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## Research Paper

# THE IMPACT OF DESTINATION IMAGE ON TOURIST DESTINATION LOYALTY IN JORDAN TOURISM: THE MEDIATING EFFECT OF PERCEIVED TRUST

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## ABSTRACT

The challenges for the tourism sector in Jordan is facing fluctuating destination image , low in trust of hotel services, or negative Jordan image. This study aims to examine the relationships between the antecedents of destination tourist loyalty in tourism of Jordan, and the mediating effect of perceived trust between destination image and destination tourist' loyalty .A total of 450 international tourists completed a survey that was conducted at Amman capital of Jordan. From 450 questionnaires distributed, 300 samples (66% response rate) were returned; research using structural equation modeling (SEM) technique, confirmatory Factor Analysis (CFA) was performed to examine the reliability and validity of the measurement, and the structural equation modeling techniques (Amos 20.0) were used to evaluate the casual model. Results of the study demonstrate the strong predictive power and explain of destination tourist' loyalty in Jordan. The findings highlighted that the relationship between Jordan image and perceived trust are significant and positive on destination tourist' loyalty. The result explained that perceived trust not mediating between destination image and destination tourist' loyalty.

**KEY WORDS:** destination image, perceived trust, loyalty, Jordan.

## INTRODUCTION

Nowadays, global concern of tourism industry become an integral component of lifestyle and it has a major element of the economic prosperity of many countries, tourism industry considered very important income to the country, in this time, because it contribute by enter the foreign currency to the country, and give to the country and its main tourists places world celebration, it present from the world income 8%. (Al Muala, 2016). Destination image plays an important role in individual trust and tourists' loyalty, and therefore it has to be taken care of in order to build a lasting relationship that benefits both parties. This will lead to the individual's inclination to make a positive assessment of the destination and enhance his intention for a return visit. The importance of the image of

destination has been known to be crucial in tourism literature (Deegan, 2005) and marketing strategies have been building trust and loyalty among the tourists regarding destinations.

In order to enhance the loyalty of tourists, services such as transportation from and to the airport, comfortable housing and welfare in the form of beaches and cultural attractions should be provided for both elderly and children (Chen & Gursoy, 2001).

The cultural aspect in addition to the attractive natural place has to meet the satisfaction of the tourist destination and is a prerequisite for loyalty or constructive images that could be based on unique features, events, feelings or auras associated with a destination. The component of the model was operated



under a scale with items ranging from items such as climate, price to the friendliness of the locals, items similar utilized to capture cognitive assessments (Baloglu & McCleary, 1999). Satisfaction can also be used to measure and evaluate the products and services in the destination ( Schofield, 2000; Ross & E.Iso-Ahola, 1991). According to the perspective of image, there are several factors than can be divided into advantages and disadvantages of tourist destination.

This section of the paper will concentrate on the image of some destinations in some of the countries chosen for the literature review. It will show the affect of the important elements in these countries. The countries are: Turkey Tourism has been popular in Turkey since the 1980s and Turkey is ranked as the ninth country in the world for tourist destinations. Turkey has a positive image as a tourism destination with its beaches, high-quality services and hospitality. Furthermore, Turkey is perceived as an affordable travel destination. As a result, tourism industry in Turkey is an important economic source and will continue to have a leading place among the countries offering tourism and will also remain in competition among Mediterranean States such as France, Spain, Italy, Portugal and Greece (Kozak & Rimmington, 1999). Spain is considered as a mature country and a major destination of tourists as evidenced by its second ranking in the world just below France (Kozak & Rimmington, 1999). Spain has a positive image as a tourism destination with good climate, interesting cultural attractions, 'suitable accommodations 'interesting cultural attractions, 'unpolluted and unspoiled environment and 'interesting and friendly people. Spain is ranked at top of the list thanks to her service quality. India needs several improvements such as infrastructure, safety and other amenities to become a favourite tourist attraction. Many complain that clean hotels are difficult to find. For restaurants, quality and safety of food is widely discussed. However, India is already considered as a tourist destination in terms of cultural and artistic forms and rich natural resources from the perspective of foreign tourists (Chaudhary, 2000). Winter and spring are considered the best months to visit India but the summer is severe. Taj Mahal is the icon of Indian Tourism. For Jordan tourism, welcomes all tourists by projecting an image of a fund destination with hospitable citizens as most of the visitors agree on. The country provides public safety and security and Jordan as a tourist destination has the nature for tourist attractions and competitiveness and it meets positive factors affecting the image of tourist

destination, and tourist loyalty, which makes it a tourist attraction area (Schneider & Sonmez, 1999). Jordan as a Middle Eastern country which has countless historical and cultural richness and perceive her as an exotic destination.

