

**THE DIRECT AND INDIRECT EFFECT OF PREDICTOR
VARIABLES ON DESTINATION BRAND LOYALTY IN
JORDAN**

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DESTINATION BRAND LOYALTY IN JORDAN**

**BY
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**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
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in Fulfillment of the Requirement for the Degree of Doctor of Philosophy**

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ABSTRACT

Destination branding literature generally lacks empirical data evaluating the effectiveness of brand campaigns, particularly in terms of enhancing destination brand loyalty. In particular, little is known about the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand loyalty. To fill this gap, this study examined the relationships between destination brand awareness, destination brand image, destination brand quality, and destination brand promotion on destination brand loyalty. Based on the Theory of Brand Equity, this study had the following objectives: (1) to identify the relationship between destination brand awareness, destination brand image, destination brand quality, and destination brand promotion on destination brand loyalty; (2) to examine the relationship between destination brand awareness, destination brand image, destination brand quality, and destination brand promotion on destination perceived value; and (3) to determine the mediating effect of destination perceived value on the relationship between destination brand awareness, destination brand image, destination brand quality, and destination brand promotion with destination brand loyalty. The data was collected at Jerash, Petra, and the Dead Sea, Jordan, during November and December 2010. Of the 700 tourists participating in the 54-questions, face-to-face intercept survey, 600 or about 86% responded. After dropping incomplete questionnaires, 550 usable responses were analyzed using SPSS. Multiple regression analysis was performed to investigate the relationship between destination brand awareness, destination brand image, destination brand quality, destination brand promotion, and destination brand loyalty. Results showed significant, positive relationships between destination brand awareness, destination brand image, destination brand quality, destination brand promotion and destination brand loyalty. However, the study found no significant relationships between destination brand image and destination perceived value. Finally, destination perceived value was found to mediate the relationship between destination brand awareness, destination brand quality, destination brand promotion, and destination brand loyalty.

Keywords: Destination Brand Loyalty, Destination Brand Awareness, Destination Brand Image, Destination Brand Quality, and Destination Perceived Value.

ABSTRAK

Karya tentang penjenamaan destinasi menunjukkan masih terdapat kekurangan data empirikal yang menilai keberkesanan kempen jenama, terutamanya dari segi peningkatan kesetiaan jenama destinasi. Secara khususnya, pengetahuan tentang hubungan antara kesedaran jenama destinasi, imej jenama destinasi, kualiti jenama destinasi, jenama promosi destinasi, dan kesetiaan jenama destinasi masih sangat sedikit. Untuk mengisi jurang ini, kajian ini meneliti hubungan antara kesedaran jenama destinasi, imej jenama destinasi, kualiti jenama destinasi, jenama promosi destinasi, dan kesetiaan jenama destinasi. Berdasarkan Teori Ekuiti Jenama, objektif kajian ini adalah untuk (1) mengenal pasti pengaruh langsung dan signifikan kesedaran jenama destinasi, imej jenama destinasi, kualiti jenama destinasi, dan promosi jenama destinasi terhadap kesetiaan jenama destinasi; (2) meneliti pengaruh langsung dan signifikan kesedaran jenama destinasi, imej jenama destinasi, kualiti jenama destinasi, dan promosi jenama destinasi terhadap nilai tanggapan destinasi; dan (3) menentukan kesan perantara nilai tanggapan destinasi terhadap hubungan antara kesedaran jenama destinasi, imej jenama destinasi, kualiti jenama destinasi, promosi jenama destinasi dengan kesetiaan jenama destinasi. Data dikumpul dari Jerash, Petra dan Laut Mati, Jordan, pada bulan November dan Disember 2010. Daripada 700 pelancong yang terlibat dalam kajian yang melibatkan 54 soalan ini, 600 atau hampir 86% daripada responden memberikan maklumbalas. Selepas menyingkahkan soalselidik yang tidak lengkap, 550 respons yang boleh diguna pakai dianalisa menggunakan program SPSS. Analisis regresi berganda dijalankan untuk mengkaji hubung kait antara kesedaran jenama destinasi, imej jenama destinasi, kualiti jenama destinasi, promosi jenama destinasi, dan kesetiaan jenama destinasi. Keputusan menunjukkan hubungan yang signifikan dan positif antara kesedaran destinasi, imej destinasi, kualiti destinasi, promosi destinasi dan nilai tanggapan destinasi. Bagaimanapun, kajian ini mendapati tiada hubungan yang signifikan antara imej jenama destinasi dan nilai tanggapan destinasi. Keputusan juga menunjukkan nilai tanggapan destinasi sebagai pengantara hubungan antara kesedaran jenama destinasi, kualiti jenama destinasi, promosi jenama destinasi, dan kesetiaan jenama destinasi.

Kata kunci: Kesetiaan Jenama Destinasi, Kesedaran Jenama Destinasi, Imej Jenama Destinasi, Kualiti Jenama Destinasi, Nilai Tanggapan Destinasi.

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LIST OF ABBREVIATIONS

DBL:	Destination Brand Loyalty
DBA:	Destination Brand Awareness
DBI:	Destination Brand Image
DBQ:	Destination Brand Quality
DBP:	Destination Brand Promotion
DPV:	Destination Perceived Value
TBE:	Theory Brand Equity
GDB:	Gross Domestic Product
MOT	Ministry of Tourism and Antiquities
N:	Population
N:	Sample size

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter presents an overview of the background of the study and tourism industry in Jordan. It then introduces the statement of the problem, research questions, and research objectives. The chapter also highlights the significance of the study, scope of the study and definition of key terms. Lastly, it concludes with a presentation of the research organization.

1.2 Background

Over the past two decades, the significance and contribution of the tourism industry to the world economy has been widely acknowledged and discussed. In the last few decades, travel and tourism have passed various stages of development especially for the economic growth worldwide (Al-muala, 2010; Hui, Wan, & Ho, 2007). In this development process, travel and tourism industry has grown at a remarkable pace and played a vital role in the economic growth for many developed and developing countries (Al-muala, 2010; Lea, 1988).

World tourism organization (2010) reported that tourism is the world's largest growing industry and is one of the major contributors to the world economy. For example, in 2010, tourism contributed US\$7.3 billion to the world economy, and this is expected to increase to US\$13.6 billion by 2019. According to WTO (2010), tourism industry

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