**UNIVERSITI PUTRA MALAYSIA**

INFLUENCE OF RELIGIOUS ORIENTATION ON JORDANIAN VIEWERS'
LOYALTY TOWARDS SATELLITE TV CHANNELS

AHMAD SAIFALDDIN ABU-ALHAIJA

GSM 2018 22

INFLUENCE OF RELIGIOUS ORIENTATION ON JORDANIAN VIEWERS' LOYALTY TOWARDS SATELLITE TV CHANNELS

By

AHMAD SAIFALDDIN ABU-ALHAIJA

Thesis Submitted to Putra Business School in Fulfilment of the Requirements for the Degree of Doctor of Philosophy

April 2018

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DEDICATION

This thesis is dedicated to:

My Family:

My great mother and best teacher: Rasmiah Badi

Soul of my father: Saifaddine Yousef

A debt of gratitude I owe you; a debt I can never repay.

Dearest Brothers and Sisters: Fayzeh, Fayez, Basel, Mutaz, Bilal, Fatin,Yazan

Aunt and Uncles: Saniah, Mohammad, Ibrahim

&

My best friend: Mohammad Omar Hamid

For their endless love, support, prayers, and encouragement

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A review of the literature shows that few studies investigated customer's loyalty model from a religious perspective. In addition, most of these studies investigated the religious influences on customer's loyalty model using two religious dimensions, namely religious commitment and religiosity. Therefore, this study examined the influence of religious orientation (the motivational approach of religion), as another religious dimension, on a) viewer's loyalty, b) viewer's satisfaction, and c) perceived content quality. The influences of the perceived content quality, as well as, viewer's satisfaction on viewer's loyalty were examined. The mediating roles of both viewer's satisfaction and perceived content quality were also examined. A total of 750 Jordanian viewers were invited to participate in this study. Survey questionnaires were distributed in the urban areas of Amman and Irbid. This study managed to obtain 644 valid responses. Structural equation modelling (SEM) using AMOS was then used to test eight hypotheses constructed from the conceptual framework of the study. SEM analysis revealed that: a) religious orientation has a direct positive influence on viewer's loyalty, viewer's satisfaction, and perceived content quality; b) perceived content quality has a direct positive influence on viewer's satisfaction; c) viewer's satisfaction has a direct positive influence on viewer's loyalty; d) perceived content quality does not have any direct influence on viewer's loyalty. On the other hand, perceived content quality has a partial mediation role in the relationship between religious orientation and viewer's satisfaction. In contrast, viewer's satisfaction has a full mediation role in the relationship between perceived content quality and viewer's loyalty. Theoretically, the proposed framework of the study provided important contributions to the literature of consumer behaviour. This study provided a useful model to better understand loyalty relationships through the motivational approach of religion. Findings of the study could benefit the decision makers of satellite TV channels in order for them to determine the effective polices to enhance perceived content quality, viewer's satisfaction, and viewer's loyalty.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk Ijazah Doktor Falsafah

PENGARUH ORIENTASI AGAMA KEPADA KESETIAAN PENONTON JORDAN TERHADAP SALURAN TV SATELIT

Oleh

AHMAD SAIFALDDIN ABU-ALHAIJA

April 2018

Pengerusi : Raja Nerina Raja Yusof, PhD
Fakulti : Putra Business School

Sorotan literatur menunjukkan hanya beberapa kajian yang menyiasat model kesetiaan pengguna daripada persepektif keagamaan. Tambahan pula, kebanyakkan kajian ini menyiasat pengaruh keagamaan kepada model kesetiaan pengguna menggunakan dua dimensi keagamaan, iaitu komitmen keagamaan dan keagamaan. Maka, kajian ini memeriksa pengaruh orientasi keagamaan (pendekatan motivasi keagamaan) sebagai satu lagi dimensi keagamaan, ke atas a) kesetiaan penonton b) kepuasan penonton dan c) kualiti kandungan tertanggap. Pengaruh kualiti kandungan tertanggap serta kepuasan penonton ke atas kesetiaan penonton telah diperiksa. Peranan pengantara kedua-dua kepuasan penonton dan kualiti kandungan tertanggap juga telah diperiksa. Sejumlah 750 penonton Jordan telah dijemput mengambil bahagian dalam kajian ini. Soal selidik survei telah diedarkan di kawasan bandar Amman dan Irbid. Kajian ini telah dapat mengutip respons sahih dari 644 responden. Stuctural Equation Modelling (SEM) menggunakan AMOS telah digunakan bagi menguji lapan hipotesis yang dibentuk dari kerangka konseptual kajian. Analisis SEM menunjukkan : a) orientasi keagamaan mempunyai pengaruh langsung dan positif kepada kesetiaan penonton, kepuasan penonton dan kualiti kandungan tertanggap; b) kualiti kandungan tertanggap mempunyai pengaruh langsung dan positif kepada kepuasan penonton; c) kepuasan penonton mempunyai pengaruh langsung dan positif kepada kesetiaan penonton; d) kualiti kandungan tertanggap tidak mempunyai pengaruh langsung kepada kesetiaan penonton. Walaubagaimanapun, kualiti kandungan tertanggap mempunyai peranan pengantara separa dalam perhubungan di antara orientasi keagamaan dan kepuasan penonton. Sebaliknya, kepuasan penonton mempunyai peranan pengantara penuh dalam perhubungan di antara kualiti kandungan tertanggap dan kesetiaan penonton. Secara teori, kerangka kerja yang dicadangkan dalam kajian ini membuat sumbangan penting kepada literatur gelagat pengguna. Kajian ini menyediakan model yang berguna untuk memahami lebih lanjut perhubungan kesetiaan melalui pendekatan motivasi keagamaan. Dapatan daripada kajian ini akan memberi manfaat kepada

pembuat keputusan saluran TV satelit untuk mereka menentukan polisi yang efektif bagi menambahbaik kualiti kandungan tertanggap, kepuasan penonton dan kesetiaan penonton.

