived_Behavior	.847	.083	10.254	***	par_5
ACT2	<---	Actual Behavior	1.000				

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
Intention	<---	Attitude	.276
Intention	<---	Subjective_Norm	.376
Intention	<---	Perceived_Behavior	.119
Actual Behavior	<---	Perceived_Behavior	.102

	Estimate
Actual Behavior <--- Intention	.381
Actual Behavior <--- Subjective_Norm	.372
TINT2 <--- Intention	.822
TINT3 <--- Intention	.803
ACT4 <--- Actual Behavior	.611
TATT3 <--- Attitude	.727
TATT2 <--- Attitude	.877
TSN4 <--- Subjective_Norm	.812
TSN3 <--- Subjective_Norm	.896
TPBC1 <--- Perceived_Behavior	.821
TPBC2 <--- Perceived_Behavior	.690
ACT2 <--- Actual Behavior	.590

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Attitude <--> Subjective_Norm	.037	.004	8.694	***	par_11
Subjective_Norm <--> Perceived_Behavior	.034	.004	8.142	***	par_12
Attitude <--> Perceived_Behavior	.035	.004	8.050	***	par_13

Correlations: (Group number 1 - Default model)

	Estimate
Attitude <--> Subjective_Norm	.528
Subjective_Norm <--> Perceived_Behavior	.510
Attitude <--> Perceived_Behavior	.531

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Attitude	.069	.007	9.472	***	par_15
Subjective_Norm	.073	.007	10.922	***	par_16
Perceived_Behavior	.061	.008	8.052	***	par_17
R3	.034	.004	8.244	***	par_18
R4	.213	.055	3.853	***	par_19

	Estimate	S.E.	C.R.	P	Label
e64	.029	.004	7.344	***	par_20
e65	.031	.004	8.164	***	par_21
e69	.778	.074	10.485	***	par_22
e31	.044	.004	10.063	***	par_23
e30	.021	.005	4.249	***	par_24
e38	.030	.003	8.883	***	par_25
e37	.018	.004	4.863	***	par_26
e41	.030	.006	5.299	***	par_27
e42	.049	.005	9.945	***	par_28
e77	.858	.077	11.107	***	par_29

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
Intention	.422
Actual Behavior	.534
ACT2	.348
TPBC2	.476
TPBC1	.673
TSN3	.802
TSN4	.659
TATT2	.769
TATT3	.528
ACT4	.373
TINT3	.644
TINT2	.675

MODEL FIT SUMMARY OF TPB MODE

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.074	.021	.000	.061
Saturated model	.000	.000	.000	.000
Independence model	3.582	3.490	3.219	3.777

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.007	.986	.970	.466

Model	RMR	GFI	AGFI	PGFI
Saturated model	.000	1.000		
Independence model	.085	.456	.335	.373

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.979	.964	.994	.990	.994
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.979	.964	.994	.990	.994
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.578	.566	.574
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	10.281	.000	30.281
Saturated model	.000	.000	.000
Independence model	1720.771	1587.052	1861.853

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.074	.021	.000	.061
Saturated model	.000	.000	.000	.000
Independence model	3.582	3.490	3.219	3.777

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.028	.000	.049	.962
Independence model	.279	.267	.290	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	94.281	95.605	216.155	245.155
Saturated model	110.000	112.510	341.139	396.139
Independence model	1785.771	1786.228	1827.797	1837.797

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.191	.170	.232	.194
Saturated model	.223	.223	.223	.228
Independence model	3.622	3.351	3.908	3.623

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	529	621
Independence model	18	20

