

Impact of Online Destination and Image Dimensions on E-Satisfaction: An International Tourists' Perspective

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Abstract *The research paper aims to examine the role of online destination image as communicated through various online tourism-related platforms and its impact on e-satisfaction of international tourists visiting Jordan. The questionnaire was distributed to international tourists in Jordan hotels of capital city Amman. A total of 300 international tourists completed a survey that was conducted at Jordan hotels of capital city Amman. 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 E-satisfaction of international tourists. The results of study found that the privacy and security, customization, value of information, and ease of use have a significant positive and direct impact on E-satisfaction (H2, H3, H6, and H8). While, website design, information availability, reliability, and interaction quality have insignificant positive and direct impact on E-satisfaction (H1, H4, H5, and H7).*

Keywords: *Online Destination Image, E-Satisfaction, International Tourists, Jordan*

INTRODUCTION

Currently, most of global concern of tourism industry became an integral component of lifestyle and it has a main 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% (AlMuala, 2016). Jordan is a beautiful Mediterranean country with large number of diverse tourist destinations and attractions spread across the country. Some most visited tourist destinations and attractions viz. Petra and Jerash, Wadi Rum, Red Sea, the Dead Sea, and Amman attracts large number of domestic and international tourists

every year. Tourism is among top industries in Jordan, which generated 19.2% of Gross Domestic Product (US\$ 8.4 billion) in the year 2018. The tourism sector including the hotel industry, has attracted significant increases in foreign and domestic investment. Statistics reveals that, there were 4.9 million international tourists visited the country during the 2018. As per report published by Ministry of Tourism and Antiquities, Jordan, there are approximately 590 classified and unclassified hotels with an estimated number of 8095 rooms. These hotels are significantly contributing in revenue and employment generation in the country. Even after having huge number of tourist destinations, attractions and favorable government policies for tourism development, there are lots of challenges before the industry. The empirical evidence by Al-Refaie (2015) addresses the

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fact that the tourism industry within the Jordanian context is threatened by several challenges, that are mainly relating to the dynamic surrounding environments of Jordan. To survive in a rigorous environment, customers' satisfaction represents a critical indicator of a firm's competitiveness (Liao & Chuang, 2007; Ahire & Dreyfus, 2000). Reducing customer

complaints and service defects can significantly enhance customer satisfaction. In this extent, Akroush, deldte et al., (2016) found that tourism in Jordan must create an attractive environment for tourists, with enhancements to the quality of services provided, which will in turn significantly and positively affect guest satisfaction and loyalty.

Table 1: Number of Employees in Different Tourism Activities, 2018-2019

Item	% Share 2019	% Relative Change	2019*	2018
Hotels	39%	1.4%	20,951	20,670
Travel Agencies	9%	-1.9%	4,793	4,885
Tourism Restaurants	39%	1.7%	20,720	20,380
Rent a Car Offices	4%	8.4%	1,902	1,755
Tourist Shops	2%	1.7%	862	848
Tourist Guides	2%	11.8%	1,178	1,054
Horses Guides	1%	27.8%	528	413
Tourist Transportation Comp.	4%	95.8%	2,050	1,047
Diving Centers	0%	1.4%	150	148
Water Sports	0%	0.0%	255	255
Glass boats	0%	5.3%	100	95
Total	100%	3.8%	53,489	51,550

Sources: Ministry of Tourism & Antiquities, Jordan – www.mota.gov.jo

The statistics of Ministry of Tourism & Antiquities reveals that tourism industry in Jordan has a high potential for contribution in generating job opportunities and encouraging economic growth. This suggests a definite need for more efforts to advance such a promising industry. Table 2 shows the international tourists receipts and arrivals from 2009 to 2018 in Jordan.