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Finally, I like to thank my great mother for being there for me when I needed her and for her endless love, true understanding, generous support, inspiring words, continuous encouragement, and true prayers. Due gratitude is also extended to brothers, sisters, uncles, aunts, brothers-in-law, sisters-in-law, nieces, and nephews for their boundless support and kind prayers.

Thank you all! Much love and God bless…

I certify that a Thesis Examination Committee has met on 11 April 2018 to conduct the final examination of Ahmad Saifalddin Abu-Alhaija on his thesis entitled " Influence of Religious Orientation on Jordanian Viewers' Loyalty Towards Satellite TV Channels " in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Doctor of Philosophy.

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LIST OF ABBREVIATIONS

TV	Television
FTA	Free to air
IPTV	Internet protocol television (Broadband television)
HD	High definition
DTT	Digital terrestrial television
RO	Religious orientation
IRO	Intrinsic religious orientation
ERO	Extrinsic religious orientation
RC	Religious commitment
RA	Religious affiliations
LOY	Loyalty
AL	Attitudinal loyalty
BL	Behavioural loyalty
WOM	Word of mouth
SAT	Satisfaction
PSQ	Perceived service quality
SQ	Service quality
PCQ	Perceived content quality
TRA	Theory of reasoned action
TPB	Theory of planned behaviour
TSR	Theory of self-regulation
ABC	Tri-components model
SIT	Social identity theory
FA	Factor analysis
EFA	Exploratory-factor analysis
CFA	Confirmatory-factor analysis
SEM	Structural equation modelling
AMOS	Analysis-of-moment-structures
MENA	Middle East and North Africa

CHAPTER 1

INTRODUCTION

1.1   Chapter Introduction

This chapter begins with the background of the study. It provides an overview on the satellite TV channels in the Middle East and North Africa (MENA). The significance of customers' loyalty, as well as, religious influences on customers' attitudes and behaviors are also highlighted. This is followed by the problem statement, which addresses the theoretical and practical gaps of the study. The research questions and objectives are then stated. The chapter ends with the theoretical and practical significance of this study.

1.2   Background of the Study

People consider television (TV) as an important source of information, daily news, entertainment, and religion knowledge (Wasko, 2005). "*Television remains a resilient, growing, and increasingly dynamic platform in the Middle East*" (Schoenbach, Wood, & Saeed, 2016, p. 45). In general, there are five types of television platform, namely a) satellite TV, b) cable TV, c) internet protocol TV (IPTV), d) terrestrial TV, and e) digital terrestrial TV (DTT). Figure 1.1 illustrates the domination of satellite TV in MENA, with terrestrial TV, DTT, IPTV, and cable TV all having relatively limited market shares (Schoenbach *et al.*, 2016). This result shows that Arab viewers consider satellite TV as a popular medium to watch TV programs (Beydoun & Jannoun, 2012).
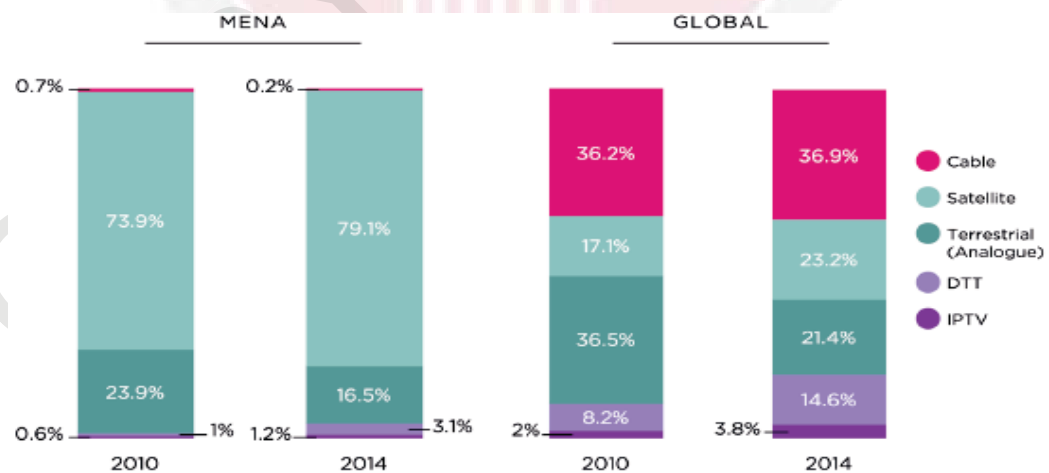
Figure 1.1 : TV Households by Platform
*MENA includes 14 Arab countries: Jordan, Algeria, Egypt, Bahrain, Yemen, Kuwait, UAE, KSA, Qatar, Lebanon, Morocco, Libya, Tunisia, and Oman.
(Source : Schoenbach *et al*. 2016)