3. HYPOTHESIZED MODEL (494)

Hypothesized Model with Standardized Estimates
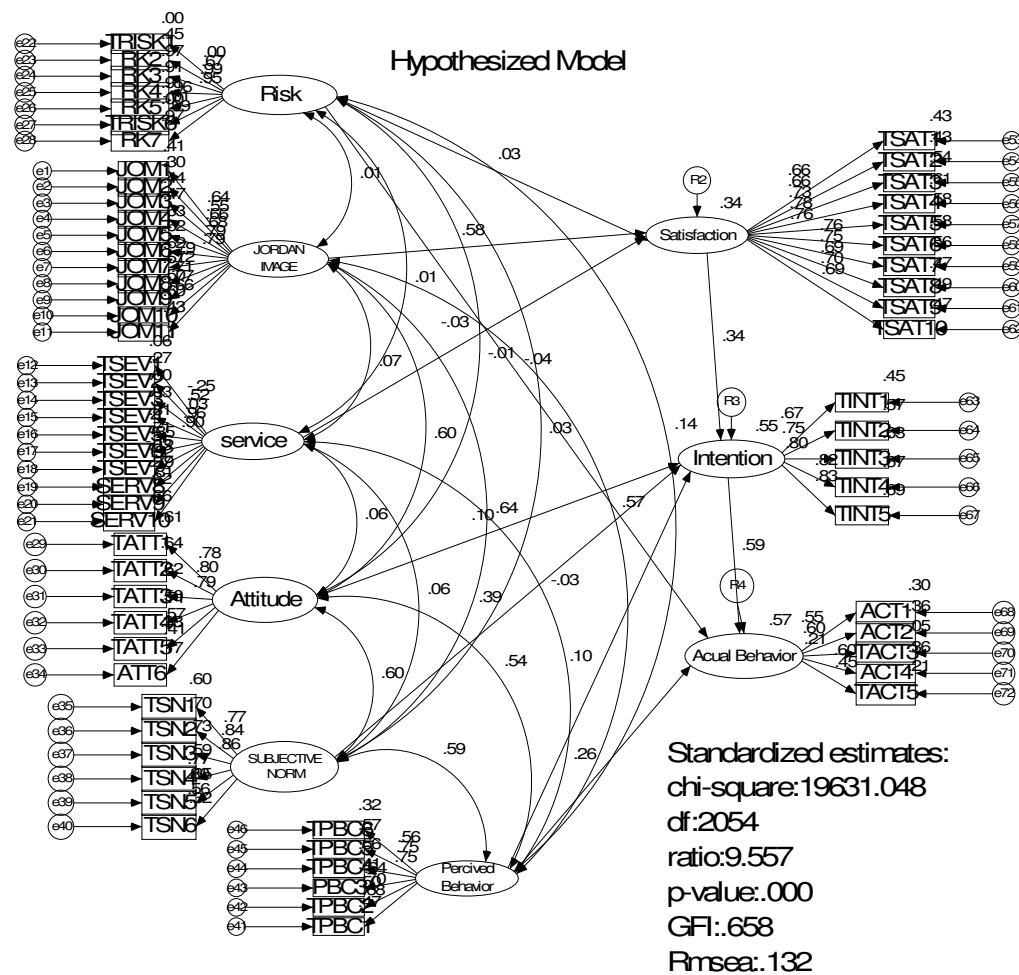
Hypothesized Model

Standardized estimates:
chi-square:19631.048
df:2054
ratio:9.557
p-value:.000
GFI:.658
Rmsea:.132

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
TPBC6	.107	.944	.159	1.441	-1.393	-6.320
TPBC5	.048	.895	-.183	-1.665	-1.346	-6.105
TPBC4	.001	.884	-.199	-1.802	-1.249	-5.668
PBC3	2.000	7.000	-.200	-1.814	-.886	-4.022
TPBC2	.039	.895	-.259	-2.349	-1.356	-6.151
TPBC1	.022	.860	-.270	-2.452	-1.366	-6.198
TSN1	.026	.866	-.224	-2.032	-1.342	-6.087

Variable	min	max	skew	c.r.	kurtosis	c.r.
TSN2	.029	.873	-.199	-1.807	-1.346	-6.106
TSN3	.027	.870	-.217	-1.967	-1.322	-5.999
TSN4	.001	.855	-.259	-2.354	-1.268	-5.753
TSN5	.020	.844	-.310	-2.816	-1.307	-5.927
TSN6	.040	.861	-.301	-2.728	-1.309	-5.939
TATT1	.036	.843	-.110	-1.000	-1.467	-6.657
TATT2	.007	.833	-.291	-2.636	-1.351	-6.130
TATT3	.034	.843	-.099	-.898	-1.480	-6.714
TATT4	.002	.838	-.206	-1.871	-1.434	-6.506
TATT5	.075	.860	-.133	-1.211	-1.455	-6.601
ATT6	4.000	7.000	.047	.422	-1.444	-6.551
TACT5	.111	.958	.218	1.975	-1.298	-5.890
ACT4	3.000	7.000	-.165	-1.498	-.877	-3.978
TACT3	.000	.919	-.077	-.700	-1.346	-6.107
ACT2	3.000	7.000	-.131	-1.190	-1.129	-5.123
ACT1	3.000	7.000	.051	.462	-1.082	-4.908
TINT5	.001	.848	-.272	-2.468	-1.337	-6.067
TINT4	.032	.870	-.290	-2.631	-1.230	-5.580
TINT3	.005	.865	-.158	-1.436	-1.185	-5.375
TINT2	.014	.841	-.309	-2.801	-1.271	-5.767
TINT1	.004	.832	-.258	-2.342	-1.343	-6.091
JOM1	.014	.836	-.021	-.195	-1.716	-7.785
JOM2	.014	.829	-.084	-.762	-1.719	-7.798
JOM3	.034	.841	-.115	-1.043	-1.484	-6.733
JOM4	.048	.838	-.206	-1.873	-1.462	-6.634
JOM5	.066	.859	-.120	-1.087	-1.425	-6.465
JOM6	.071	.865	-.100	-.911	-1.406	-6.378
JOM7	.000	.861	-.098	-.885	-1.333	-6.050
JOM8	.000	.873	-.043	-.393	-1.261	-5.720