Table 2: Tourism Industry in Jordan

Years	Tourism Receipts (Million) (JD)	Number of Tourists (Million)
2009	2067.0	3.788
2010	2545.2	4.207
2011	2431.5	3.959
2012	2923.0	4.162
2013	2883.6	3.945
2014	3106.6	3.989
2015	2886.1	3.761

Years	Tourism Receipts (Million) (JD)	Number of Tourists (Million)
2016	2870.9	4.234
2017	3293.6	4.575
2018	3726.6	4.927

Sources: Ministry of Tourism & Antiquities, Jordan –www.mota.gov.jo

The statistics in Table 2, shows that, there is significant growth in tourism receipts in last 10 years in Jordan. The tourism receipts in the year 2009 was 2067 million JD, while in the year 2018, it has reached to 3726.6 million JD. Similarly, the number of tourist arrival has also shown significant growth in the country. The number of foreign tourist arrivals in the year 2009 was 3.788 million while in the year it has increased to 4.927 million in the year 2018. The statistics also shows that there is fluctuation in international tourist arrivals in Jordan because of lack of government policies, unrest due to religious turmoil and international affairs. Similarly, Table 3 shows number of hotel/ rooms and beds in 2019.

Table 3: Number of Hotel /Rooms/Beds 2019

By Classification	No. of Hotel	SUIET	Room	Bed	Jordanian		Non-Jordanian		Total
					M	F	M	F	
Five Stars	37	686	9,250	15,103	9,000	707	643	293	10,643
Four Stars	34	283	4,083	7,117	2,749	175	135	40	3,127
Three Stars	60	261	3,279	6,518	1,425	142	283	30	1,880
Two Stars	64	173	2,306	4,832	534	38	183	44	799

By Classification	No. of Hotel	SUIET	Room	Bed	Jordanian		Non-Jordanian		Total
					M	F	M	F	
One Stars	65	29	1,538	3,288	249	9	84	1	343
Total classification	260	1,432	20,456	36,858	13,987	1,071	1,328	408	16,792
Apartments B	30	617	1,237	2,295	139	26	63	0	228
Apartments C	102	1,593	2,955	5,727	271	45	148	10	474
Suites A	5	155	621	1,002	1,586	58	10	8	1,662
Suites B	20	460	752	1,260	233	14	27	2	276
Suites C	17	381	490	1,045	103	12	30	0	145
Total Apart&Suite	174	3,206	6,055	11,329	2,332	155	278	20	2,785
Unclassified Hotels	107	0	2,659	5,478	752	9	330	0	1,091
Hostel	25	0	379	934	84	0	28	0	112
Motel	1	1	11	18	1	0	1	0	2
Camping	23	27	808	1,557	116	6	44	1	169
Total	590	4,666	30,368	56,174	17,272	1,241	2,009	429	20,951

Sources: Ministry of Tourism & Antiquities, Jordan – www.mota.gov.jo

Internet has changed the course of tourism industry. It has enabled fast and easy communication between the tourists and tourism facilitators. Planning a tour nowadays starts with online searches related to their destination. Online searches play a significant role in defining what image tourists shape about Jordan as a tourism destination. Diffusion of information using various online platforms is the most effective ways to market the tourism industry in Jordan. Internet nowadays changes the culture of marketing. In this regard Hunter (2016) argued that internet, and mobile applications affect individual with capability to access everything related to destination overseas.

LITERATURE REVIEW

E-Tourist Satisfactions

Satisfaction represents “a person’s feeling of pleasure or disappointment resulting from comparing a product’s perceived performance (or outcome) in relation to his or her expectations” (Kotler, 2000). In addition, E-satisfaction defined as the “contentment of the customer with respect to their prior purchasing experience with a given electronic commerce firm” (Anderson & Srinivasan, 2003, p. 125). The tourist destination site is a very competitive one and in this context a particular attention should be paid to the tourist satisfaction as many authors sustained that this is an influential factor in choosing a destination and deciding to revisit it (Yoon & Uysal, 2005). A study conducted by Vijay, Prashar and Sahay (2019) stated that- a reaction to a positive experience reflected on psychological mind state as an outcome is defined as satisfaction. This argument reveals the significance of customers’ personal experience to their images and behavioral intentions towards physical products

or services. Further, the experience where customer involves might have different context in terms of technology. A study conducted by Bai, Law and Wen (2008) reveals that there is an association between customers’ satisfaction with a particular portal and purchase intentions.