In MENA, 71 percent of TV revenue (USD 2.39 billion) goes to satellite TV channels. There are over 700 satellite TV channels that broadcast their services to MENA (Schoenbach *et al.*, 2016). According to the Arab States Broadcasting Union (2015), there are six satellite service providers targeting the Arab region, namely Arab-Sat (481 channels), Nile-Sat (700 channels), Noor-Sat (266 channels), Eshail-Sat (63), Eutel-Sat (60), and Yah-Sat (23 channels). Jordanian viewers mostly depend on Nile-Sat to watch satellite TV channels since it offers more TV options. "*Between 2012 and 2014, the number of free-to-air channels jumped from 565 to 724*" (Schoenbach *et al.*, 2016, p. 44). In other words, satellite TV channels are increasingly growing in the Arab world as illustrated in Figure 1.2 below (Abbassi, 2013).
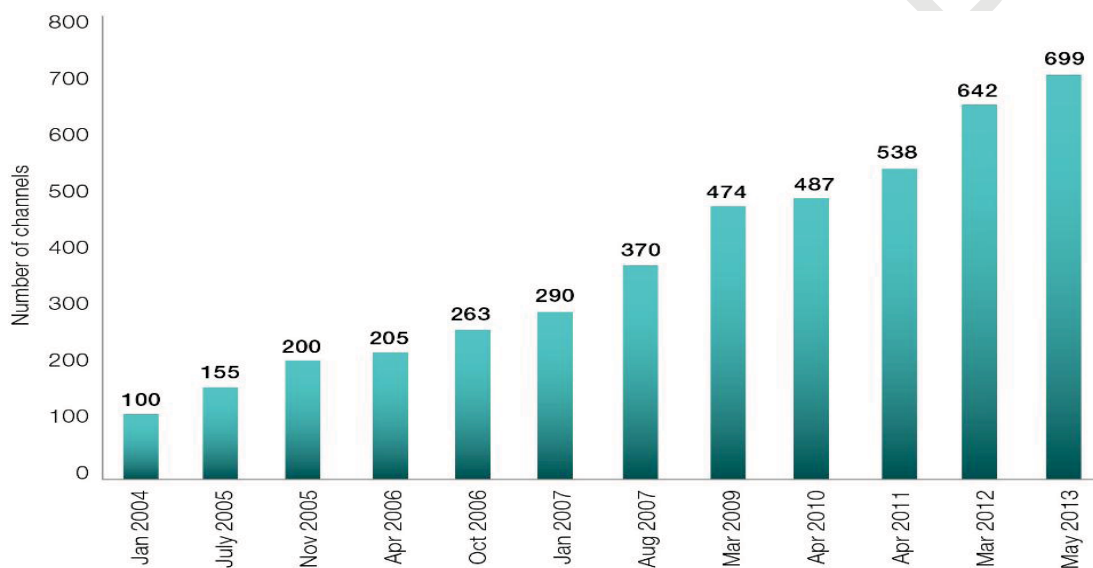
Figure 1.2 : Satellite Television Channels between 2004 and 2013 in the Arab World
(Source : Arab Advisors Group Analysis 2013)

Satellite TV channels are important entertainment tools (Dennis *et al.*, 2013; Shamsher & Nayeem, 2012). Figure 1.3 shows different types of satellite TV channels based on their main contents. In this regard, Jordanian viewers mainly watch four satellite TV channels, namely 1) "MBC Group" (entertainment channels), 2) Roya TV (entertainment channel), 3) Aljazeera (news channel), and 4) "Almajd" (religious channel). Roya TV, as a private satellite TV channel in Jordan, is increasingly becoming a popular substitute to the state television (Sweis & Baslan, 2013). A recent report reveals that Jordanian viewers consider Roya TV as an important part of their daily routine (Roya TV, 2017). Jordanian viewers, as a part of Arabian viewers, have access to hundreds of satellite TV channels. This fact provides Jordanians with relatively more freedom to watch their preferred satellite TV channels based on their expectations and needs (Abu-Alhaija, 2010).
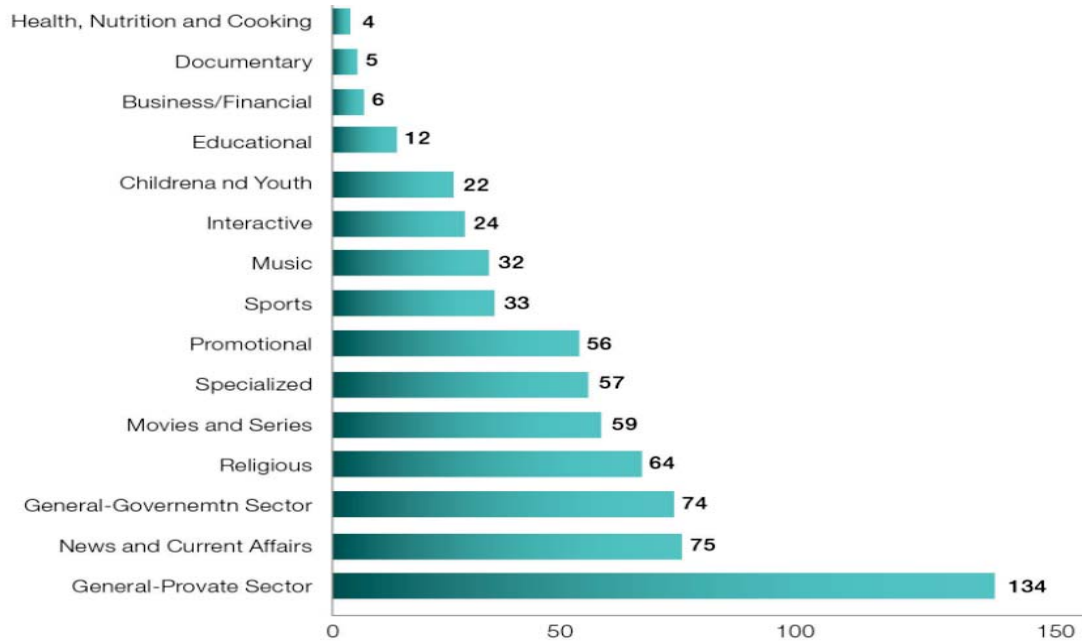
Figure 1.3 : Types of Satellite Television Channels in the Arab World
(Source : Arab Advisors Group Analysis 2013)

Satellite TV channels are considered popular communication mediums for Jordanian viewers. Almost all Jordanian households watch satellite TV channels as illustrated in Figure 1.4 and the mainstream of Jordanian adults spend four hours a day in watching satellite TV channels as illustrated in Figure 1.5. In addition to this, 96 percent of Jordanian adults perceive satellite TV channels as an important source of news and information, while 94 percent of Jordanian viewers perceive satellite TV channels as the most important source of entertainment (Dennis *et al*., 2013). In sum, Jordanian viewers watch satellite TV channels to satisfy their cognitive and entertainment needs (Dennis *et al*., 2013; Sweis & Baslan, 2013). Jordanian viewers watch specific TV contents, such as, "Yom Jadied" and "Esalo Ahlithiker" on Jordan TV mainly to improve their social and religious awareness (Sweis & Baslan, 2013). Half of Jordanian adults (50%) watch religious and spiritual contents regularly on TV (Dennis *et al*., 2013). A total of 81 percent of Jordanian viewers change their satellite viewing routines in the holy month of Ramadan (Abbassi, 2011) based on their religious requirements and watching needs. These figures reflect the significance of satellite TV channels and religion in the lives of Jordanian viewers.

