ANTECEDENT AND MEDIATOR OF ACTUAL VISIT BEHAVIOR AMONGST INTERNATIONAL TOURISTS IN JORDAN

AYED AL MUALA

DOCTOR OF PHILOSOPHY

UNIVERSITI UTARA MALAYSIA

NOVEMBER 2010
ANTECEDENT AND MEDIATOR OF ACTUAL VISIT BEHAVIOR AMONGST INTERNATIONAL TOURISTS IN JORDAN

BY

AYED AL MUALA

2010

Thesis Submitted to the Collage of Business, Universiti Utara Malaysia, in full fulfillment of the requirement for the degree of Doctor of Philosophy (Marketing)
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Ayed Al Muala
aied_muala@yahoo.com
ABSTRACT

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 ($\beta=.264$, CR=2.720 $p=0.007$), perceived risk ($\beta=-.318$, CR= -2.197 $p=0.028$), subjective norm ($\beta=.199$, CR=2.112 $p=.035$), Jordan image ($\beta=.504$, CR=2.653 $p=.008$) and service climate ($\beta=.226$, CR=3.020 $p=.003$); three direct significant antecedents of intention: tourist satisfaction ($\beta=.373$, CR=5.400 $p=***$), tourist attitude ($\beta=.182$, CR= 2.734 $p=.006$), subjective norm ($\beta=.262$, CR= 4.178 $p=***$); three direct significant antecedents of satisfaction: Jordan image ($\beta=.356$, CR=2.407 $p=.016$), subjective norms ($\beta=173$, CR=2.343 $p=.019$) and perceived behavior control ($\beta=.159$, 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.
Keywords: Actual visit behavior, TPB, intention, satisfaction, image, attitude, tourism, service climate, perceived risk, subjective norms, perceived behavior control, Jordan

PUBLICATIONS FROM THIS RESEARCH

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


In advance, I am grateful to the Almighty Allah for giving me the opportunity to complete my PhD thesis. May peace and blessing of Allah be upon His beloved Prophet Muhammad (SAW), his family and his companions.

In completing this thesis, I owe a debt of gratitude and thanks to many persons and institutions that have supported me throughout this difficult yet challenging journey. While being thankful to all of them, I must register my gratitude to some in particular. First and foremost, I would like to express my deepest appreciation to my supervisor Prof. Dr. Nik Kamariah Nik Mat. She has been very patient in guiding and supporting me from the very beginning of my first arrival here in Malaysia and throughout the production of this thesis. Also, she taught me the SEM and assisted me immensely in focusing my thinking and ideas towards the right direction and gave me his valuable ideas, insights, comments and suggestions towards understanding the empirical predicaments I have encountered. Honestly, I considered her my supervisor as reference in Malaysia. I would like to also thank my second supervisor Dr. Filzah Mohd Isa in Malaysia; she taught me the methodology, theoretical framework of study during my PhD journey. To all academic and administrative staff in College of Business, my sincere gratitude goes to you.

I would like to express my never ending appreciation and gratitude to people in Jordan. First and foremost, to my father Mohammad Atwan Nasralla Al Muala, who has been a great and wise teacher in my life and my lovely mother for her infinite patience especially during my absence. To them a sincere flow of love, they accompanied me all the way in my long struggle and they pushed me to pursue my dreams. I would like to extend my gratitude to my beloved wife Nada Abu Dalbuh, who has been very patient during my absence to be alone with my kids, and for her undivided support for me to get my PhD in Malaysia. To my dear sons, engineer Zaid, Sundos, Maysa, Ghadeer, Abdul Rahman, Neda’a, and Adan. Additionally, to nice and important persons in my life my dears brothers Mr. Maher (Abu Leen) in Macca, Dr. Imad, and dears sisters Njah, and Samia, and their kids Jwad and Sundos.

Furthermore, I would like to express my never ending appreciation and gratitude to friends and relative in Jordan. I would like to remember the soul of my uncle Suleiman Atwan; he had last time supported me to become Dr. Also, soul of Dr. Khalid Almomani who had been a great and wise teacher in my life. In addition, I would like express my appreciation to uncles Nasser (Abu Mahmoud), Sroer (Abu Hael), Mr. Mohammed Suleiman Atwan, Mr. Rayed Atwan, Mr. Abu keath, Abu Saad, Abu Naser, Abu Hazem, Abu Slama, AlMktar, abu...
mohamad, Abu zaker, Ali Slama, Abu Yazan, Ahmad Flaeh, Ahmad Mqbel, Adel Yaseen, and two close friends; Dr. Malek Al Majali and Dr. Admethan Al Majali.

A special thank goes to all of my friends in UUM, Dr. Ayman Nassura, Dr Qasim AlAouqla, Dr. Omer Al Khotaba, Dr. Mahmoud Al-Eqab, Dr. Omer AlMomani, Dr. Salem Alharahsha, Dr. Bassam AlShraah, Dr. Faris Aldeek, Mr. Daif Alla AbuAlaim, Dr. Khaled ALZyoud, Mr. Ali Animate, Mr. Mohamad Al Adwan, Mr. Mohmd Al Jabaree, Mr. Hussen Abu Dalbooh, Mr. Ahmad Al syria, Mr. Majed AlQrna, Mr. Abd Al Hia Bangladesh, Dr. Kais Iraqi, Mr. Mahmoud Qazaq, Mr. Mohamad AlZubi (Abu eysa), Mr. Qusai AlZubi, Mr. Ashraf AlZubi, Mr. Samer Alshamri, Mr. Mushari AlAseemi (Macca), Mr. Ali AbuAoda, Mr. Rafat Batina, Mr. Firas Hadad, Mr. Abd Alftah Alazam, Mr. Blal Nassar, Mr. Sttam AlFaueer, Mr. Ayeman abu Alhyja, Mr. Ahmad Aqteshat, Mr. Abdulla AlHumian, Mr Bashar Alkhwalda, Mr. Osama Almradat, Mr. Mohamed AlMahsna, Mr. Mr. Anwar Al Hakami and Mr. Mr. Jamal AlYamani, Abdulla AlYamani, who have been very kind to encouraged me in my study. Last but not least, to my family, friends, teachers, brothers and sisters, I thank you so much for continuously giving me the undivided support and eternal prayers. To all of you, I have this to say: I love you, respect you, pray for you, and May Allah bless you.
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<td>GDP</td>
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<td>GFI</td>
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<td>ML</td>
<td>Maximum likelihood</td>
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<td>MoTA</td>
<td>Ministry of Tourism</td>
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<td>N</td>
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<td>PBC</td>
<td>Perceived behavior control</td>
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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 contents of the thesis is for internal user only
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