

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

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**By**

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**Thesis Submitted to  
Othman Yeop Abdullah Graduate School of Business  
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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 teraputik 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

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## TABLE OF CONTENTS

	Page
<b>TITLE PAGE</b>	<b>i</b>
<b>CERTIFICATION OF THESIS</b>	<b>ii</b>
<b>PERMISSION TO USE</b>	<b>iv</b>
<b>ABSTRACT</b>	<b>v</b>
<b>ABSTRAK</b>	<b>vi</b>
<b>ACKNOWLEDGEMENT</b>	<b>vii</b>
<b>TABLE OF CONTENTS</b>	<b>viii</b>
<b>LIST OF TABLES</b>	<b>xiv</b>
<b>LIST OF FIGURES</b>	<b>xvi</b>
<b>LIST OF ABBREVIATION</b>	<b>xvii</b>
<b>LIST OF APPENDICES</b>	<b>xviii</b>
<b>CHAPTER ONE: INTRODUCTION</b>	
1.1      Introduction	1
1.2      Background of the Study	3
1.3      Problem Statement	8
1.4      Research Questions	13
1.5      Research Objectives	13
1.6      Definition of Key Terms	14
1.7      Significance of the Research	18
1.8      Scope of the Study	22
1.9      Organization of the Thesis	23
<b>CHAPTER TWO: CURATIVE TOURISM IN JORDAN</b>	
2.1      Introduction	25
2.2      Curative Tourism	25
2.2.1 The Definition of Curative Tourism	25
2.2.2 Types of Cities for Curative Tourism	26
2.2.3. The Definition of Spa Tourism	26
2.2.4 Types of Spas	27

	Page
2.3 Type of Tourism in Jordan	28
2.4 Regional Distribution of Curative Waters in Jordan	30
2.4.1 Northern Region	30
2.4.2 Middle Region	31
2.4.3 Southern Region	32
2.5 Thermal Water Features	33
2.6 Geographical Classification of the Tourism Regions	34
2.7 The Development of Curative Tourism	34
2.8 Jordan Tourist Bodies	37
2.8.1 Ministry of Tourism & Antiquities (MOTA)	37
2.8.2 Jordan Tourism Board (JTB)	38
2.9 National Strategy of Jordan	39
2.10 Summary of the Chapter	40

### **CHAPTER THREE: LITERATURE REVIEW AND THEORETICAL FRAMEWORK**

3.1 Introduction	41
3.2 Curative Tourism and Tourist Satisfaction	41
3.3 The Dependent Variable: Destination Loyalty	48
3.3.1 Tourism Loyalty	48
3.3.2 The Measurement of Loyalty	51
3.3.3 The Variables Affecting Tourism Loyalty	52
3.4 Tourist (Customer) Satisfaction as a Mediator	56
3.4.1 Definition of Tourist Satisfaction	56
3.4.2 Impact of Variables on Customer Satisfaction	57
3.4.3 Relationship between Tourist Satisfaction, Destination Loyalty and Tourism Destination	58
3.4.4 The Issues affecting Tourist Satisfaction	62

	Page
3.4.5 Tourist Satisfaction as A Mediating Variable From Past Research	64
3.5 The Independent Variables	71
3.5.1 Tourism Marketing Mix	71
3.5.1.1 Marketing Mix Definition	71
3.5.1.2 Elements of the Tourism Marketing Mix	72
3.5.1.3 The Importance of 7PS versus 4PS in Marketing Service	77
3.5.1.4 Marketing a Country Such as Jordan for Tourism Destination	79
3.5.1.5 Approaches to Tourism Marketing	79
3.5.1.6 Relationship between Marketing Mix, Customer Satisfaction and Customer Loyalty	80
3.5.2 Tourism Quality Standards	89
3.5.2.1 The Link between Quality and Competitive Advantage	89
3.5.2.2 Definition of Quality	90
3.5.2.3 The Standards of Quality	91
3.5.2.4 The Relationships between Quality and Satisfaction and Loyalty	94
3.5.3 Destination Image	102
3.5.3.1 The Definition of Image	102
3.5.3.2 Tourist Destination	103
3.5.3.3 The Impact of Destination Image for Tourists	104
3.5.3.4 The Role of Destination Image in Loyalty and Satisfaction	105
3.5.3.5 Destination Image in Some Countries	107
3.5.3.6 The Relationship Between Destination Image and Customer Satisfaction and Loyalty	109
3.6 Research Framework	118
3.6.1 Development of Theory and Model	119
3.6.2 Hypotheses	129

