Determinant factors of tourists satisfaction in Muslim's Countries: A Structural equation model (SEM)

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Abstract
The challenges for the tourism sector in Islamic countries has become increasingly with the Arab spring. has suffered the Arab Islamic countries and damaged because of the wars in the region and the lack of security and stability in many countries, such as Iraq and Palestine. This study focused on the tourists' satisfaction who visit Jordan. Furthermore, despite the growth of the tourism industry, hotel industry in Islamic countries but most of them were facing fluctuating tourist visit 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. Hence, this study aims to examine the causal relationships between Jordan image, perceived risk, service climate and tourist's satisfaction. From 850 questionnaires distributed, 504 samples (60% response rate) were returned. Each variable was measured using reliable developed scales: Jordan image (11 items), adapted from Schneider and Sonmez (1999), perceived risk (7 items) by Gallarza and Saura (2006), service climate (10 items) by Schneider and Bowen's, (1998); Martin et al., (2006), and tourist satisfaction (10 items) by (Olorunniwo et al, 2006; Chitty et al, 2007). Data was input into SPSS and analysed using the structural equation modeling techniques (Amos 6.0). Confirmatory Factor Analysis (CFA factor loadings show adequate convergent validity for all constructs. SEM results indicate all hypotheses are significant in the speculated directions, thus establishing the importance of Jordan image, perceived risk, service climate to enhance tourist satisfaction.

Keywords: Jordan image, perceived risk, service climate, tourist satisfaction, Structural equation model (SEM)

Introduction

The tourism and hotel industry in Jordan has been experiencing a downward trend in recent years (Alrai, 2009). Tourism is facing a challenge for Jordan image due to a potential negative image arising from tourists fear before visiting Jordan (Schneider and Sonmez, 1999). Tourists' behavior that are solely dependent on the media, are likely to develop negative images about the Middle East. Unquestionably, the tourist's behavior of Middle Eastern countries is continually impacted by the ongoing Palestinian-Israeli conflict and terrorist incidents which happened in Jordan in 1995, 2004 and 2005 (Alrai, 2008). These events have negatively affected Jordan's image in 2007. In the presence of unsafe environment, tourists' destination image is affected (Liesch et al., 2006). If tourists do not feel safe, they may create negative impression by (1) deciding not to visit a high rate of crime reputation destinations in the future, (2) not to participate in any outdoor activities if this destination is not safe, (3) not to return to the tourist destination or other recommended destinations in the same vicinity (George, 2003). Despite having a number of popular destinations such as Petra, Amman, and the Dead Sea, Jordan is still unable to attract international tourists.

In contrast, the positive image and service climate as perceived by foreign tourist could help change an image about destination (Chia and Qu, 2008). Likewise, tourists who have fulfilled their expectation in a hotel are more likely to be satisfied. If their anticipations were exceeded, their satisfaction may be increased. Quality of product or service provided has been recognized as a key indicator of satisfaction (Bowen & Shoemaker, 1998). Tourists' satisfaction is an essential component in hotel industry in an attempt to improve service climate, image and quality, helping a hotel to increase a competitive advantage, repurchases, and positive word-of-mouth publicity (Choi & Chu, 2000). Each proposed relationship is reviewed next.

Jordan image and satisfaction

Most previous studies found a significant and positive relationship between image and satisfaction (Andreassen & Lindestad, 1998; Bigne et al., 2001; Ryu et al., 2007; Chen & Tsai, 2007; Chia & Qu, 2008; Xia et al., 2009). However, many studies focus on restaurant image or hotel image instead of country image (Ryu et al, 2007; Chi & Qu, 2008; Xia et al, 2009). Thus, the first hypothesis formulated is:

H1: Jordan Image is related positively with tourist satisfaction.

Perceived risk and satisfaction

Inconsistencies in the findings were observed for this linkage. The influence of perceived risk on satisfaction generally found negative relationship (Yuksel & Yuksel, 2007; Celik, 2008; Grabner-Krauter & Faullant, 2008; Amoroso & Hunsinger, 2008; Quintal et al., 2008; Wong & Yeh, 2009). In contrast, one study found insignificant negative relationship (Udo et al., 2008). Hence, the second hypothesis formulated is:

H2: Perceived risk is related negatively with tourist satisfaction.