## LITERATURE REVIEW

### Antecedents of Tourist Loyalty

Destination image directly influence tourist satisfaction where both have a direct positive impact on destination loyalty (Chi and Qu, 2008; AL Muala and AL Qurneh, 2012). There is a direct relationship between image, satisfaction and loyalty with the tourism destination in Ixtapa-zihuatanejo, Mexico (Lobato et al., 2006). This conclusion is also reached by other studies and among them, Lew, Yu and Guangrui (2003), that depicted strong relationship between knowledge and satisfaction level when visiting a destination.

While searching for further determinants of customer loyalty, researchers have been constantly proposing image as a major component. For instance, Fredericks and Salter (1995) view image as important variable of the customer value package that, together with price, product quality, service quality and innovation, determines the extent of loyalty. Similarly, the rating framework of the pan-European Satisfaction Index (EPSI) considers image as a determinant having an impact on perceived value, customer satisfaction and customer loyalty (Eskildsen et al., 2004). The ability of a firm to maintain its market position considers image as a major aspect and has treated it as a construct reflecting the sum of beliefs, ideas and impressions that a person has of a product destination (Crompton, 1979). However, the relationship between image and loyalty has brought differing results: while Sirgy and Samli (1989) report a direct relationship among image and store loyalty, the findings of Bloemer and Kasper (1994) in the banking industry indicate an indirect relationship where the influence of image is mediated by service quality. In tourism, Kandampully and Suhartanto (2000) revealed that image as one of the most important factors for guests of a hotel to consider repurchase and recommend.

The assessment of the destination place's image is important towards designing marketing strategies because it can be considered to serve as an umbrella for the different geographical units, tourist attractions and various providers of tourist infrastructure and accommodation, and therefore has an enormous impact onto the single enterprises in a destination (Mossberg & Kleppe, 2005). This is the reason why imagery studies therefore have long been

used in tourism research as evidence by some of them that centred on the measurement of destination image (e.g. Echtner and Ritchie, 1993 who studied the relationship between image and loyalty evidence in tourism literature). Kotler, Bowen and Makens (1996) were among the few who investigated the influence of image on loyalty and assumed the following arrangement: image, quality, satisfaction and post-purchase behaviour. Along those lines, some researchers (Bigné, Sánchez, and Sánchez, 2001) propose that image has an influence on three components, namely perceived quality, satisfaction and loyalty intentions. In addition, Chi and Qu (2008) found Destination image to have a positive effect on tourist satisfaction as well as destination loyalty.

Schneider and SoKmez (1999) focus on Jordan's tourist destination image judging from visitors attending the Jerash festival which ranged between Arabs and non-Arabs. The results show that non-Jordanian had a good perception of Jordan and agreed that it was a safe, interesting and a fun place to visit and it makes you feel at home. However, they had neutral responses regarding tourist services like food, transportation, variety of things to do, and affordability. Generally speaking, a positive image of Jordan was given by all the visitors but service and hospitality issues are the major challenges being faced by the country's tourism industry.

According to respondents, Jordan needs to enhance its services sector (i.e., tourist facilities, shopping).

In the United States of America's context, Uysall, Chen and Williams (2000) showed that Virginia as compared to Pennsylvania and Georgia stands out in the quality of its natural and historical landscapes based on the features shared by many of the surrounding competitive states. Virginia's amenities were reported to be popular but they lacked emotional impact. It was recommended that Virginia should practice marketing strategies to make a stronger emotional image while building on its strong reputation for quality natural and cultural attractions. It was also recommended that destination places should concentrate of differentiating their features so that complementary tourism products in the region can be developed.

In another study, Baloglu and Mangalolu (2001) expounded on the importance of destination images held by travel intermediaries such as tour operators and travel agents in the tourism distribution and information system, specifically the international

tourist destinations. The study showed significant differences of attributes between the countries were 'unpleasant-pleasant, and 'distressing-relaxing. Based on the 'distressing-relaxing' category, Greece and Italy were perceived significantly more relaxing than Egypt. However, in the light of the perceptions of the four destinations, they were similar in terms of 'good climate, 'interesting cultural attractions, 'suitable accommodations, 'interesting cultural attractions, 'unpolluted and unspoiled environment, and 'interesting and friendly people no significant differences between destinations were detected.