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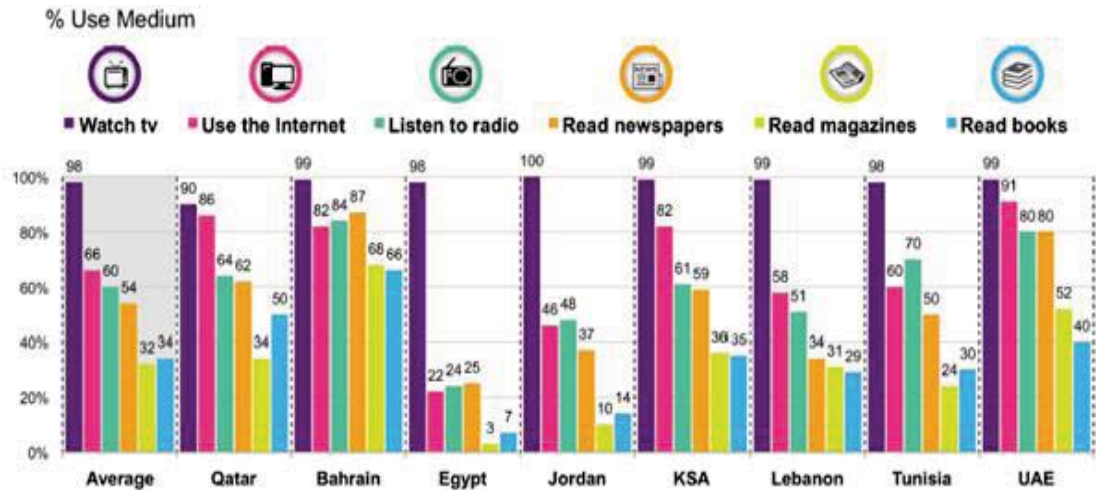
Figure 1.4 : Media Sources Used
(Source : Dennis et al. 2013)
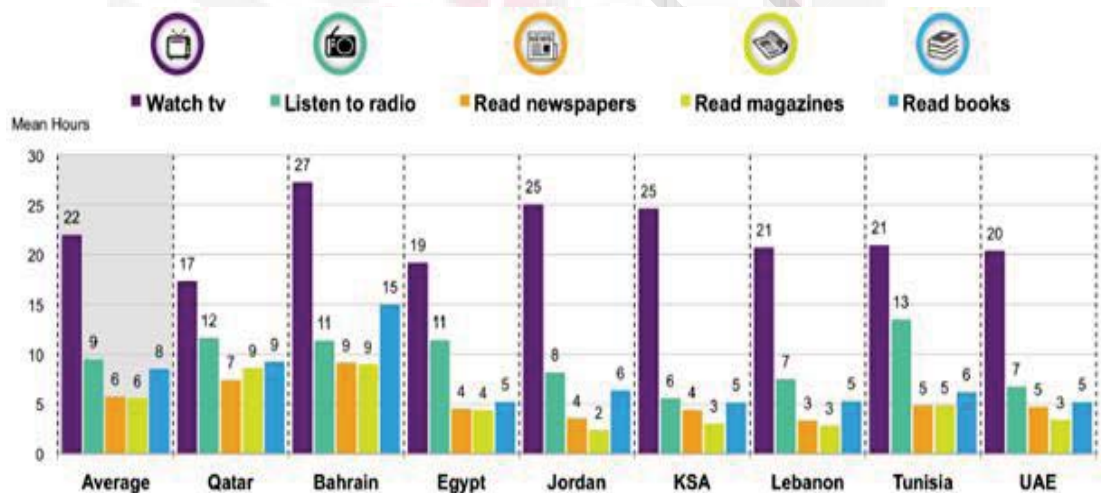
Figure 1.5 : Time Spent With Media Sources
(Source : Dennis et al. 2013)

Saturated markets encourage businesses to re-focus on the loyalty concept in order to preserve their loyal customers (Kim, Wong, Chang, & Park, 2016). Customer's loyalty is essential for various companies due to its role in creating sustainable competitive advantages (Wu & Ai, 2016). In competitive markets, loyal customers are considered vital for the market success (Dagger & David, 2012; El-Adly & Eid, 2016; Felix, 2014; Kandampully, Zhang, & Bilgihan, 2015). According to the marketing literature, customer's loyalty leads to several economic advantages, such as, extra sales (Thakur, 2014), premium prices (Kim *et al*., 2016), cost reduction (Murali, Pugazhendhi, & Muralidharan, 2016), and additional profits (Keshvari, Geraei, & Farashbandi, 2015).

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Studying customer's loyalty is a vital research direction due to its implications (Haryanto, Moutinho, & Coelho, 2016). A review of the literature shows that marketing researchers are recommended to examine additional loyalty factors to improve existing loyalty models (*e.g.* Bowen & McCain, 2015; Keshvari *et al.*, 2015; Moreira & Silva, 2015; Sayani, 2015; Srivastava, 2015). More specifically, there have been limited studies that examined the influence of culture on customer's loyalty (Haryanto *et al.*, 2016; Jamal & Sharifuddin, 2015; Kasuma, Ung, Kanyan, Kamri, & Yacob, 2016; Pandey, Khare, & Bhardwaj, 2015). Scholars are suggested to examine the role of culture in the loyalty model (Lee & Wong, 2016). This direction may provide a better and further understanding on existing loyalty models (Kassim & Abdullah, 2010; Lee & Wong, 2016). According to Kassim and Abdullah (2010), loyalty models can be developed by including the role of cultural factors. Numerous studies have examined the influence of culture on marketing-mix, but only a small number of scholars studied the influence of cultural dimensions on customer's loyalty (Haryanto *et al.*, 2016). Marketing researchers are encouraged to examine the influence of cultural issues on enhancing customers' loyalty (Kasuma *et al.*, 2016; Kassim & Abdullah, 2010).