Service climate and satisfaction

Empirical findings for this relationship suggest equivocal results where positive and no relationship has been found in previous studies. For instance, numerous positive linkage have been established (Solnet, 2006; Udo et al., 2008; Rodriguez et al, 2009; Andreassen & Lindestad, 1998; Choi & Chu, 2000; Ti Bei & Chiao, 2001; Bigne et al., 2001; Iglesias & Guillen, 2004; Wang et al., 2004; Aydin & Ozer, 2005; Ismail et al, 2006; Um et al., 2006; Little & Dean, 2006; Yoo & Park, 2007) while some studies found no relationship (Alhroot , 2007). Hence, the third hypothesis formulated is:

H3: Service climate is related positively with tourist satisfaction.

Methodology

The respondent for this study were international tourists residing at hotels during their vacation in South Jordan between December 20, 2008 and until March 20, 2009. The South was chosen because most of tourist attractions are here. A sampling size of 850 respondents was chosen from 55 hotels in the Southern region of Jordan. This means 15-20 tourists were listed from each hotel. To ensure systematic random sampling, every 6th room was approached to ask for cooperation in filling the questionnaire (assuming there are 100 rooms occupied at any one time). At the end of the process, 504 were obtained for analysis. After deleting for outliers, 494 data were usable and used for subsequent analysis, giving a response rate of 58 %. The questionnaire is divided into five parts: (1) demographic variables (12 items); (2) Jordan image (11 items) adapted from Schneider and Sonmez (1999), (3) perceived risk (7 items) adopted from Gallarza and Saura (2006), (4) service climate (10 items) adopted from Schneider and Bowen's, (1998) and Martin et al., (2006), and (5) tourist satisfaction (10 items) adopted from Olorunniwo et al, (2006) and Chitty et al, (2007).The measure for satisfaction uses SERVPERF which focuses on performance perceptions instead of expectation of services (Cronin and Taylor, 1992). Finally, this study used Structural

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Equation Modeling (SEM) instead of multiple regression because SEM can give more goodness of Fit indices for the full structural model, giving more superior empirical results (Hair et al., 2010).

Results

Demographic Profile of the Respondents

The respondents' ages ranged from 20 to more than 50 years old. There are more male respondents (67%) compared to female (33%). The majority was married (64%) with an average income of USD1000 working mostly in public sector (40%). The majority of tourists came from the European countries (37.9%), followed by Africa (25.7%), Asia (17.6%), Australia (3.4%), and Russia (0.8%). Most tourists spent less than USD100 (63.6%), followed by between USD101 to 200 (32.6%) and more than USD 200 (3.8%). The main reason for visiting Jordan is for relaxation (68.2%), medical treatment (11.3%), and others (20.5%). Most of them stayed in hotels (53.2 %) within the duration period between 2 to 10 days (84.2 %). Most of tourists came to Jordan via air (50.6%), sea (26.1) and land route (23.3%), either by using tourists' coaches (25.7%), rental car (25.1%), taxi (20.6%), public transportation (10.7%) and others (17.8%).

Reliability and Normality

The research framework consists of three exogenous (Jordan image, perceived risk, and service climate) and one endogenous variable (tourist satisfaction) (Table 1.1). Each construct shows Cronbach alpha readings of acceptable values of above 0.60 (Nunnally, 1970(. Reliability values for all constructs are range from .79 to .94.This indicates that all constructs have acceptable internal consistency. In addition, 17 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). Those that are above +/-3 were transforming using Cdfnorm function in SPSS resulting in new variable name with Tvarname (e.g: Table 1.4) (Coakes & Steed, 2003). The second test is the composite reliability of each measure (see Table 1.1). This was assessed using Nunnally (1970) guideline for assessing reliability coefficients. Composite reliability developed by Werts et al (1974), measures the reliability of a construct in the measurement model.