The perceptual/cognitive attributes that showed significant differences between the destinations were 'good value for money, 'beautiful scenery and natural attractions, 'appealing local food (cuisine), 'great beaches and water sports, 'quality of infrastructure, 'personal safety, 'good nightlife and entertainment, and 'standard hygiene and cleanliness. The findings indicated that tour operators and travel agents working to promote these destinations have differentiated images of them. These images helped in identifying the common and unique character of the place as well as its strengths and its weaknesses.

Bigne, Sanchez and Sanchez (2001) studied the image of the destination as perceived by tourists and their behavioural intentions, and between that same image, the post-purchase evaluation of the stay, and the relationship between quality and satisfaction and between these variables and the tourist's behaviour variables. The result revealed that quality has a positive influence on satisfaction and intention to return, however its influence on willingness to recommend the destination to others cannot be proven. As for satisfaction, only the positive influence on the willingness is thoroughly supported. The intervening elements are specific services of accommodation, transport or leisure, the tourism information offices, the local inhabitants, natural and artificial resources, etc. The end result stated that image is a direct antecedent of perceived quality and satisfaction (evaluation of the stay) and of the intention to return and to recommend the destination (future behaviour). Lobato, et al (2006) studied the relationship between the different variables of tourism marketing such as image, satisfaction and loyalty among of 140 American tourists visiting Ixtapa-Zihuatanejo (Mexico). The authors identified the dimension of image into four namely natural resources, service quality, entertainment and affective image. It was revealed that all the parameters were significant and from

the analysis of the intensity of the total effects, it is determined that the affective image is the variable that influences the rest of the variables, followed by the cognitive image entertainment, the cognitive image service quality, satisfaction, attitudinal loyalty and, lastly, the cognitive image natural resources, which exercise no significant influence.

In a similar study, Chi and Qu (2008) examined the theoretical and empirical evidence on the causal relationships among destination image, tourist attribute and overall satisfaction, and destination loyalty, in the state of Arkansas Eureka springs, by using Structural Equation Modeling (SEM). The study used nine factors which are travel environment, natural attractions, entertainment and events, historic attractions, travel infrastructure, accessibility, relaxation, outdoor activities, and price and value. The study showed that all paths were significant and positive: (1) destination image positively influenced overall satisfaction, (2) attribute satisfaction positively affected overall satisfaction, (3) destination image positively influenced attribute satisfaction, (4) overall satisfaction positively affected destination loyalty and (5) attribute satisfaction partially mediated effect the relationship between destination image and overall satisfaction. In Prayag's (2009) study three key variables were of the essence; tourist evaluation, destination image, satisfaction, and future behavioural intention in the context of Mauritius. The findings indicated that destination image directly and indirectly impacted future behaviour while satisfaction and overall image had a mediating role between destination image and future behaviour.

Kiralova (2010) explored the relation between curative tourism and wellness in the Czech Republic and to consider the expectations of tourists in this field. The Czech Republic combines a number of important attributes as a destination for curative tourism, with a long lasting tradition of curative tourism culture. It offers climatic spas, healing hot and cold springs, healing and mud and a high standard of services for medical and curative tourism at cost-effective rates makes the Czech Republic an attractive destination for curative tourism visitors and services offered to visitors often making each visit a customized experience for them.

Rátz (2010) conducts a comparative analysis of spa tourism in Japan and Hungary and assesses the cultural and environmental factors that have shaped development in each country Influenced. She discovered that Japan has been able to develop a distinctive path in spa tourism development and

wellness. Hungary is also in rich thermal springs and spa culture also developed for centuries, but the leisure and tourist supply and demand, hot springs destinations and customer attitude are highly different in the two countries. The physical environment of Japan and Hungary in providing the resources for spa tourism is similar. Although there is a positive attitude to and interest in Hungarian spas in the Japanese market, Hungary's most important attractions are culture- and heritage and it would require significant product development and marketing efforts to position Hungary as a major spa and health tourism destination among Japanese tourists.

Zins (2010) investigated the destinations images that differ across different travel contexts (wellness vs. sun & beach) and wellness and non-wellness travellers respectively by considering two sets of destinations: European and Asian countries which are specializing to a varying degree in curative tourism. Meaningful practical results in the conceptualization of destination image follows the direction of an overall composite and gestalt impression and could be elaborated by profiling destination images of different countries, and consecutive property fitting procedures assisted in visualizing the results and competitive relations.

Similarly, Lertputtarak (2012) examined the relation between destination image, food image and revisiting Pattaya, Thailand. The findings showed that destination image positive impacts tourists' intention to revisit. In the present study, the importance of emotions behind the people's intention to return to the destination and tourist satisfaction is examined as mediating the role between image and loyalty.