Religion is considered as a specific element of culture (Al-Hyari, Alnsour, Al-Weshah, & Haffar, 2012; Ansari, 2014; Gayatri, Hume, & Mort, 2011; Mokhlis, 2009; Parida & Sahney, 2017). Scholars have investigated the influence of culture on customer's behavior in terms of different cultural elements, but limited studies have examined the impact of religion, as another cultural element, on customer's behavior (Mokhlis, 2009). Religion is regarded as a vital factor in examining customer's behavior (Al-Hyari *et al.*, 2012; Bachleda *et al.*, 2014; Essoo & Dibb, 2004).

The literature review reveals limited marketing knowledge about the religious influences on customer's attitudes and behaviors due to limited empirical studies (*e.g.* Ansari, 2014; Cleveland, Laroche, & Hallab, 2013; Jamal & Sharifuddin, 2015; Mansori, Sambasivan, & Md-Sidin, 2015; Koku & Jusoh, 2014; Swimberghe, Flurry, & Parker, 2011). In this regard, studying the religious influences in management research is becoming increasingly important due to recent religious awakening (Mellahi & Budhwar, 2010). Religion serves as a general guideline to understand customer's attitudes and behaviors (Minton, Kahle, & Kim, 2015). This study specifically attempts to examine the influence of religion, as a cultural element, on customer's loyalty model.

1.3   Problem Statement

Understanding customer's loyalty from the religious perspective has received insignificant research attention (Alam, Arshad, & Shabbir, 2012; Jamal & Sharifuddin, 2015; Kasuma *et al.*, 2016; Siala, 2013; Swimberghe, Sharma, & Flurry, 2009). Previous marketing studies have investigated loyalty models through several factors, such as, customer's satisfaction, perceived service quality, and trust. However, the religious influences on customer's loyalty models have rarely been studied. This signifies the need to understand further the religious influences on customer's loyalty models.

According to Alam *et al*. (2012), previous marketing studies addressed the loyalty models and relationships from various perspectives but overlooked the emotional aspects or the religious influences on these relationships. This is in line with McDaniel and Burnett (1990), who previously stated that, almost all models of patronage behavior have not considered the role of religious orientation or religiosity. In this matter, marketing researchers are suggested to investigate the influence of religiosity on enhancing customers' loyalty (Kasuma *et al*., 2016), and it would be interesting to examine the effects of religiosity on customer's loyalty (Agag & El-Masry, 2016). "*Much more research and deeper studies need to be conducted to examine how and what extent the religiosity impacts individual loyalty*" (Tang & Li, 2015, p.646). This study intends to examine customer's loyalty model from a religious perspective based on the marketing literature (*e.g.* Agag & El-Masry, 2016; Alam *et al*., 2012; Butt & Aftab, 2013; Essoo & Dibb, 2004; Gayatri & Chew, 2013; Jamal & Sharifuddin, 2015; Kasuma *et al*., 2016; McDaniel & Burnett, 1990; Siala, 2013; Swimberghe *et al*., 2009; Tang & Li, 2015; Abu-Alhaija, Yusof, Hashim, & Jaharuddin, 2018; Abu-Alhaija, Yusof, Hashim, & Jaharuddin, 2017).

According to Muhamad and Mizerski (2010), religion consists of five dimensions, namely a) religious-commitment (RC), b) religious-affiliation (RA), c) religious-orientation (RO), d) social-consequences (SC), and e) religious-knowledge (RK). Religious commitment reflects individual's adherence to specific religious beliefs, values, and practices (Worthington *et al*., 2003). Religious affiliation reflects a specific religion membership (Essoo & Dibb, 2004), while religious orientation reflects an individual's intrinsic and extrinsic religious motivation in following a specific religion (Karami *et al*., 2014; Muhamad & Mizerski, 2010). In other words, religious commitment or religiosity reflects individuals' religious adherence, while religious orientation reflects their religious motivation.

However, previous marketing studies mainly used two religious dimensions to measure the religious influences on customers' attitudes and behaviors, namely a) religious-affiliation and b) religious-commitment (religiosity). Researchers gave not much attention to other religious dimensions, such as, religious-orientation and religious-knowledge (Muhamad & Mizerski, 2010). A review of the literature shows that relatively limited studies examined the influence of religious orientation on

customer's attitudes and behaviors using the scale of Allport and Ross (1967). In addition, to the researcher's knowledge, previous marketing studies have not examined the influence of religious orientation on Arab customers' attitudes and behaviours (over 400 million). Moreover, the literature review shows that marketing researchers are recommended to investigate customer's religious orientation (*e.g.* Alam *et al.*, 2012; Karami *et al.,* 2014; Kashif *et al.,* 2015; Minton *et al.,* 2015; Abu-Alhaija *et al.,* 2018; Abu-Alhaija *et al.,* 2017). According to Weinberger-litman, Rabin, and Fogel (2016), recognizing individuals' religious orientation is considered important to realize the real influence of religion. This study intends to examine the influence of religious orientation (as a specific religious dimension) on viewers' attitudes and behaviors in terms of perceived service quality, satisfaction, and loyalty and from an Arab Islamic context (Jordan).

A review of the literature reveals that marketing scholars measured the religious influences on customer's loyalty mainly through religiosity or religious commitment (RC). More specifically, McDaniel and Burnett (1990) examined the religious influences on retail patronage behavior through RC. Swimberghe *et al*. (2009) also investigated the religious influences on store loyalty through RC. Siala (2013) measured the influence of religion on customer's attitudinal loyalty through religiosity (RC). Similarly, Jamal and Sharifuddin (2015) measured the religious influences on customers' intentions to patronize specific stores through religiosity (RC). Parida and Sahney (2017) have recently examined the influence of religion (RC), as a specific cultural dimension, on brand loyalty. Moreover, Alam *et al*. (2012) have stated that religious orientation affects customer's loyalty; however, the work of Alam *et al*. (2012) only measured the moderating effect of religious orientation on loyalty model and without hypothesizing any direct influence on customer's loyalty. In addition, these researchers have not used the religious orientation scale (ROS) of Allport and Ross (1967) in measuring customer's religious orientation. In fact, these researchers presented only three questions (one item was dropped during data analysis) and without including the intrinisic and extrinsic dimensions of religious orientation scale. Thus, this study intends to fill the gap by examining the influence of religious-orientation, as a motivational approach of religion, on the viewers' loyalty model using the original scale of Allport and Ross (1967) including its intrinisic and extrinsic dimensions.