A positive browsing experience contributes to online consumer satisfaction, which is widely accepted to be one of the most influential components of post-purchase behavior and a key element in building successful, long-lasting relationships with consumers (Valkonen, 2009). Similarly, Kim and Li (2009) found positive relationship between e-satisfaction and e-loyalty. Thus, considering purchase intentions as a loyalty dimension, it is noted that web satisfaction enhances the probability of buying. Customer satisfaction has a prominent role in the survival and future growth of any tourism products, achievements and its related services (Gursoy et al., 2003, 2007). Jalilvand et al. (2012) evidenced that overall satisfaction with the web experience has a direct influence on the formation of user perception towards a specific entity conveyed on a website.

Online Destination Image

The term “destination image” has been largely addressed in tourism research, but many researchers are still non-agreeable with a basic definition of destination image concept (Hunter, 2016). Some scholars define destination image as “the sum of beliefs, ideas, and impressions that a person has of a destination” (Crompton, 1979, p. 18), which describes the shaped image of customers based on their knowledge, beliefs and related information. Many researchers advocate the idea that destination image has an effect when “limited knowledge based on experience and reality” exists (Tasci & Gartner, 2007, p. 419).

Currently, Destination image have has impact on tourist satisfaction and both have a direct positive impact on destination loyalty (Chi & Qu, 2008; Mualla & ALQurneh, 2012). Some researcher states that a destination's mental image is considered more influential than realty when a tourist decides to visit for a destination (Költringer, & Dickinger, 2015). Destination image as a construct consists of interrelated evaluations merged with general impressions and beliefs based on information processing from a variety of sources over time (Garay & Morales Pérez, 2017). The formulation of destination image started by Gunn's (1972), who demonstrates that a destination image is a combination of two image typologies: initial and encouraged. Initial images are shaped by tourists' impressions of a destination without physically visiting the place. Encouraged images are shaped as a promotional effort from other destination's marketers. Creation of differentiated destination image has become integral to be noticed in today's competitive global market, where competition between destinations is intense (Qu, Kim & Im, 2011). Hunter (2016) stated that online destination image might vary from one customer to another depending on many factors such as destination itself, the browser and the search engine, the language and keyword search. Google's Page Rank algorithm ranks documents based on popularity (Brin & Page, 1998), the most popular travel blog sites were identified through searches on Google using the keywords "travel blog". Increased social media platforms has made online image online destination image as a two-way passage. It gives rise to a concept known as "hermeneutic circle of representation". When a person arrives as a tourist, they are consumer when the same person reproducers of information of the destination, contributes as a producer and this results in continuous reproduction and recirculation of information known as "hermeneutic circle of representation".

However, Web designs play a crucial role as well as the information's available. The availability of information on the website are crucial and affect the creation of an online destination image. Similarly, social media platforms and blogs also assist in creating a destination image. According to Költringer and Dickinger (2015) stated that online information in different impressions and images of places by several electronic resources include text, pictures, and multimedia components, websites and online media. Sometimes excess information leads to problem of authenticity of sources. Perceived risk online can be defined as the feeling of insecurity and vulnerability experienced while browsing a website (Alcántara-Pilar et al., 2015). Green and Pearson (2011) found website usability to influence levels of consumer trust, decrease the perceived risk online, and enhance the intention to continue using the website, as well as fostering a positive emotional assessment of the travel destination. Thus, this research aims to investigate the role of online destination image as communicated through online tourism-related platforms in affecting tourists' e-satisfaction in Jordan.

