

**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  
TOURISTS IN JORDAN**

**BY**

**AYED AL MUALA**

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of the requirement for the degree of Doctor of Philosophy (Marketing)**

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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 ( $\beta = .264$ , 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:

- 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-Irbid, 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. 5<sup>th</sup> 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.

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## LIST OF ABBREVIATIONS

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

<b>PBC</b>	Perceived behavior control
<b>RISK</b>	Perceived Risk
<b>RMSEA</b>	Root Mean Square Error of Approximation
<b>SAT</b>	Tourist Satisfaction
<b>SER</b>	Service Climate
<b>SMC</b>	Squared Multiple Correlations
<b>SEM</b>	Structural Equation Modeling
<b>SN</b>	Subjective Norms
<b>TRA</b>	Theory of Reasoned Action
<b>TPB</b>	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 contents of  
the thesis is for  
internal user  
only

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## APPENDIX