Variable	min	max	skew	c.r.	kurtosis	c.r.
JOM9	.000	.841	-.191	-1.730	-1.404	-6.371
JOM10	.000	.853	-.092	-.831	-1.387	-6.291
JOM11	.061	.865	-.092	-.831	-1.368	-6.206
TRISK1	.014	.828	-.080	-.725	-1.727	-7.833
RK2	1.000	7.000	.204	1.854	-1.162	-5.271
RK3	1.000	7.000	-.059	-.538	-1.277	-5.792
RK4	1.000	7.000	-.014	-.129	-1.213	-5.502
RK5	1.000	7.000	.008	.074	-1.237	-5.613
TRISK6	.033	.840	-.110	-.997	-1.491	-6.767
RK7	1.000	7.000	-.104	-.945	-1.235	-5.601
TSEV1	.027	.910	-.230	-2.083	-1.255	-5.694
TSEV2	.006	.986	.016	.144	-.922	-4.185
TSEV3	.053	.923	-.035	-.316	-1.442	-6.541
TSEV4	.046	.904	.284	2.574	-1.687	-7.653
TSEV5	.040	.879	-.077	-.695	-1.753	-7.954
TSEV6	.077	.843	-.248	-2.247	-1.639	-7.437
TSEV7	.095	.953	.189	1.713	-1.377	-6.248
SERV8	4.000	7.000	.208	1.883	.010	.044
SERV9	1.000	6.000	.076	.685	-1.080	-4.902
SERV10	1.000	6.000	.016	.142	-1.563	-7.090
TSAT1	.006	.852	-.231	-2.093	-1.102	-5.000
TSAT2	.010	.846	-.308	-2.799	-1.047	-4.751
TSAT3	.005	.826	-.313	-2.839	-1.153	-5.230
TSAT4	.002	.821	-.251	-2.274	-1.301	-5.901
TSAT10	.006	.853	-.215	-1.951	-1.107	-5.024
TSAT9	.005	.839	-.255	-2.312	-1.217	-5.522
TSAT8	.005	.851	-.214	-1.944	-1.107	-5.020
TSAT7	.004	.827	-.292	-2.654	-1.253	-5.687
TSAT6	.002	.825	-.256	-2.324	-1.341	-6.083

Variable	min	max	skew	c.r.	kurtosis	c.r.
TSAT5	.002	.818	-.258	-2.345	-1.371	-6.218
Multivariate					719.381	84.382

Your model contains the following variables (Group number 1)

Observed, endogenous variables

TSAT5

TSAT6

TSAT7

TSAT8

TSAT9

TSAT10

TSAT4

TSAT3

TSAT2

TSAT1

SERV10

SERV9

SERV8

TSEV7

TSEV6

TSEV5

TSEV4

TSEV3

TSEV2

TSEV1

RK7

TRISK6

RK5

RK4

RK3

RK2

TRISK1

JOM11

JOM10

JOM9

JOM8

JOM7

JOM6

JOM5

JOM4

JOM3

JOM2

JOM1

TINT1

TINT2

TINT3

TINT4

TINT5

ACT1

ACT2

TACT3

ACT4

TACT5

ATT6

TATT5

TATT4

TATT3

TATT2

TATT1

TSN6

TSN5

TSN4

TSN3

TSN2

TSN1

TPBC1

TPBC2

PBC3

TPBC4

TPBC5

TPBC6

Unobserved, endogenous variables

Satisfaction

Intention

Actual Behavior

Unobserved, exogenous variables

e57

e58

e59

e60

e61

e62

e56

e55

e54

e53

service climate

e21

e20

e19

e18

e17

e16

e15

e14

e13

e12

perceived Risk

e28

e27

e26

e25

e24

e23

e22

JORDAN IMAGE

e11

e10

e9

e8

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e6

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Tourist Attitude

e34

e33

e32

e31

e30

e29

SUBJECTIVE NORM

e40

e39

e38

e37

e36

e35

Percived Behavior

e41

e42

e43

e44

e45

e46

R2

R3

R4

Variable counts (Group number 1)