RESEARCH MODEL

The framework of this study shows the relationship between the independent variable of online destination and contains eight dimensions which are website design, privacy and security, customization, information availability, reliability, value of information, interaction quality and ease of use. And one dependent variable is E-tourists' satisfaction among international tourists' perceived in Amman capital of Jordan (Vijay, Prashar, & Sahay, 2019; Hunter, 2016) as display in Fig. 1.



Fig. 1: The Research Model

HYPOTHESIS FORMULATION

This section includes the hypothesis information of this study as discussed below:

H1: Website design is related positively with E-satisfaction.

H2: Privacy and security is related positively with E-satisfaction.

H3: Customization is related positively with E-satisfaction.

H4: Information availability is related positively with E-satisfaction.

H5: Reliability is related positively with E-satisfaction.

H6: Value of information is related positively with E-satisfaction.

H7: Interaction quality is related positively with E-satisfaction.

H8: Ease of use is related positively with E-satisfaction.

METHODOLOGY

The current study investigates the potential effect of international tourists' perceived online destination image on E-satisfaction. The questionnaire was prepared based on detailed literature review and designed hypothesis. The researchers distributed self-administrated questionnaire. A deductive approach was adapted to collect specific quantitative information to accept or reject the hypothesis. The international tourists from different countries were selected to collect primary data for this study. However, the structured questionnaire which included questions demonstrating demographic information of the respondents and factors are influencing e-satisfaction of foreign tourist in Jordan. Table 4 shows the demographic characteristics of respondents.

The questionnaire was distributed to international tourists in Jordan hotels of capital city Amman (Hyatt Amman Hotel, Kempinski Hotel, Sheraton Hotel), and in the Dead Sea region (Marriott, Movenpick, Dead Sea Therapeutic Hotel). The sampling frame for this study consisted international tourists in Amman, who are arrived mid of year 2019, for the period 2 May, 2019 until August 20, 2019.

500 questionnaires were distributed among international tourists, 80 did not return, and 120 questionnaires were incomplete (missing responses). However, the 300 dataset were coded and saved into SPSS version 17.0. Thus, a total of 300 responses were usable and used for subsequent analysis, giving a response rate of 60%. In spite of the low and unrepresentative sample for the investigated

statistical population, taking into account the purpose of this exploratory study (the analysis of the relation between the destination image and the satisfaction of the tourists), the sample size can be considered reasonable/acceptable, with certain limits. There are some past studies on similar themes among similar populations based on small samples (Çoban, 2012; Mohammad, Alsadat & Hoda, 2016; Al Muala, 2017).

RESULTS

Profile of Respondents

Sample characteristics include five major items in this study: (1) gender, (2) age, (3) marital status, (4) income, (5), occupation, (6) nationality, (7) expenditure, (8) purpose, (9) accommodation, (10) duration, (11) mode, and (12) transportation. The results were obtained after analysing the demographic variables. The frequency and percentage for each variable is listed according to the survey categories as shown in Appendix C.

In the final sample, (66.6%) of the respondents were female and (33.4%) were males. It is realized that the majority of sample recoded 66.6% were female, and the majority of the respondent's age varied between 20 - 25 years old (23.1%). This may be a common criterion observed in many studies conducted by scholars such as McDougall and Levesque (2000), Martin-Consuegra et al. (2007) and Al Muala (2017). Of marital status, 64.4% of the respondents were married, whilst, unmarried people (single) showed 26.7% and divorced people recorded only 6.5%. However, widowed reported 2.2%. However, the income level for respondents per month showed 42.3% for those who earned less than \$1000 per month.

With regards to tourists' occupation the majority of respondents (39.7%) were public sector employees and the lowest of the respondents were unemployed (2.0%).