In a related study, Mohamad, Abdullah and Mokhlis (2012) investigated tourist evaluation of destination and behavioural intention to indicate the perception of Malaysia's tourist attractions, their accessibility, package availability, heritage attraction and natural attractions. They were all found to be crucial predictors of foreign tourist intentions to revisit and to recommend.

Trust becomes even more important issue and critical during periods of uncertainty due to organizational crisis in companies (Mishra, 1996). Perceived trust makes cooperative endeavors happen (Gambetta, 1988). Trust is a key to positive attitudes interpersonal relationships in various settings ( Lewis & Weigert, 1985a) because it is central to how we interact with others (Berscheid, 1994; Golembiewski & McConkie, 1975).

Trust is an important factor in many family activities, involving uncertainty and dependency (Al Muala, 2016). Trust in general, is central to any economic activity, whether conducted in a retail outlet in the actual offline world or in excess of the internet, by means of a web site in different setting.

Furthermore, a study by YANIK and GÜRSOY (2015) asserted that the trust mediating the relationship between informational justice and affective commitment.

Based on the above discussion, the present study's model exhibits the relationship between independent variables comprising destination image and tourist satisfaction, and dependent variable comprising tourists' loyalty in Jordan Curative Tourism. As depicted in Figure 1 below. Therefore, the present study postulates the following positive hypothesis;

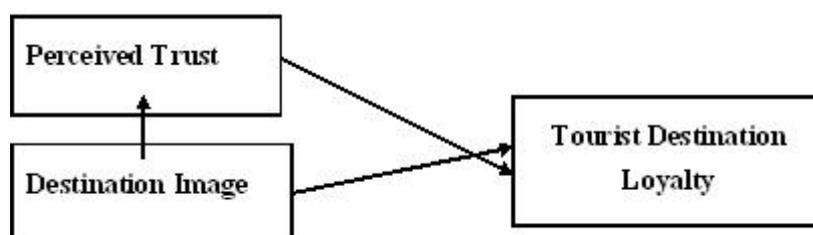


Figure 1: model of study

### Hypotheses formulation

The current study is based on six hypotheses as following:

**H1** *Perceived trust is positively with tourist loyalty*

**H2** *Destination image is related positively with tourist loyalty*

**H3** *Destination image is related positively with Perceived trust.*

**H4** *Perceived trust mediates the relationship between destination image and tourist loyalty*

### RESEARCH METHODOLOGY

This section will address the population; sample size and sampling method, hypothesis of the research, questionnaires design, analysis method and result of reliability. Additionally, Respondents involved in this study consist of Jordanians, Arabs and international tourists who visit several predetermined places of destinations included in the study of curative tourism destination in Jordan. Researcher selected the capital of Jordan as a destination.

The population of the study consists of all tourists. About 450 questionnaires were distributed to in Amman city settings, however; only 300 questionnaires obtained have valid responses and were used for data analysis in this research paper. Thus, a total of 300 responses were usable and used for subsequent analysis, giving a response rate of 66 %. The questionnaire has been adopted from questions of previous studies. The questionnaire is divided into four

parts: part (1) demographic variables (6 items); part(2) destination image (11) items were adapted from Chi and Qu (2008); part (3) perceived trust (5) items adopted from AL Muala, 2016). Finally, part (4) destination loyalty (7) items adapted from Lim et al. (2006). The researcher used seven-point Likert scales for measuring all variables in this study from (1) Strongly disagree, (2) Disagree, (3) Disagree somewhat, (4) Undecided, (5) Agree somewhat, (6) Agree, (7) Strongly Agree.

### RESULTS

#### Demographic Profile of the Respondents

Summaries the demographic characteristics of the respondents, the respondents' ages ranged from 20 to more than 50 years old. About (79.7%) were male while (20.3%) were female. The majorities were married 54.6%, and 46.7% are singles. The tourists came from the USA countries (37.9%), followed by Africa (24%), Asia (18.9%), European (12.7%), Australia (3.5%), and Russia (0.8%). The majority of income level is less than 1000 USD. Regarding to tourists' spent, less than USD100 (66.6%), followed by between USD101 to 200 (34.6%) and more than USD 200 (2.8%). Most of them stayed in hotels (53.2 %) within the duration period between 4 to 14 days (64.2 %). Most of tourists they came to Jordan via air (50.6%).