Table 1.1: Descriptive statistics of variables

Construct	Original Items	Total Mean	Standard Deviation	Items after CFA	Cronbach Alpha after CFA	Composite Reliability
Jordan Image	11	6.23	.532	5	.85	**.94**
Perceived Risk	7	3.70	1.708	4	.90	**.87**
Service Climate	10	4.89	.798	4	.74	**.79**
Tourist Satisfaction	10	6.18	.616	4	.82	**.86**
Total	38			17		

The composite reliability is calculated by using the following equation:

$$\text{Composite reliability} = \frac{\sum(s\tan dardizedlo\ \ ading\ )^2}{\sum(s\tan dardized\ \ loading\ )^2 + \varepsilon\sum j}$$

(Source: Hair et al. 1998:624)

The summary of the composite reliability based on the standardized factor loadings obtained from the final revised structural model, all constructs have acceptable value of above 0.60 (Nunnally, 1970) or exceeds 0.70 (Hair et al., 1998).

Confirmatory Factor Analysis (CFA) results

Table 1.2 shows the confirmatory factor analysis results, which illustrates factor loadings of all observed variables or items are adequate ranging from 0.50 to 0.98. In this study, the "cut-off" point chosen for significant loading is 0.30, the minimum level required for a sample size of 350 and above as suggested by (Hair et al. 2006, p 128(. This indicates that all the constructs conform to the construct validity test.

Table 1.2: Final confirmatory factor analysis results of construct variables

Variables	Code	Attributes	Factor Loading
Jordan Image	**JOM1**	• Jordan is a safe place to visit.	**.59**
	JOM4	• Jordan is an important place to visit.	**.66**
	JOM6	• Transportation within Jordan is convenient.	**.83**
	JOM7	• Jordan offers a variety of activities for visitors to do.	**.82**
	JOM8	• Jordan is an affordable place to visit	**.72**
Perceived Risk	**RISK3**	• I fear of suffering a natural disasters	**.96**
	RISK4	• I fear of any kind of accident	**.96**
	RISK5	• I fear of any political or social problems.	**.98**
	TRISK6	• I ware risk of being tricked as a tourist	**.68**

Service Climate	**TSERV 5 SERV 8 SERV 9 SERV 10**	• This hotel is responsive to the wishes of the tourists.	**.50** **.78**
		• A hotel manager tracks service quality that provided to tourists.	**.94**
		• This hotel provides effective communication to tourists	**.87**
		• This hotel provides tourists with tools, technology and other resources to support the delivery of superior service quality to tourists	
Tourist Satisfaction	**TSAT 2 TSAT 3 TSAT 4 TSAT 10**	• I am satisfied with the interaction I have with other guests.	**.74**
		• I feel Jordan is better than expected.	**.85**
		• I think I did right thing when I choose to stay in Jordan.	**.72** **.61**
		• I felt that the facilities provided to tourist in Jordan fulfill my Expectation	
	17		

Discriminant Validity of Constructs

Discriminant validity is another major type of construct validity to test for multi-collinearity. It refers to whether observed constructs that are highly related to each other (Campbell & Fiske, 1959; Gaski (1984)). Table 1.3 shows the result of the calculated variance extracted (VE) to support discriminant validity of constructs. Average variance extracted (AVE) is the average VE values of two constructs (Table 1.4). The AVE derived from the calculation of variance extracted using the following equation:

$$\text{Variance Extracted} = \frac{\sum (standardized\ SMC)^2}{\sum (standardized\ SMC)^2 + \varepsilon \sum j}$$

To substantiate discriminant validity, average extracted (AVE) is compared to correlation square of the interrelated variables of concerned (Table 1.5) (Fornell and Larcker, 1981(. All AVE values are more than correlation square, thus discriminant validity is supported.

Table 1.3: Variance extracted of variables

Observed Variables	SMC	SMC 2	Measurement Error	Variance Extracted
JOM5	**.63**	**.40**	.10	
JOM8	**.45**	**.20**	.07	**.78**
Jordan Image (total)	**.1.08**	**.60**	**.17**	
TRISK 1	**.47**	**.22**	.07	
TRISK 6	**.70**	**.49**	.10	**.81**
Perceived Risk (total)	**1.17**	**.71**	**.17**	
TSER 2	**.49**	**.24**	.02	
SER 8	**.52**	**.27**	.05	**.66**
SER 9	**.55**	**.30**	.34	
Service Climate (total)	**1.56**	**.81**	**.41**	
TSAT 8	**.63**	**.40**	.10	
TSAT 9	**.59**	**.35**	.10	**.79**
Tourist Satisfaction(total)	**1.22**	**.75**	**.20**	

(Code after transformation of constructs via cdfnorm: TRISK, TSER, TSAT)