Furthermore, researchers are suggested to examine the relationship between customer's religiosity (religion) and various marketing variables to provide better insights into the existing models (Hassan & Farrag, 2015; Tang & Li, 2015). In this regard, several studies examined the influence of cultural values on the perceived service quality based on Hofstede typology (*e.g.* Kueh & Voon, 2007; Polsa, Fuxiang, Sääksjärvi, & Shuyuan, 2013; Tsoukatos & Rand, 2007; Wang, Vela, & Tyler, 2008). However, only limited studies have examined the role of religion in perceived service quality (Butt & Aftab, 2013; Gayatri & Chew, 2013; Kashif *et al*., 2015). According to Gayatri and Chew (2013), there is a need to examine the role of religion in perceived service quality. Marketing researchers are also encouraged to investigate the cultural and religious influences on perceived service quality (Gayatri & Chew, 2013; Gayatri

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et al., 2011). More specifically, scholars are advised to examine the influence of religious orientation on perceived service quality (Kashif, *et al*., 2015; Abu-Alhaija et al., 2017).

Marketing researchers are advised to examine the influence of religion on customer's attitudes and purchasing intentions (Souiden & Rani, 2015). Researchers should examine the influence of different religious dimensions on customer's attitudes and behaviors as Souiden and Jabeur (2015) encouraged researchers to find out which religious dimension that can better explain customers' attitudes and behaviors. Several studies examined the influence of religion on individual's satisfaction from psychological and sociological perspectives (*e.g.* Berman *et al*., 2004; Ellison, Gay, & Glass, 1989; Khodayari, Shahabi, & Akbari, 2007; Whitley, 2012), but limited marketing studies examined the religious influences on customer's satisfaction. More importantly, insufficient research have examined the relationships between religious-attitudes (*e.g.* religious orientation) and important marketing constructs, such as, trust, satisfaction, perceived service quality, and loyalty (Butt & Aftab, 2013). To the researcher's knowledge, previous marketing studies have not examined the influence of religious orientation on perceived content quality as a dimension of PSQ, viewers' satisfaction, and viewers' loyalty. Researchers are thus advised to examine the influence of religious orientation on customer's satisfaction, perceived service quality, and loyalty (Abu-Alhaija *et al.,* 2017; Abu-Alhaija *et al.,* 2018).

The literature review shows that the interrelationships between perceived content quality, viewer's satisfaction, and loyalty have not been addressed within the context of satellite TV channels in Jordan. According to Cronin, Joseph, Brady, and Hult (2000), "*the consumer decision-making process for service products is best modeled as a complex system that incorporates both direct and indirect effects on behavioral intentions*" (p. 210). Therefore, this study intends to examine the mediating roles of perceived content quality and viewers' satisfaction on the assumed relationships towards the viewer's loyalty model.

Religion is considered a sensitive issue in Jordan (Sweis & Baslan, 2013). Based on law, media must respect Jordanians' Islamic beliefs (Leaders of Tomorrow, 2008). However, indiscreet displays of religiously improper TV contents on a regular basis indicate that satellite TV channels are hesitant in integrating the religious beliefs of Jordanian viewers into their practices and services. In this regard, most satellite TV programs do not suit Arab Islamic culture as they are mainly imported from western cultures (Abu-Alhaija, 2010; Dajani, 2005). Watching satellite TV channels may reduce viewers' religious commitment, and encourage improper behaviors, social crimes, and sexual violence (Shamsher & Nayeem, 2012). Most Jordanian viewers are relatively dissatisfied with the majority of satellite TV channels due to improper TV contents (Obeidat & Abu-Alhaija, 2013). In 2015, Jordanian authorities discontinued one popular TV program called "Mahtat Mafroda" at Roya TV due to strong social pressure from all levels of society members against a specific TV sketch in that program which was perceived as offensive due its sexual connotations which is against

the religious values of Jordanians (Abuebied, 2015; Alkhateeb, 2015; Shamlah, 2015). In relation to this, 50 Member of Parliament signed a memorandum asking Jordanian authorities to take strict legal actions against Roya TV for broadcasting such immoral program (Ghazal, 2015; Akeed Center for Jordanian Media, 2015). More importantly, many Jordanian viewers stopped watching this channel for a specific period of time as a sign of protest. This case reflects the significance of religion to Jordanian viewers and how satellite TV channels underestimate the religious influences on their viewers. In such environment, examining the influence of religion on viewers' perception of content quality, viewers' satisfaction, and viewers' loyalty can be considered as a worthy research aim.

The theoretical underpinnings used in this study, namely the theory of planned behavior (TPB), the theory of self-regulation (TSR), and the social identity theory (SIT) could be enhanced further through the research findings. Based on the theory of planned behavior, this study argues that religious orientation, as a specific behavioral belief, may affect both viewers' perceived content quality and satisfaction (attitudes), this in turn may affect viewers' loyalty towards satellite TV channels (intentions and beahviors). This study would further contribute to the understanding of TPB by integrating religious influences through the religious orientation into its behavioral intentions model. Based on the social identity theory, this study argues that religious orientation, as a specific dimension of social identity, may directly influence both viewers' perceived content quality and satisfaction (attitudes) as well as their loyalty towards satellite TV channels (behaviors). This would show the significance of religious orientation, as another dimension of social identity, on viewers' evaluations, feelings, and behaviours. Based on the theory of self-regulation, this study argues that perceived content quality, as an appraisal process, may affect viewers' satisfaction, as an emotional reaction, which subsequently affects viewers' loyalty as a coping response. Based on the above discussions, investigating Jordanian viewers' perception of content quality, satisfaction, and loyalty within the context of satellite TV channels and from a religious perspective can be considered as a valuable research direction for marketing researchers and practitioners.

1.4   Research Objectives

Based on the issues discussed in the problem statement, the main objective of this study is to examine the influence of religious orientation on a) viewers' loyalty, b) viewers' satisfaction, and c) perceived content quality. In addition, this study aims to examine the influence of the perceived content quality and viewers' satisfaction on viewers' loyalty. The mediating roles of perceived content quality and viewers' satisfaction will be also examined.