The largest group of international tourists was European (37.9%) and the smallest group was Russia at (0.8%). On the other hand, looking at the average daily expenditure for tourists in Jordan, the majority of respondents who recorded (38.5%) spent between \$61-\$100. Moreover, the purpose of tourists visiting to Jordan, the majority of respondents (68.2%) stayed that they travelled to Jordan for relaxation. Regarding the tourist's stay in Jordan, the majority (53.2%) stayed in hotels. Thus, when tourists were asked about the duration of stay in Jordan, the majority of respondents who recorded (34.8%) stayed in Jordan between 2-5 days. 50.6% of the respondents entered Jordan by air. Finally, the discussion shows that 25.7% of the respondents preferred to travel in Jordan through tourists' coaches.

Descriptive Statistics of Variables

Overall, the results in Table 4 shows that mean score of E satisfaction are considered very high (6.8). In contrast interaction quality is relatively low with mean score (5.5), meaning that of international tourists was towards E-satisfaction need to more interaction quality.

Reliability Test

In this study composite reliability used, composite reliability developed by Werts et al. (1974), measures the reliability of a construct in the measurement model. This study used test of composite reliability of each measure. This was assessed using guideline by Nunnally (1978) for assessing reliability coefficients. The summary of the composite reliability based

on the standardized factor loadings obtained from the final revised structural model shows that all constructs have an acceptable value above 0.60 (Nunnally, 1970).

Composite reliability results indicate that the measurements of all observed variables can be considered as reliable and acceptable most of the constructs have a value more than .77. This result provides strong support for the construct components. Thus, the results in Table 4 shows that provides comprehensive reliability results for each of the study constructs. The composite reliability is calculated by use of the following equation:

$$\text{Composite reliability} = \frac{(\sum \text{standardized loading})^2}{(\sum \text{standardized loading})^2 + \sum \epsilon_j}$$

(Source: Hair et al., 1998: 624)

Table 4: Descriptive Statistics of Variables and Reliability Results

Variable Name	Original Items	Total Mean	Items after CFA	Composite Reliability
Website design	5	6.7	2	.87
Privacy and security	5	6.6	2	.89
Customization	5	6.5	2	.77
Information availability	6	6.7	2	.78
Reliability	6	5.6	3	.83
Value of information	6	6.6	2	.88
Interaction quality	6	5.5	2	.77
Ease of use	5	5.8	2	.78
E Satisfaction	6	6.8	2	.80
Total	30		19	

Confirmatory Factor Analysis (CFA)

The CFA measurement model estimation is the first step of Structural Equation Modeling (SEM). The CFA determines whether the number of factors and the loadings of items on them conform to what is expected based on the pre-established theory of scale assessment. The SEM techniques were used to perform the CFA. The AMOS software 20.0 was used to calculate whether or not the proposed factor solutions and the model fit the data, structural equation modeling (SEM) is considered a family of statistic models that looks for details concerning the relationships among multiple variables (Hair et al., 2006). A confirmatory factor analysis (CFA) is first used to confirm the factor loadings of the eight constructs (website design, privacy and security, customization, information availability, reliability, value of information, interaction quality and ease of use and E-satisfaction).

As a general rule of thumb, Hair et al. (2006) provides a guideline to interpret the factor loading, where factor loadings with a value of +.50 or greater are considered very

significant; a loading of +.40 is considered most important; a loading of +.30 is considered significant. In this study, all items have a factor loading of more than .60, suggesting that the items correlate very significantly to the factor itself.

Table 5: Factor Loading Results of Constructs

Variables	Code	Factor Loading
Website design	WD2	.96
	WD3	.95
Privacy and security	PS1	.85
	PS3	.94
Customization	CU2	.98
	CU3	.90
Information availability	IA1	.87
	IA2	.85
Reliability	RE2	.85
	RE4	.83
	RE6	.51

Variables	Code	Factor Loading
Value of information	VI1	.55
	VI5	.77
Interaction quality	IQ5	.59
	IQ6	.78
Ease of use	EU1	.93
	EU3	.89
E-Satisfaction	ESAT4	.92
	ESAT5	.92

Having discussed the confirmatory factor analysis (CFA), it is realized that the regression estimates or factor loading of all observed variables or items are adequate from 0.51 to 0.98 as shown in Table 5. According to the sampling size, the factor loading for each observed variable or item should be above 0.30 (Hair et al., 2006). This results indicates that each the constructs conforms to the construct convergent validity test.