	Page
<b>CHAPTER FOUR: RESEARCH METHODOLOGY</b>	
4.1	Introduction
4.2	Research Design
4.3	Population and Sample
4.4	Data Collection Procedures
4.5	Pilot study
4.6	Data Analysis
4.7	Validity of Measures
4.8	Validity Test
4.8.1	Content Validity
4.8.2	Construct Validity
4.8.2.1	Convergent Validity
4.8.2.2	Discriminant Validity
4.9	Response Format
4.10	Translation
4.11	Quantitative Questionnaire Development
4.12	Operationalization of Variable
4.12.1	Dependent Variable: Destination Loyalty
4.12.2	The Independent Variables
4.12.2.1	Tourism Marketing Mix
4.12.2.2	Tourism Quality Standards
4.12.2.3	Destination Image
4.12.3	Mediator Variable: Tourist Satisfaction
4.13	Summary of the Chapter
<b>CHAPTER FIVE : DATA ANALYSIS AND FINDINGS</b>	
5.1	Introduction

	Page
5.2 Response Rate	160
5.3 Descriptive Analysis of Respondents	161
5.4 The Data	164
5.4.1 Data Inspection	164
5.4.2 Missing Data	164
5.4.3 Normality Assessment	165
5.5 Means and Standard Deviations	166
5.6 Goodness of Measures	167
5.6.1 Exploratory Factor Analysis	167
5.6.1.1 Factor Analysis on Marketing Mix Strategies	168
5.6.1.2 Factor Analysis on Quality Standards	172
5.6.1.3 Factor Analysis on Destination Image	175
5.6.1.4 Factor Analysis on Tourist Satisfaction	178
5.6.1.5 Factor Analysis on Destination Loyalty	180
5.6.2 Restating the Hypothesis and Research Framework	182
5.6.3 Reliability Analysis of Main Variables	183
5.6.4 Descriptive Analysis of Main Variables	184
5.6.5 Multiple Regression Analysis	186
5.6.5.1 The Examination of Marketing Mix That Has More Impact on Destination Loyalty	186
5.6.5.2 The Examination of Marketing Mix Impact on Tourist Satisfaction	188
5.6.5.3 The Examination of Quality Standards that has More Impact on Destination Loyalty	190
5.6.5.4 The Examination of Quality Standards that has More Impact on Tourist Satisfaction	192
5.6.5.5 The Examination of Destination Image that has More Impact on Destination Loyalty	194
5.6.5.6 The Examination of Destination Image that has More Impact on Tourist Satisfaction	196
5.6.5.7 The examination of Tourist Satisfaction that has More Impact on Destination Loyalty	198

	Page
5.6.5.8 Examination Whether Tourist Satisfaction Mediate the Relationship between Marketing Mix and Destination Loyalty	199
5.6.5.9 Examination Whether Tourist Satisfaction Mediate the Relationship between Quality Standards and Destination Loyalty	201
5.6.5.10 Examination Whether Tourist Satisfaction Mediates the Relationship between Destination Image and Destination Loyalty	202
5.6.5.11 Summary of Hypotheses Tested by Using Regression Analysis	203
5.6.5.12 Research Framework after Data Analysis	206
5.6.6 Summary of the Chapter	207
 <b>CHAPTER SIX: DISCUSSION AND CONCLUSION</b>	
6.1 Introduction	208
6.2 Recapitulation of the Study Findings	208
6.3 Discussion	209
6.3.1 Marketing Mix with Destination Loyalty	209
6.3.2 Marketing Mix with Tourist Satisfaction	216
6.3.3 Quality Standards with Destination Loyalty	223
6.3.4 Quality Standards with Tourist Satisfaction	228
6.3.5 Good Image with Destination Loyalty	233
6.3.6 Good Image with Tourist Satisfaction	239
6.3.7 Tourist Satisfaction with Tourist Loyalty	246
6.3.8 Tourist Satisfaction Mediates the Relationship between Marketing Mix, Quality Standards, Image and Loyalty	248
6.4 Implication of the Study	250
6.4.1 Contributions of the Study	251
6.5 Limitations of the Study	254
6.6 Recommendations for Future Research	256
6.7 Conclusion	257
REFERENCES	259
APPENDICES	297