#### Reliability and Normality Test

This study consists of two exogenous (destination image and perceived trust) and one endogenous variable (destination tourist loyalty). According to Reliability values Table (1) shows

Cronbach alpha readings of acceptable values of above 0.60 (Nunnally, 1970).

Reliability values for all constructs are range from .68 to .84. This indicates that all constructs have acceptable internal consistency. In addition, 16 items

remaining after confirmatory factor analysis CFA. As shown in (Appendix A) normality was detected by using critical ratio of skewness (Hair et al., 2006). Thus, measures the reliability of a construct in the measurement model.

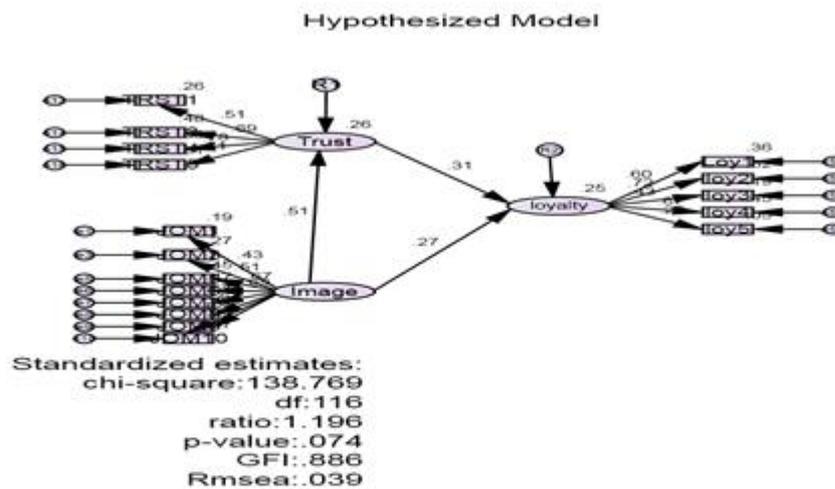
**Table1: Descriptive statistics of variables**

Construct	Original Items	Total Mean	Standard Deviation	Items after CFA	(Cronbach's Alpha)
Destination Image	11	4.55	.66	9	.84
Perceived Trust	5	6.54	.78	4	.76
Destination Tourist Loyalty	5	5.65	.55	3	.68
<b>TOTAL</b>	<b>21</b>			<b>16</b>	

**Hypothesis test**

Results of study as shows in Figure 2 and Table (2) that there were two hypothesis rejected and one hypothesis was supported in Table(2) which are; Hypothesis (1) the data indicate perceived trust is insignificantly affect destination tourist loyalty of the

total sample (Beta=.49, p=.104), and for hypothesis (2) destination image with destination tourist loyalty was insignificant impact (Beta=.47, p=.13). Therefore, the results support Hypothesis (H3) which is perceived trust and destination tourist loyalty (Beta=.54, p=.002).



**Figure 2: Generating Model**

**Table 2: hypothesis results**

H	From	To	Estimate	CR	P-Value	Results
H1	Trust	Loyalty	0.49	1.62	.10	No
H2	Image	Loyalty	0.47	1.51	.13	No
H3	Trust	Image	0.54	3.08	.002	Yes

**Mediating Effect Analysis of Generating Model (GM)**

Regarding to mediating effect of perceived trust in the relationship between destination image and destination tourist' loyalty (H4) shows no mediating

effect through relationship between image and loyalty also not significant (see Table 2)

In additionally, indirect effect less than direct effect, this that means that perceived trust not mediating between destination image and destination tourist' loyalty.

**Table 3: Mediating effect of Perceived trust**

H	From	Mediation	To	Direct effect	Indirect effect	Total effect	Mediating
H4	Image	Trust	Loyalty	.27	.15	.42	Not Mediating

## CONCLUSION

The research examined the effect of perceived trust and destination image on destination tourist loyalty at Amman city, after collecting and analyzing the data using SPSS, regression analysis show that two hypothesis have insignificant on destination tourist loyalty and one hypothesis significant impact as shown in Table (3). Among the independent variables, the result implicates that perceived trust not mediating between destination image and destination tourist' loyalty.

Regarding to future research should be in a different setting in the Jordan, such as in southern region or northern region. Therefore, a new research needs to be done on these areas in order to understanding behavior of the international tourists' behavior in different countries. In other hand, an important factors need to be considered in future research such as technological like Internet. Also hotel services, products prices, environment and infrastructures factors. More importantly, the Ministry of Jordan should focus more on the trust of tourists. Subsequently, it will lead to the augmentation of tourists' loyalty to the destination.

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