

**ASSESSING THE RELATIONSHIP BETWEEN TOURISM
MARKETING MIX, TOURISM QUALITY STANDARDS
AND IMAGE ON SATISFACTION AND LOYALTY IN
JORDAN CURATIVE TOURISM**

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**DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
December 2013**

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By

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**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
in Fulfilment of the Requirement for the Degree of Doctor of Philosophy**

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ABSTRACT

Curative tourism is a unique type of tourism that offers various therapeutic properties for healing diseases and maintaining health. In Jordan, this sector contributes significantly towards the country's GDP. This study was conducted to accomplish five objectives; to examine which of the marketing mix components has more impact on tourist satisfaction and loyalty in destination curative tourism, to examine which of the quality standards components has more impact on tourist satisfaction and loyalty in destination curative tourism, to examine which of the destination image components has more impact on tourist satisfaction and loyalty in destination curative tourism, to examine the relationship between tourist satisfaction and tourist loyalty in destination curative tourism, and to examine tourist satisfaction mediating effect on marketing mix, quality standards, and image and destination loyalty. The research framework was based on Oliver's Theory of Loyalty and was developed to study curative tourism customer satisfaction and loyalty in Jordan. Questionnaires were distributed to 950 local and international tourists at four tourist attraction sites, i.e. AlHemmah (North), Dead Sea (Central), Ma'in (East), and Afra (South). Out of 950 questionnaires, 690 were collected (representing a 73% response rate). Exploratory factor analysis was applied to validate the construct, and all hypotheses were tested through multiple regression. Twenty-two of 30 sub-hypotheses were supported revealing that tourist satisfaction in curative tourism partially mediates place, safety and security, travel environment, price and value, and natural attraction, whereas tourist satisfaction fully mediates harmony. The study contributed to the literature by revealing that tourist satisfaction mediates the relationships between tourism marketing mix, quality standards, and destination image, and destination loyalty. Additionally, tourist satisfaction also is positively linked to tourist loyalty towards curative tourism in Jordan.

Keywords: Curative Tourism, Marketing, Satisfaction, Loyalty, Jordan

ABSTRAK

Pelancongan kuratif adalah sejenis pelancongan unik yang menawarkan pelbagai kaedah rawatan terapeutik untuk penyembuhan penyakit dan pemeliharaan kesihatan. Di Jordan, sektor ini menyumbang secara signifikan ke atas Keluaran Dalam Negara Kasar (KDNK) negara. Kajian ini dijalankan bagi mencapai lima objektif; mengenal pasti komponen campuran pemasaran mana yang mempunyai impak lebih tinggi ke atas kepuasan dan kesetiaan pelancong dalam destinasi pelancongan kuratif; mengenal pasti komponen piawaian kualiti yang mana mempunyai impak lebih tinggi ke atas kepuasan dan kesetiaan pelancong kepada destinasi pelancongan kuratif; mengenal pasti komponen imej destinasi yang mana mempunyai impak lebih tinggi ke atas kepuasan dan kesetiaan pelancong kepada destinasi pelancongan kuratif; mengenal pasti perhubungan di antara kepuasan pelancong dan kesetiaan pelancong kepada destinasi pelancongan kuratif; dan mengenal pasti kesan perantaraan kepuasan pelancong ke atas campuran pemasaran, piawaian kualiti, dan imej, dan kesetiaan ke atas destinasi. Rangka kerja kajian ini dibangunkan berdasarkan teori kesetiaan Oliver bagi mengkaji kepuasan dan kesetiaan pelancong kuratif di Jordan. Sebanyak 950 soal selidik telah diedarkan kepada pelancong tempatan dan antarabangsa di empat kawasan tarikan pelancong, i.e. AlHemmah (Utara), Laut Mati (Tengah), Ma'in, (Timur) dan Afra (Selatan). Daripada jumlah tersebut, hanya 690 sahaja yang digunakan untuk analisis (mewakili 73% kadar maklum balas). Analisis faktor penerokaan telah diguna untuk mengesahkan konstruk dan kesemua hipotesis telah diuji melalui regresi kepelbagaian. Sebanyak 22 daripada 30 sub-hipotesis disokong di mana ini menunjukkan bahawa kepuasan pelancong dalam pelancongan kuratif menjadi perantara separa kepada tempat, keselamatan, persekitaran, pengembaraan, harga dan nilai, dan tarikan semula jadi. Manakala kepuasan pelancong menjadi perantara sepenuhnya ke atas elemen harmoni. Kajian ini menyumbang kepada sorotan karya dengan mendedahkan bahawa kepuasan pelancong menjadi perantara dalam hubungan di antara campuran pemasaran pelancong, piawaian kualiti, dan imej destinasi dan kesetiaan destinasi. Selain itu, kepuasan pelancong juga didapati berhubung secara positif dengan kesetiaan pelancong terhadap pelancongan kuratif di Jordan.

Kata Kunci: Pelancongan Kuratif, Pemasaran, Kepuasan, Kesetiaan, Jordan

ACKNOWLEDGEMENT

In the name of Allah and his mercy, the more you learn, the more you realize how little you know. We come to understand that our accomplishments are not possible without the help of Allah. The following are just a few of the countless people who have helped me to complete my Ph.D studies.

First of all let me thank Associate Prof Dr. Filzah Mohd Isa, my principal supervisor who had assisted, guided and rendered her best supervisory know-how to urge me through the years in the most conscientious, confidence, style and professionalism. To her, I owe an intellectual debt and a deep gratitude for sharing her knowledge. To my second supervisor, Dr. Abdul Rahim Othman, who had guided me in every aspect of the research work and thesis writing, and also who had been very critical, this thesis had benefited tremendously from him. His constant encouragement and readiness to supervise contributed to the speedy progress of the study.

Of course, there are many others who have contributed directly or indirectly in one way or another to the completion of this project, as well as like Dr. Azilah Bt. Qasim and all members of COB, overall staff of UUM.

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LIST OF ABBREVIATIONS

MOTA	Ministry of Tourism and Antiquities
JTB	Jordan Tourism Board
TQM	Total quality management
WOM	Word Of Mouth
SGC	Statistic General Circle
EFA	Exploratory Factor Analysis
CFA	Confirmatory Factor Analysis
PCA	Principal Components Analysis
MSA	Measure Of Sampling Adequacy
AVE	Average Variance Extracted
KMO	Kaiser-Meyer-Olkin
SPSS	The Statistical Package for the Social Science

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

In today's ever-evolving marketplace, tourism is considered as one of the largest and fastest growing global economic sectors. It is a significant contributor to national and local economies around the world and is increasingly promoted as having an important role in contributing to development goals. According to Edgell, Allen, Ginger & Swanson, (2008, p. 2), "tourism" is inherently a complex field difficult to define, resisting comparability within itself and with other industries". Finding a general definition of tourism is not an easy task, primarily because of the diverse facets of tourism which holds different perspectives (Bogari, 2002).

Ritchie (2003) claims that there are various elements that defines tourism which ranges from tourists themselves, to the tourism industry and even to the host community or destination. This has been expounded by Goeldner and Ritchie (2006, p. 6) When they defined tourism as "the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors".

Curative tourist destinations are one of the most popular industries in tourism which is considered as the type of tourism that offers various therapeutic properties for healing

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