The specific objectives of this study are as follow:

i. To examine the relationship between religious orientation and Jordanian viewers' loyalty towards satellite TV channels.
ii. To examine the relationship between religious orientation and Jordanian viewers' satisfaction of satellite TV channels.
iii. To examine the relationship between religious orientation and the perceived content quality of satellite TV channels.
iv. To examine the relationship between perceived content quality and Jordanian viewers' satisfaction of satellite TV channels.
v. To examine the relationship between Jordanian viewers' satisfaction and Jordanian viewers' loyalty towards satellite TV channels.
vi. To examine the relationship between the perceived content quality and Jordanian viewers' loyalty towards satellite TV channels.
vii. To examine the mediation effect of the perceived content quality on the relationship between religious orientation and Jordanian viewers' satisfaction of satellite TV channels.
viii. To examine the mediation effect of Jordanian viewers' satisfaction on the relationship between perceived content quality and Jordanian viewers' loyalty towards satellite TV channels.

1.5 Research Questions

To achieve the research objectives, this study attempts to provide reliable answers for the following research questions:

i. What is the relationship between religious orientation and Jordanian viewers' loyalty towards satellite TV channels?
ii. What is the relationship between religious orientation and Jordanian viewers' satisfaction of satellite TV channels?
iii. What is the relationship between religious orientation and the perceived content quality of satellite TV channels?
iv. What is the relationship between the perceived content quality and Jordanian viewers' satisfaction of satellite TV channels?
v. What is the relationship between Jordanian viewers' satisfaction and Jordanian viewers' loyalty towards satellite TV channels?
vi. What is the relationship between the perceived content quality and Jordanian viewers' loyalty towards satellite TV channels?
vii. Does perceived content quality have a mediation effect on the relationship between religious orientation and Jordanian viewers' satisfaction of satellite TV channels?
viii. Does Jordanian viewers' satisfaction have a mediation effect on the relationship between perceived content quality and Jordanian viewers' loyalty towards satellite TV channels?

1.6   Scope of the Study

The Hashemite Kingdom of Jordan represents the setting of this study. The Jordanian population is over 6.5 million people (Jordan Statistical Yearbook, 2013). About 93% of Jordanians are Muslims, 6% are Christians, and approximately 1% adhere to other religions (Ministry of Foreign Affairs and Expatriates, 2016). Population of Jordan consists of male 51.5 %, and female 48.5% (Jordan Statistical Yearbook, 2013).

Due to the financial, management, and time constraints, this study was limited in terms of longitude and geography. A cross-sectional approach was considered a convenient time horizon for this study. Data was gathered once between December of 2016 and January of 2017. Sampling frame of the study included Jordanian Muslim viewers (18 years and above) from the urban areas in Amman and Irbid. This study identified this frame due to four reasons: 1) Most Jordanians are Muslims, 2) Over 50 % of Jordanians live in Amman and Irbid, 3) Most Jordanian viewers who watch satellite TV channels are from the urban areas, and 4) 18 years old as a threshold may indicate respondents' ability to properly undersand the questionnaire questuons.

Using a convenience sampling technique, 750 respondents of Jordanian viewers were asked to participate in this study. English and Arabic editions of the survey questionnaire were used to collect the research data (refer to the appendix: A1 & A2). The sample of the study was selected from universities, public and private institutions, and various residential areas in Irbid and Amman to participate in the survey. Almost all Jordanian households watch satellite TV channels (Dennis *et al*., 2013). This study selected satellite TV channels as an important service category due to its significance to Jordanian viewers in watching entertainment and cognitive TV contents.

The conceptual framework of the study, as illustrated in Figure 3.5, was tested using quantitative techniques. This study included descriptive and inferential analyses. Structural-Equation-Modeling (SEM) using AMOS based on the research objectives was used to test the structural relationships, including direct and indirect relationships to evaluate the hypotheses of the study.

1.7   Significance of the Study

This study includes academic and practical significance.

1.7.1 Academic Significance

The variables of this study, namely religious orientation, perceived content quality, viewers' satisfaction, and viewers' loyalty were identified based on the marketing literature. This study integrated the religious orientation into the loyalty model as a vital antecedent factor which affects viewers' loyalty, viewers' satisfaction, and perceived content quality. This study also provided empirical evidences on other proposed relationships as illustrated in Figure 3.5.

This study can provide important evidence on using the religious orientation construct and its original scale of Allport and Ross (1967) independently from other religious dimensions, such as, religious commitment, religiosity, and religious affiliation. In addition, this study can provide an important support for using the religious orientation scale (ROS) in the Arab Islamic context. Most previous studies mainly focused on western contexts and religions (*e.g.* American Judaism and Christianity) or non-Arab Islamic contexts (*e.g.* Iran).

As discussed earlier, limited studies considered the role of religion in loyalty models. This study can direct the attention of marketing scholars further to examine the religious influences on important marketing concepts, such as, perceived service quality, viewers' satisfaction, and viewers' loyalty within different research contexts. This study is important since marketing researchers were recommended to measure the religious influences on customers' attitudes and behaviors (*e.g.* Essoo & Dibb, 2004; Mansori *et al.*, 2015) instead of only focusing on their attitudes (Essoo & Dibb, 2004). This study examined Jordanian viewers' loyalty using a composite measurement, including measures of attitudinal loyalty and behavioral loyalty, to effectively capture loyalty attitudes and behaviors. In addition, this study examined the influence of religious orientation on customers' attitudes in terms of perceived content quality and viewers' satisfaction.

This study examined satellite viewing behavior from a marketing perspective unlike most previous studies which mainly focused on educational, psychological, and sociological perspectives (Obeidat & Abu-Alhaija, 2013). Moreover, this study provided empirical evidences on the mediation effects of the perceived content quality and viewers' satisfaction. Important theoretical significance can be presented as academic confirmations for using the theory of planned behavior, self-regulation theory, and social identity theory in explaining specific theoretical relationships within the context of satellite TV channels.