Goodness of Fit Indices of Generating Model (GM)

The results of goodness-of-fit for the generating model are shown in Fig. 2, the value of chi-square 183.634 with

116 degrees of freedom. The GFI is 0.938, the AGFI is 0.90, IFI is 0.983, TLI is 0.975, NFI is 0.956, CFI is 0.983, RMSEA is 0.044, and the CMIN/DF of 1.583 < 2. The results of goodness-of-fit for generating model are acceptable as being above recommended values (Hair et al., 2006).

Hypothesis Testing of Generating Model

A direct effect represents the effect of an independent variable (exogenous) on a dependent variable (endogenous). From Fig. 2 and Table 6, it shows that the hypotheses test, in determining the significance of each path coefficient, estimate of regression weight, standard error of regression weight, and critical ratio for regression weight, (C.R.= dividing the regression weight estimate by the estimate of its standard error gives) were used.

Table 6 presents each parameter's C.R., Estimate and S.E of the Generating Model. Hence, found that the privacy and security, customization, value of information, and ease of use have a significant positive and direct impact on E-satisfaction (H2, H3, H6, and H8). While, website design, information availability, reliability, and interaction quality have insignificant positive and direct impact on E-satisfaction (H1, H4, H5, and H7).

Table 6: Direct Hypotheses Testing Result of Generating Model

H.	Regression Weights From	To	Estimate	SE	C.R.	P	Hypothesis
H1	WD	ESAT	.021	.063	.333	.739	NO
H2	PS	ESAT	.176	.090	.1.96	.050	YES
H3	CU	ESAT	.100	.039	2.57	.010	YES
H4	IA	ESAT	.013	.105	.122	.903	NO
H5	RE	ESAT	.151	.184	.824	.410	NO
H6	VI	ESAT	.362	.119	3.03	.002	YES
H7	IQ	ESAT	.029	.059	.949	.621	NO
H8	EU	ESAT	.477	.090	5.33	***	YES