Number of variables in your model: 144

Number of observed variables: 66

Number of unobserved variables: 78

Number of exogenous variables: 75

Number of endogenous variables: 69

MODEL FIT SUMMARY OF HYPOTHESIZED MODEL

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	157	19631.048	2054	.000	9.557
Saturated model	2211	.000	0		
Independence model	66	37801.020	2145	.000	17.623

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.053	.658	.632	.612
Saturated model	.000	1.000		
Independence model	.250	.163	.137	.158

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.481	.458	.508	.485	.507
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.958	.460	.486
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	17577.048	17131.605	18029.002
Saturated model	.000	.000	.000
Independence model	35656.020	35028.764	36289.679

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	39.820	35.653	34.750	36.570
Saturated model	.000	.000	.000	.000
Independence model	76.675	72.325	71.052	73.610

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	39.820	35.653	34.750	36.570
Saturated model	.000	.000	.000	.000
Independence model	76.675	72.325	71.052	73.610

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.132	.130	.133	.000
Independence model	.184	.182	.185	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	19945.048	19994.433	20604.846	20761.846
Saturated model	4422.000	5117.479	13713.806	15924.806
Independence model	37933.020	37953.781	38210.388	38276.388

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	40.456	39.553	41.373	40.557
Saturated model	8.970	8.970	8.970	10.380
Independence model	76.943	75.671	78.229	76.985

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
Satisfaction	<--- service	-.006	.008	-.807	.420	par_25
Satisfaction	<--- Risk	.003	.004	.664	.507	par_26
Satisfaction	<--- JORDAN_IMAGE	.637	.061	10.425	***	par_66
Intention	<--- Satisfaction	.305	.047	6.481	***	par_60
Intention	<--- Attitude	.043	.023	1.868	.062	par_61
Intention	<--- SUBJECTIVE_NORM	.451	.073	6.151	***	par_62
Intention	<--- Percived_Behavior	.097	.051	1.898	.058	par_63
Acual Behavior	<--- Percived_Behavior	.760	.195	3.891	***	par_64
Acual Behavior	<--- Intention	1.789	.233	7.668	***	par_65
Acual Behavior	<--- Risk	-.013	.014	-.944	.345	par_82
TSAT5	<--- Satisfaction	1.000				
TSAT6	<--- Satisfaction	1.002	.056	17.865	***	par_1
TSAT7	<--- Satisfaction	.976	.057	17.138	***	par_2
TSAT8	<--- Satisfaction	.886	.059	15.133	***	par_3
TSAT9	<--- Satisfaction	.921	.059	15.560	***	par_4
TSAT10	<--- Satisfaction	.887	.058	15.169	***	par_5
TSAT4	<--- Satisfaction	1.010	.054	18.580	***	par_6
TSAT3	<--- Satisfaction	.938	.057	16.524	***	par_7
TSAT2	<--- Satisfaction	.848	.059	14.446	***	par_8
TSAT1	<--- Satisfaction	.853	.058	14.592	***	par_9
SERV10	<--- service	1.000				
SERV9	<--- service	.685	.033	20.666	***	par_10
SERV8	<--- service	.278	.023	12.171	***	par_11
TSEV7	<--- service	-.043	.012	-3.610	***	par_12