## LIST OF TABLES

	<b>Page</b>
1.1 Arrival of Tourist At Classified Hotels by Location	6
3.1 Summary of Studies Regarding Curative Tourism	46
3.2 Summary of Studies Regarding Tourist Loyalty	55
3.3 Summary of Past Research on Trust Satisfaction	69
3.4 Strengths And Weakness of the 4Ps and the 7Ps Mixes As Perceived by the Respondents	78
3.5 Summary of Tourism Marketing Mix in the Literature	87
3.6 Quality Definitions and Implications	90
3.7 Summary of Quality Standards Mentioned in the Literature	101
3.8 Positive and Negative Factors of Tourist Destination	107
3.9 Summary of Destination Image Mentioned In the Literature	117
4.1 Summary of Distribution of the Population of the Study	141
4.2 Destination Loyalty Items	153
4.3 Item in Tourism Marketing Mix	154
4.4 Item for Quality Standards	156
4.5 Item in Destination Image	157
4.6 Item to Tourist Satisfaction	159
5.1 Summary of the Questionnaire and the Response Rate	161
5.2 Profile of the respondents	162
5.3 Summary of Factor and Reliability Analysis of Marketing Mix Strategies	169
5.4 Summary of the Dimensions before and After Items Deleted From the Marketing Mix	172
5.5 Summary of Factor and Reliability Analysis on Quality Standards	174
5.6 Summary of the dimensions before and after items deleted for Quality Standards	175
5.7 Summary of Factor and Reliability Analysis on Destination Image	177
5.8 Summary of the Dimensions before and After Items Deleted From	178

Destination Image		
5.9	Summary of Factor and Reliability Analysis on Tourist Satisfaction	179
5.10	Summary of the Dimensions before and After Items Deleted For Tourist Satisfaction	180
5.11	Summary of Factor and Reliability Analysis on Destination Loyalty	181
5.12	Summary of the Dimensions before and After Items Deleted For Destination Loyalty	181
5.13	Reliability Analysis	184
5.14	Descriptive Statistics of Marketing Mix, Quality Standards, Destination Image, Tourist Satisfaction and Destination Loyalty	185
5.15	Regression Result of Marketing Mix with Destination Loyalty	188
5.16	Regression Results of Marketing Mix With Tourist Satisfaction	190
5.17	Regression Result of Tourism Quality Standards with Destination Loyalty	192
5.18	Regression Results of Tourism Quality Standards with Tourist Satisfaction	194
5.19	Regression Results of Destination Image With Destination Loyalty	196
5.20	Regression Results of Destination Image With Tourist Satisfaction	198
5.21	Regression Results of Tourist Satisfaction with Tourist Loyalty	199
5.22	Summary of Beta Value on the Relationship of Tourist satisfaction between Marketing Mix and Loyalty	201
5.23	Summary of Beta Value on the Relationship of Tourist Satisfaction between Quality Standards and Loyalty	202
5.24	Summary of Beta Value on the Relationship of Tourist Satisfaction between Image and Loyalty	203
5.25	Summary of Relationship tested by using Regression Analysis	204
6.1	Summary of Tested Relationship H1 (Destination Loyalty)	210
6.2	Summary of Tested Relationship H1-1 (Tourist Satisfaction)	217
6.3	Summary Tested Relationship H2 (Destination Loyalty)	224
6.4	Summary of All Tested Relationship H2 (Tourist Satisfaction)	229
6.5	Summary of All Tested Relationship H3 (Destination Loyalty)	233
6.6	Summary of All Tested Relationship H3-3 (Tourist Satisfaction)	239
6.7	Summary of All Tested Relationship (H4), (H5) (Destination Loyalty)	246

## LIST OF FIGURES

1.1	Curative Tourism Map of Jordan	23
3.1	Relationship between Marketing Strategy, Tourist Satisfaction With Performance	80
3.2	Relationship between Marketing Strategies, Tourist Satisfaction with Destination Loyalty	80
3.3	Relationship between Destination Images, Tourist Satisfaction with Destination Loyalty	105
3.4	Swedish Customer Satisfaction Barometer (SCSB) Model	122
3.5	American customer satisfaction index (ACSI) model	123
3.6	European Customer Satisfaction Index (ECSI) Model	124
3.7	Marketing Mix Model	126
3.8	Proposed Research Framework	128
5.1	Normal Probability Plots (P-P Plots)	166
5.2	Research Model	206

## LIST OF ABBREVIATIONS

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

## LIST OF APPENDICES

<b>Appendix</b>	<b>Description</b>	<b>page</b>
<b>Appendix 1</b>	Questionnaire	297
<b>Appendix 2</b>	Name of Professors that Feedback on the Content of the Validity of the Questionnaire	305
<b>Appendix 3</b>	Factor Analysis Procedure	306
<b>Appendix 4</b>	Multiple Regression	322
<b>Appendix 5</b>	Mediator Test	337

## **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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