Table 1.4:Average variance extracted (AVE) matrix of exogenous variables

Variable Name	JOM	RISK	SER	SAT
JOM	1			
RISK	80.	1		
SER	72.	74.	1	
SAT	79.	80.	73.	1

Table 1.5: Correlation & correlation square matrix among exogenous variables

	Service	Risk	Jordan image	Satisfaction
Service	1			
Risk	.13(.02)	1		
Jordan Image	.20(.04)	.76(.58)	1	
Satisfaction	.13(.02)	.42(18)	.59(.35)	1

Goodness of Fit Indices

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As shown in Table 1.6, confirmatory factor analysis was conducted for every construct and measurement models. Bagozzi and Yi (1988) point out that the measurement model has a good fit with the data based on assessment criteria such as GFI, CFI, TLI, and RMSEA. Table 1.6 shows that the goodness of fit of generated model is better compared to the hypothesized model. However, Hair et al (2006) point out that all CFAs of constructs produced a relatively good fit as indicated by the goodness of fit indices such as CMIN/DF ratio (< 2); goodness of fit Index (GFI) of (> 0.90); P-value (> 0.05); and root mean square error of approximation (RMSEA) of values less than 0.08.

Table 1.6: Goodness of fit analysis-confirmatory factor analysis (CFA) (N =494)

Variables	Jordan Image	Risk	Service Climate	Exogenous: Jordan Image & Risk & Service Climate	Endogenous: Tourist Satisfaction	Hypothesized Model	Generating Model
Items Remain	5	4	4	11	4	38	9
CMIN	10.135	6.044	12.553	48.033	3.085	16785.987	28.899
DF	5	2	2	41	2	659	21
CMIN/DF	2.027	3.022	6.276	1.172	1.542	25.472	1.376
P-value	.072	.049	.002	.209	.214	0.000	.116
GFI	0.992	0.994	0.987	0.983	0.997	0.642	0.987
CFI	0.995	0.998	0.990	0.999	0.998	0.420	0.994
TLI	0.990	0.995	0.971	0.998	0.995	0.381	0.989
NFI	0.990	0.998	0.988	0.991	0.996	0.411	0.978
RMSEA	.046	.064	.1103	.019	.033	.223	.028

Hypotheses Results

As shown in Figure 1.1 hypothesized model did not achieve model fit (p<.000), hence, the explanation of hypotheses result is based on Generating Model (GM) (Table 1.7 and Figure 1.2). Based on the finding (Table 1.7), Jordan image is positively related to satisfaction (H1 supported). The other two hypotheses (H2 and H3) were not significant.

Table 1.7:Direct impact Generating Model (GM): Standardized regression weights

H.	Regression Weights		Estimate	SE	C.R.	*P*	Hypothesis support
	From	To					
H1	JOM	SAT	.724	.153	4.73	***	*Yes*
H2	RISK	SAT	-.087	.130	-.671	.502	*NO*
H3	SER	SAT	.018	.066	.275	.784	*NO*