1.7.2 Practical Significance

Satellite TV channels can use the findings of this study to better understand Jordanian viewers in terms of their religious orientation, perception of content quality, satisfaction, and loyalty. This understanding could assist the decision makers of satellite TV channels to prepare effective polices in targeting Jordanian viewers. In addition, realizing the influence of religious orientation on viewers' loyalty, viewers' satisfaction, and perceived content quality is important to improve the performance of satellite TV channels by integrating its significance into appropriate marketing polices. For instance, understanding the religious orientation can help to develop appropriate positioning and communication policies (*e.g.* Essoo & Dibb, 2004) based on viewers religious perspectives (religious-oriented approach).

Customer's loyalty is considered an important outcome for various companies due to its benefits and significance. This means that managers of satellite TV channels would be interested to recognize the findings and practical implications of this study to enhance their customer's loyalty. According to the researcher's knowledge, the proposed relationships in this study are considered new, especially, in the context of satellite TV channels. This means that understanding these relationships could improve perceived content quality, viewers' satisfaction, and viewers' loyalty towards satellite TV channels.

The findings of this study can help the decision makers of satellite TV channels to satisfy and retain existing Jordanian viewers based on the suggested practical implications. Respondents' perceptions on the measurements' items could help to identify the required procedures and corrections to enhance perception of content quality, viewers' satisfaction, and viewers' loyalty. This study could also facilitate satellite TV channels, media centers, and various Jordanian establishments to understand the strategic roles of religious orientation, perceived content quality, and satisfaction in enhancing viewers' loyalty towards satellite TV channels.

It is worth stating that studying the proposed relationships is regarded as an important attempt for satellite TV channels which target Arab viewers. This is since Arabs and Jordanians share many common characteristics, such as, Arabic language, mutual history, habits, lifestyles, and, most importantly, the Islamic religious beliefs. In sum, this study can guide the decision makers of satellite TV channels to develop convenient polices based on the research results. The practical implications of this study can serve as a general guideline to evaluate and improve performance of satellite TV channels in terms religious orientation, perceived content quality, viewers' satisfaction, and viewers' loyalty.

1.8 Terms and Definitions

This section shows the main terms and definitions that are used in the study as illustrated in Table 1.1. Additional definitions and explanations can be found in chapter two.

Table 1.1 : Research Terms and Definitions.

Term	Definition	Source
Customer's Loyalty (LOY)	Is defined as a deeply held commitment to rebuy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior.	Oliver (1999)
Customer's Satisfaction (SAT)	Refers to an overall-satisfaction that instantly results from experiencing a specific service.	Koteswara *et al*. (2015)
Perceived Service Quality (PSQ)	Refers to customer's general evaluation of a specific service.	Moreira & Silva (2015)
Perceived Content Quality (PCQ)	Represents a system's ability to provide information-services and programs to satisfy customers' needs and desires.	Liou *et al*. (2015)
Culture	Is viewed as an umbrella which includes various values, norms, beliefs, and behavioral-patterns of a specific group.	Leung *et al*. (2005)
Religion	Refers to unified systems of beliefs and practices relative to the sacred things.	Muhamad & Mizerski (2010)
Religious Commitment (RC)	Refers to individuals' adherence to specific religious beliefs, values and practices in everyday life.	Worthington *et al*. (2003)
Religious Affiliation (RA)	Is defined as a categorical measurement of religion which refers to individual's affiliation or membership to a specific religion such as Islam, Judaism, Hinduism, and Christianity.	Muhamad & Mizerski (2010)
Religious Orientation (RO)	Represents the individual's intrinsic and extrinsic motivation in following his or her religion.	Muhamad & Mizerski (2010)
Satellite TV Channels	Refers to public or private television channels which broadcast their programs and information to viewers using one or more space satellites such as Nile-Sat, Arab-Sat, or Noor-Sat.	Present Researcher

(Source : Compiled by researcher)

1.9   Thesis Organization

This thesis is organized into six research chapters:

Chapter one presents a brief introduction about satellite TV channels, Jordanian viewers, customer's loyalty, culture, and religion. Also, it discusses the problem statement, the research objectives and questions. Finally, it explains the scope of the study, as well as, the academic and practical significance.

Chapter two reviews the relevant literature on customers' loyalty, attitudinal loyalty, behavioral loyalty, composite loyalty, satisfaction, culture, religion, religion dimensions, religious commitment, religious affiliations, religious orientations, perceived service quality, perceived content quality, Islam, and satellite TV channels.

Chapter three includes the theoretical foundations and hypothesis development. This chapter explains the theoretical backgrounds and underlying theories used in developing the theoretical and conceptual frameworks of this study. Finally, it explains the hypotheses development through relevant empirical evidences.

Chapter four discusses the research methodology in terms of research philosophy, research design, research setting, sampling design, research instrument, and variables' measurements. This chapter also explains data analysis in terms of descriptive analysis and inferential analysis. Finally, it presents data screening, pre-test procedure, pilot study, and reliability and validity results.

Chapter five discusses data analysis techniques and procedures. It includes results of descriptive analysis, confirmatory factor analysis (CFA) of all variables, and hypotheses' evaluations, findings, and interpretations.

Finally, chapter six presents the study's results discussions, conclusions, theoretical implications, managerial implications, research limitations, and the future research directions.

1.10   Chapter Summary

This chapter provided an introduction about satellite TV channels in the Arab world. Statistics about Jordanian viewers, significance of customer's loyalty, and the religious influences were also discussed. This chapter stated the research problem based on theoretical and practical perspectives. The research objectives and questions were clearly presented based on the conceptual framework of the study as illustrated in Figure 3.5. This is then followed by the scope of the study, as well as, the theoretical and practical significance. The research terms and definitions were illustrated in Table 1.1.

This chapter discussed the influence of religious orientation on viewers' loyalty, viewers' satisfaction, and perceived content quality. It also deliberated on the relationships between perceived content quality (IV), viewers' satisfaction (IV), and viewers' loyalty (DV). It is hoped that the findings of this study can provide valuable guidelines and practical implications to enhance viewers' loyalty, viewers' satisfaction, and the perceived content quality of satellite TV channels.

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