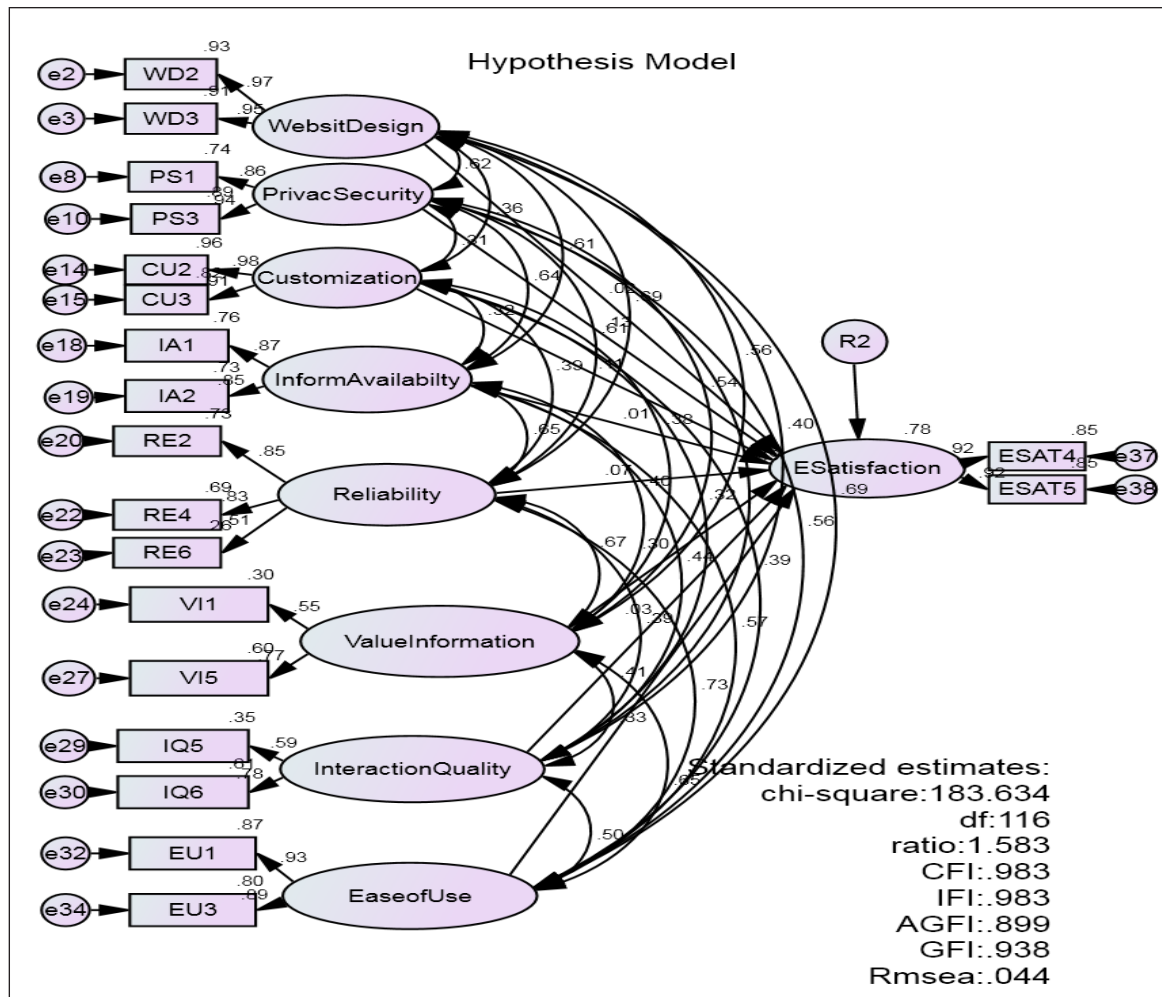


Fig. 2: Generating online Destination Image and E-Tourist Satisfaction

DISCUSSION

The current study shows that online destination image has, indeed, an impact on E-tourist satisfaction in the Jordan tourism context, offering a better insight into the relation between these concepts, by trying to determine which constructs have the most influence on tourists' satisfaction and their intention of revisiting and recommending the destination.

This study examined the effect of dimensions of online destination image and E-tourist satisfaction among international tourists. The results displayed the positive and direct impact between online destination image dimensions of website design, privacy and security, customization, information availability, reliability, value of information, interaction quality and ease of use and its impact on the E-tourist satisfaction of international tourists in the context of Jordan tourism.

Thus, after collecting and analyzing the data using Amos 20.0. Paths analysis showed that the most of hypothesis were

have a significant positive and direct impact on E-tourist satisfaction, privacy and security, customization, value of information, and ease of use have a significant positive and direct impact on E-tourist satisfaction. While website design, information availability, reliability, and interaction quality have insignificant positive and direct impact on E-tourist satisfaction. This means that E-tourist satisfaction is affected by a number of factors, such as website design, information availability, reliability, and interaction quality. Therefore, the ministry of Jordan tourism must pay more attention to the other factors that influence distance tourism in the future.

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. Furthermore, an essential factors need to be considered in future research such as loyalty and tourists' behavior. Also hotel services, products prices, environment and infrastructures factors. More importantly, the Ministry of Jordan should focus more

on the factors were insignificant were in this study from of international tourists' perspective. Subsequently, it will lead to the augmentation of tourists' satisfaction to the destination

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