		Estimate	S.E.	C.R.	P	Label
TSEV6	<--- service	.228	.010	22.281	***	par_13
TSEV5	<--- service	.247	.010	24.521	***	par_14
TSEV4	<--- service	.263	.009	27.812	***	par_15
TSEV3	<--- service	.008	.012	.681	.496	par_16
TSEV2	<--- service	.120	.010	12.089	***	par_17
TSEV1	<--- service	-.062	.011	-5.437	***	par_18
RK7	<--- Risk	1.000				
TRISK6	<--- Risk	-.001	.007	-.130	.896	par_19
RK5	<--- Risk	.958	.015	62.033	***	par_20
RK4	<--- Risk	.952	.015	61.416	***	par_21
RK3	<--- Risk	1.011	.011	91.964	***	par_22
RK2	<--- Risk	.667	.034	19.860	***	par_23
TRISK1	<--- Risk	.000	.007	.056	.956	par_24
JOM11	<--- JORDAN_IMAGE	1.000				
JOM10	<--- JORDAN_IMAGE	1.160	.076	15.218	***	par_27
JOM9	<--- JORDAN_IMAGE	1.058	.076	14.007	***	par_28
JOM8	<--- JORDAN_IMAGE	1.067	.075	14.182	***	par_29
JOM7	<--- JORDAN_IMAGE	1.178	.077	15.225	***	par_30
JOM6	<--- JORDAN_IMAGE	1.215	.079	15.312	***	par_31
JOM5	<--- JORDAN_IMAGE	1.222	.080	15.233	***	par_32
JOM4	<--- JORDAN_IMAGE	1.045	.078	13.453	***	par_33
JOM3	<--- JORDAN_IMAGE	.997	.076	13.086	***	par_34
JOM2	<--- JORDAN_IMAGE	.837	.076	11.060	***	par_35
JOM1	<--- JORDAN_IMAGE	.975	.076	12.799	***	par_36
TINT1	<--- Intention	1.000				
TINT2	<--- Intention	1.120	.071	15.677	***	par_37
TINT3	<--- Intention	1.168	.073	15.944	***	par_38
TINT4	<--- Intention	1.224	.078	15.633	***	par_39
TINT5	<--- Intention	1.237	.078	15.813	***	par_40

		Estimate	S.E.	C.R.	P	Label
ACT1	<--- Acual Behavior	1.000				
ACT2	<--- Acual Behavior	1.148	.122	9.394	***	par_41
TACT3	<--- Acual Behavior	.106	.027	3.975	***	par_42
ACT4	<--- Acual Behavior	1.115	.124	8.960	***	par_43
TACT5	<--- Acual Behavior	.230	.030	7.635	***	par_44
ATT6	<--- Attitude	1.000				
TATT5	<--- Attitude	.377	.048	7.902	***	par_45
TATT4	<--- Attitude	.454	.053	8.495	***	par_46
TATT3	<--- Attitude	.504	.058	8.678	***	par_47
TATT2	<--- Attitude	.501	.057	8.862	***	par_48
TATT1	<--- Attitude	.498	.058	8.638	***	par_49
TSN6	<--- SUBJECTIVE_NORM	1.000				
TSN5	<--- SUBJECTIVE_NORM	1.407	.108	12.981	***	par_50
TSN4	<--- SUBJECTIVE_NORM	1.333	.106	12.593	***	par_51
TSN3	<--- SUBJECTIVE_NORM	1.510	.113	13.350	***	par_52
TSN2	<--- SUBJECTIVE_NORM	1.480	.113	13.118	***	par_53
TSN1	<--- SUBJECTIVE_NORM	1.364	.109	12.474	***	par_54
TPBC1	<--- Percived_Behavior	1.000				
TPBC2	<--- Percived_Behavior	1.039	.075	13.908	***	par_55
PBC3	<--- Percived_Behavior	3.277	.267	12.250	***	par_56
TPBC4	<--- Percived_Behavior	1.081	.075	14.480	***	par_57
TPBC5	<--- Percived_Behavior	1.118	.079	14.157	***	par_58
TPBC6	<--- Percived_Behavior	.838	.078	10.782	***	par_59

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
Satisfaction	<---	service	-.033
Satisfaction	<---	Risk	.027

			Estimate
Satisfaction	<---	JORDAN_IMAGE	.580
Intention	<---	Satisfaction	.345
Intention	<---	Attitude	.105
Intention	<---	SUBJECTIVE_NORM	.393
Intention	<---	Percived_Behavior	.101
Acual Behavior	<---	Percived_Behavior	.262
Acual Behavior	<---	Intention	.589
Acual Behavior	<---	Risk	-.044
TSAT5	<---	Satisfaction	.763
TSAT6	<---	Satisfaction	.761
TSAT7	<---	Satisfaction	.748
TSAT8	<---	Satisfaction	.688
TSAT9	<---	Satisfaction	.703
TSAT10	<---	Satisfaction	.686
TSAT4	<---	Satisfaction	.784
TSAT3	<---	Satisfaction	.733
TSAT2	<---	Satisfaction	.658
TSAT1	<---	Satisfaction	.659
SERV10	<---	service	.814
SERV9	<---	service	.786
SERV8	<---	service	.520
TSEV7	<---	service	-.165
TSEV6	<---	service	.845
TSEV5	<---	service	.898
TSEV4	<---	service	.963
TSEV3	<---	service	.031
TSEV2	<---	service	.518
TSEV1	<---	service	-.246
RK7	<---	Risk	.986