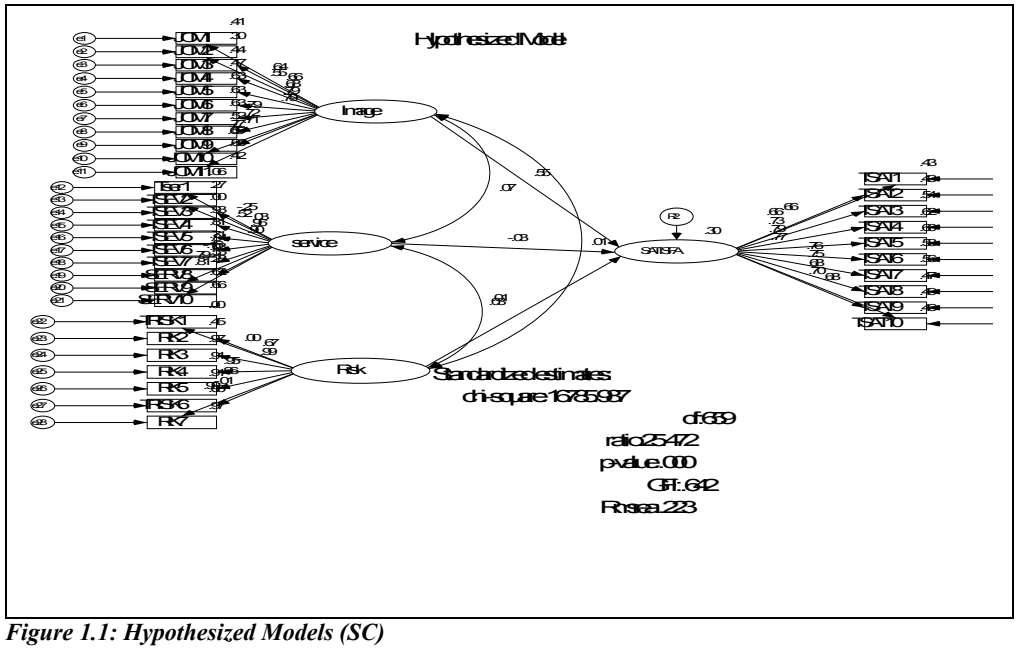

Figure 1.1: Hypothesized Models (SC)

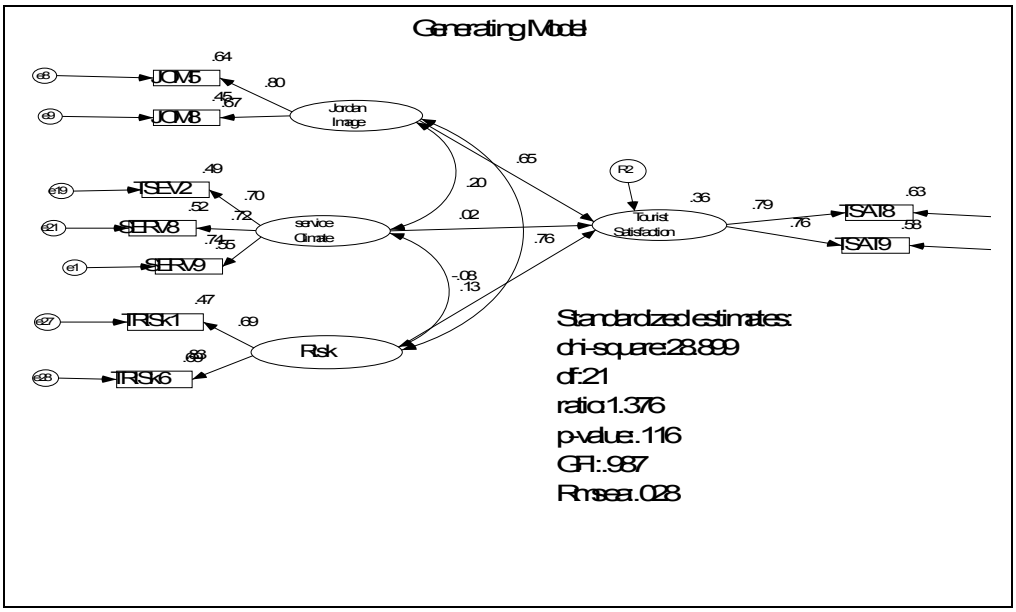

Figure 1.2: Generating Model (GM)

As shown in Figure 1.2 and Table 1.8 the three exogenous variables (Jordan image, perceived risk and service climate) jointly explained 35.6% variance in tourist satisfaction.

Table 1.8: Squared multiple correlation results

Endogenous Variable	Squared multiple correlation (SMC) = R2
Tourist Satisfaction	***.356***

Overall Comparison between structural models

As showed earlier, results revealed that the hypothesized model does not achieve model fit (p value=.000, p <.001). This indicates that hypothesized model was not supported. Even though hypothesized model produced one significant direct impact, it could not be generalized due to non-achievement of p-value (p<.05). Table 1.9 shows that hypothesized model supports one significant direct impact while Generating Model (GM) achieved fit model, and supported also one direct impact. Conversely, the path from perceived risk and service climate to tourist satisfaction is consistently insignificant in Generating Model (GM).