			Estimate
TRISK6	<---	Risk	-.006
RK5	<---	Risk	.956
RK4	<---	Risk	.954
RK3	<---	Risk	.986
RK2	<---	Risk	.674
TRISK1	<---	Risk	.003
JOM11	<---	JORDAN_IMAGE	.656
JOM10	<---	JORDAN_IMAGE	.774
JOM9	<---	JORDAN_IMAGE	.707
JOM8	<---	JORDAN_IMAGE	.717
JOM7	<---	JORDAN_IMAGE	.788
JOM6	<---	JORDAN_IMAGE	.790
JOM5	<---	JORDAN_IMAGE	.793
JOM4	<---	JORDAN_IMAGE	.685
JOM3	<---	JORDAN_IMAGE	.662
JOM2	<---	JORDAN_IMAGE	.550
JOM1	<---	JORDAN_IMAGE	.642
TINT1	<---	Intention	.669
TINT2	<---	Intention	.754
TINT3	<---	Intention	.796
TINT4	<---	Intention	.820
TINT5	<---	Intention	.828
ACT1	<---	Acual Behavior	.550
ACT2	<---	Acual Behavior	.602
TACT3	<---	Acual Behavior	.213
ACT4	<---	Acual Behavior	.602
TACT5	<---	Acual Behavior	.455
ATT6	<---	Attitude	.413
TATT5	<---	Attitude	.574

			Estimate
TATT4	<---	Attitude	.709
TATT3	<---	Attitude	.787
TATT2	<---	Attitude	.799
TATT1	<---	Attitude	.780
TSN6	<---	SUBJECTIVE_NORM	.565
TSN5	<---	SUBJECTIVE_NORM	.804
TSN4	<---	SUBJECTIVE_NORM	.768
TSN3	<---	SUBJECTIVE_NORM	.857
TSN2	<---	SUBJECTIVE_NORM	.836
TSN1	<---	SUBJECTIVE_NORM	.772
TPBC1	<---	Percived_Behavior	.683
TPBC2	<---	Percived_Behavior	.704
PBC3	<---	Percived_Behavior	.641
TPBC4	<---	Percived_Behavior	.748
TPBC5	<---	Percived_Behavior	.755
TPBC6	<---	Percived_Behavior	.562

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
service	<-->	JORDAN_IMAGE	.017	.012	1.438	.150	par_67
Risk	<-->	Attitude	-.013	.047	-.278	.781	par_68
Attitude	<-->	SUBJECTIVE_NORM	.049	.008	6.282	***	par_69
SUBJECTIVE_NORM	<-->	Percived_Behavior	.021	.003	7.760	***	par_70
Risk	<-->	SUBJECTIVE_NORM	.011	.016	.650	.516	par_71
Risk	<-->	Percived_Behavior	.059	.021	2.796	.005	par_72
service	<-->	Attitude	.034	.028	1.203	.229	par_73
service	<-->	SUBJECTIVE_NORM	.012	.010	1.184	.237	par_74
service	<-->	Percived_Behavior	-.007	.012	-.557	.577	par_75

		Estimate	S.E.	C.R.	P	Label
Attitude	<--> Percived_Behavior	.054	.009	6.152	***	par_76
JORDAN_IMAGE	<--> Attitude	.058	.009	6.504	***	par_77
JORDAN_IMAGE	<--> SUBJECTIVE_NORM	.022	.003	8.063	***	par_78
JORDAN_IMAGE	<--> Percived_Behavior	.024	.003	8.116	***	par_79
service	<--> Risk	.015	.112	.134	.893	par_80
Risk	<--> JORDAN_IMAGE	.005	.019	.233	.816	par_81

Correlations: (Group number 1 - Default model)

			Estimate
service	<-->	JORDAN_IMAGE	.069
Risk	<-->	Attitude	-.014
Attitude	<-->	SUBJECTIVE_NORM	.602
SUBJECTIVE_NORM	<-->	Percived_Behavior	.590
Risk	<-->	SUBJECTIVE_NORM	.031
Risk	<-->	Percived_Behavior	.141
service	<-->	Attitude	.060
service	<-->	SUBJECTIVE_NORM	.057
service	<-->	Percived_Behavior	-.028
Attitude	<-->	Percived_Behavior	.543
JORDAN_IMAGE	<-->	Attitude	.596
JORDAN_IMAGE	<-->	SUBJECTIVE_NORM	.635
JORDAN_IMAGE	<-->	Percived_Behavior	.572
service	<-->	Risk	.006
Risk	<-->	JORDAN_IMAGE	.011

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
service	1.416	.130	10.884	***	par_83
Risk	4.120	.270	15.258	***	par_84

	Estimate	S.E.	C.R.	P	Label
JORDAN_IMAGE	.041	.005	7.969	***	par_85
Attitude	.228	.051	4.483	***	par_86
SUBJECTIVE_NORM	.029	.004	6.584	***	par_87
Percived_Behavior	.043	.005	8.070	***	par_88
R2	.033	.004	9.178	***	par_89
R3	.017	.002	7.777	***	par_90
R4	.154	.033	4.604	***	par_91
e57	.035	.003	13.334	***	par_92
e58	.036	.003	13.499	***	par_93
e59	.037	.003	13.857	***	par_94
e60	.043	.003	14.297	***	par_95
e61	.043	.003	14.200	***	par_96
e62	.044	.003	14.324	***	par_97
e56	.032	.002	13.172	***	par_98
e55	.037	.003	13.983	***	par_99
e54	.046	.003	14.492	***	par_100
e53	.047	.003	14.553	***	par_101
e21	.723	.051	14.167	***	par_102
e20	.410	.029	14.355	***	par_103
e19	.295	.019	15.426	***	par_104
e18	.092	.006	15.681	***	par_105
e17	.030	.002	13.198	***	par_106
e16	.021	.002	11.972	***	par_107
e15	.008	.001	6.821	***	par_108
e14	.096	.006	15.700	***	par_109
e13	.055	.004	15.427	***	par_110
e12	.083	.005	15.657	***	par_111
e28	.118	.013	9.060	***	par_112
e27	.093	.006	15.700	***	par_113

	Estimate	S.E.	C.R.	P	Label
e26	.357	.028	12.907	***	par_114
e25	.370	.028	12.969	***	par_115
e24	.117	.013	8.907	***	par_116
e23	2.204	.142	15.537	***	par_117
e22	.095	.006	15.700	***	par_118
e11	.054	.004	14.767	***	par_119
e10	.037	.003	13.841	***	par_120
e9	.046	.003	14.465	***	par_121
e8	.044	.003	14.421	***	par_122
e7	.035	.003	13.699	***	par_123
e6	.037	.003	13.699	***	par_124
e5	.036	.003	13.670	***	par_125
e4	.051	.003	14.584	***	par_126
e3	.052	.004	14.711	***	par_127
e2	.066	.004	15.119	***	par_128
e1	.056	.004	14.831	***	par_129
e63	.048	.003	13.911	***	par_130
e64	.037	.003	12.914	***	par_131
e65	.031	.002	12.704	***	par_132
e66	.028	.002	11.804	***	par_133
e67	.027	.002	11.542	***	par_134
e68	.824	.062	13.234	***	par_135
e69	.829	.066	12.468	***	par_136
e70	.085	.005	15.444	***	par_137
e71	.782	.062	12.533	***	par_138
e72	.072	.005	14.251	***	par_139
e34	1.109	.073	15.207	***	par_140
e33	.066	.005	14.561	***	par_141
e32	.047	.003	13.413	***	par_142

	Estimate	S.E.	C.R.	P	Label
e31	.036	.003	12.139	***	par_143
e30	.032	.003	11.785	***	par_144
e29	.036	.003	12.315	***	par_145
e40	.063	.004	15.039	***	par_146
e39	.032	.002	13.066	***	par_147
e38	.036	.003	13.528	***	par_148
e37	.024	.002	11.647	***	par_149
e36	.028	.002	12.277	***	par_150
e35	.037	.003	13.425	***	par_151
E41	.049	.004	13.369	***	par_152
E42	.047	.004	13.133	***	par_153
E43	.654	.048	13.728	***	par_154
E44	.039	.003	12.382	***	par_155
E45	.040	.003	12.181	***	par_156
E46	.065	.004	14.405	***	par_157