Table 1.9: Comparison between Hypothesized Model and Generating Model (M)

Hypothesis	From	To	Hypothesis model			(Generating Model (GM		
			Estimate	*P*	Hypothesis Asserted	Estimate	*P*	Hypothesis Asserted
H1	JOM	SAT	.618	***	*Yes*	.724	***	*Yes*
H2	RISK	SAT	.003	513.	*NO*	-.087	.502	*NO*
H3	SER	SAT	.007	403.	*NO*	.018	.784	*NO*

Among the structural models, Generating Model (GM) achieved the higher square multiple correlation (SMC). Table 1.10 shows that the Generating Model (GM) explains 35.6 % variance in tourist satisfaction. Conversely, the hypothesis model explains 30.3 % variance in tourist satisfaction.

Table 1.10: Comparison between Hypothesized Model and Generating Model (GM)

Goodness-of-fit	Goodness-of-fit Hypothesized Model	Goodness-of-fit Generating Model (GM)
CMIN	*16785.987*	*28.899*
CMIN change		*16757.088*
df	*659*	*21*
Df change		*638*
CMIN/df	*25.472*	*1.376*
GFI	*0.642*	*0.987*
RMSEA	*.223*	*.028*
TLI	0.381	*0.989*
CFI	*0.420*	*0.994*
***P*-value**	*0.000*	*0.116*

Tourist satisfaction(SMC= R^2)	.303	*.356*

Discussion

As mentioned earlier, this study attempts to examine the goodness of fit of the hypothesized structural model by integrating Jordan image, perceived risk and service climate. The hypothesized model does not achieve model fit (p-value=0.000, p<0.001). This implies that hypothesized model is not supported. However, the Generating Model (GM) accomplished model fits, thus, results could be generalized to the population. Jordan image has a direct positive significant impact on tourist satisfaction. Past studies have obtained similar result (Andreassen and Lindestad, 1998; Bigne et al, 2001; Chen and Tsai, 2007; Chi and Qu, 2008; Xia et al, 2009) Thus, a positive relationship between Jordan image and tourist satisfaction means that the tourists have positive perception of Jordan towards visiting Jordan in future. In this sense, Jordan government should emphasize on promoting a safe and secured destination for Jordan worldwide. Cable television network should be used to promote Jordan. Its implication for hotel staff and management is always portray a safe and secured vacation while in Jordan for all international tourists. Second, perceived risk have no relationship with tourist satisfaction, past studies have obtained similar result (Udo et al., 2008). In addition, Table 1.1 shows that the perceived risk has a low mean score (3.70), which could mean the international tourist may not think travel risk as a major issue. It could also implies that tourists feel there is less risk when they travel than depicted. Third, the relationship between service climate and tourist satisfaction is insignificant (positive relationship) which is similar to previous study (Alhroot , 2007). Service climate is not an important factor for satisfaction perhaps because their expectation and actual perception about service climate is quite similar whenever they visit.

Suggestion for future research

This study focuses in the Southern region of Jordan only. Future research should investigate the model in other regions of Jordan such as in middle region or Northern region. Other determinant factors need to be considered in future research such as technological factors (i.e. Internet), services and products prices, environment factors, and infrastructure factors. More importantly, the Ministry of Jordan should focus more on the safety of tourists, availability of modern facilities, development of better transportations avenues that could help tourists to have a faster access to all tourist sites and tourist destinations. Subsequently, it will lead to the augmentation of tourists' satisfactions to the destination.

Conclusion

This research examines the antecedents of tourist satisfaction among international tourists using SEM. Jordan image is found to be positively and significantly related to tourist satisfaction while perceived risk and service climate are not. Although some of findings are again inconsistent with the theory, it was justified by previous studies. The result also shows that the Generating Model (GM) is the best model to explain the international tourists' satisfaction as compared to the Hypothesized Models.

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Appendix A

Assessment of normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
SERV9	1.000	6.000	.076	.685	-1.080	-4.902
JOM5	.066	.859	-.120	-1.087	-1.425	-6.465

Variable	min	max	skew	c.r.	kurtosis	c.r.
JOM8	.000	.873	-.043	-.393	-1.261	-5.720
TRISk1	.014	.828	-.080	-.725	-1.727	-7.833
TRISk6	.033	.840	-.110	-.997	-1.491	-6.767
TSEV2	.006	.986	.016	.144	-.922	-4.185
SERV8	4.000	7.000	.192	1.739	-.005	-.023
TSAT9	.005	.839	-.255	-2.312	-1.217	-5.522
TSAT8	.005	.851	-.214	-1.944	-1.107	-5.020
Multivariate					10.141	8.009

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