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
Satisfaction	.336
Intention	.550
Acual Behavior	.569
TPBC6	.316
TPBC5	.569
TPBC4	.559
PBC3	.411
TPBC2	.496
TPBC1	.466
TSN1	.595
TSN2	.699

	Estimate
TSN3	.734
TSN4	.589
TSN5	.646
TSN6	.319
TATT1	.609
TATT2	.639
TATT3	.619
TATT4	.502
TATT5	.330
ATT6	.171
TACT5	.207
ACT4	.362
TACT3	.046
ACT2	.362
ACT1	.302
TINT5	.685
TINT4	.672
TINT3	.633
TINT2	.569
TINT1	.448
JOM1	.412
JOM2	.303
JOM3	.438
JOM4	.469
JOM5	.629
JOM6	.623
JOM7	.621
JOM8	.513
JOM9	.500

	Estimate
JOM10	.599
JOM11	.430
TRISK1	.000
RK2	.454
RK3	.973
RK4	.910
RK5	.914
TRISK6	.000
RK7	.972
TSEV1	.061
TSEV2	.269
TSEV3	.001
TSEV4	.928
TSEV5	.807
TSEV6	.714
TSEV7	.027
SERV8	.271
SERV9	.619
SERV10	.662
TSAT1	.434
TSAT2	.433
TSAT3	.537
TSAT4	.615
TSAT10	.471
TSAT9	.494
TSAT8	.473
TSAT7	.559
TSAT6	.579
TSAT5	.583

HYPTHESIS MODEL SUGGESTTED A NEW PATHS

Regression Weights: (Group number 1 - Default model

Endogenous	New Path	Exogenous	M.I.	Par Change
Satisfaction	<---	Perceived Behavior	12.297	.161
Satisfaction	<---	Subjective Norm	21.897	.251
Satisfaction	<---	Tourist Attitude	33.360	.114
Actual Behavior	<---	Subjective Norm	7.782	.459
Actual Behavior	<---	Jordan Image	6.247	.346
Actual Behavior	<---	Service Climate	9.065	.070

APPENDIX J

MODIFICATION INDICES

1. MODIFICATION INDICES AFTER DELETED

		Covariances	M.I.	Error Deleted
e45	<-->	JORDAN_IMAGE	4.715	e 45
e44	<-->	e45	18.397	e 44
e43	<-->	e46	55.725	e 43
e36	<-->	e35	36.473	e 36
e37	<-->	e35	12.799	e 35
e39	<-->	Attitude	11.031	e 39
e40	<-->	e35	10.383	e 40
e33	<-->	Percived_Behavior	40.522	e 33
e33	<-->	e32	15.284	e 32
e34	<-->	e43	54.507	e 34
e34	<-->	e29	18.185	e 29
e69	<-->	e72	7.734	e 68
e67	<-->	Service	7.173	e 67
e66	<-->	e67	39.876	e 66
e63	<-->	e64	84.012	e 63
e2	<-->	e1	81.157	e 1
e3	<-->	e2	59.902	e 2
e4	<-->	e3	44.861	e 4
e5	<-->	e4	9.678	e 5
e10	<-->	e9	32.907	e10
e11	<-->	e10	27.029	e11
e22	<-->	e2	354.385	e 22
e25	<-->	e24	111.737	e 24
e26	<-->	e25	99.171	e 25
e27	<-->	e3	292.677	e 3
e28	<-->	e26	108.171	e26
e14	<-->	Risk	441.077	e14
e15	<-->	e43	5.972	e15
e16	<-->	e13	21.611	e13
e17	<-->	e16	198.854	e17
e18	<-->	Risk	175.454	e18
e18	<-->	e46	29.046	e46
e21	<-->	e16	35.742	e16
e21	<-->	e20	134.526	e20
e54	<-->	e71	8.244	e71
e54	<-->	e53	53.504	e54
e55	<-->	e53	26.074	e53
e55	<-->	e54	48.584	e55
e62	<-->	e56	18.655	e62
e60	<-->	e56	27.011	e56
e60	<-->	e62	22.058	e62

			Covariances	M.I.	Error Deleted
e59	<-->	R4		6.998	e59
e59	<-->	e72		5.766	e72
e59	<-->	e7		10.510	e 7
e58	<-->	R4		18.634	e58
e58	<-->	e71		6.103	e71
e58	<-->	e70		7.166	e70
e58	<-->	e6		10.487	e 6
e57	<-->	e56		90.480	e 57