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Antecedents of destination tourists' loyalty through tourists' satisfaction: an empirical study of international tourists' in Jerash festival in Jordan

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Abstract: In this research we are going to investigate the effect of tourist's satisfaction and loyalty in Jerash festival in Jordan. The researcher used a questionnaire survey to elicit data from the participants of the study. The sample included 490 responses were correct and used for analysis, with a response rate of 62%. They were distributed over a number of international tourists in Jerash festival in Jordan, particularly in the North of Jordan. Results of the study showed that the hypotheses were having a big positive and direct effect on tourists' satisfaction and loyalty in Jerash festival in Jordan (H1, H2, H4, H6 and H7). While, have insignificant positive and direct impact on tourist insignificant and loyalty (H3 and H5). Finally, the study displayed that tourist satisfaction not mediating impact between Jordan image, service climate and tourist loyalty (H8 and H10. While, found that the mediating effect of tourist satisfaction in the relationship between price fairness and tourist loyalty (H9). The study showed the importance of the climate and price of the tourism service in Jordan, specifically in the Jerash Festival. The Ministry of Tourism and the Director of Tourism in Jerash should take care of everything that leads to the satisfaction of tourists.

Keywords: international tourists; satisfaction; loyalty; Jerash festival; Jordan.

1. Introduction

In the past decade, general interest in services of tourism sector has led to many studies, including relations among customer quality of tourism services, tourist satisfaction and loyalty. The tourism strip is one of the most important service sectors in the world.Statistics of the World Travel and Tourism Organization indicate that the tourismand travel industry contribute 9.8% of the global gross domestic product for theyear 2015and cultural tourism became the fastest growing in this sector, and inthe year 2018 the tourism and travel sector achieved 8.8 trillion dollars andcontributed to the creation of 319 million jobs around the world. This confirmsthat the travel and tourism sector is one of the most important governmentresources for its effective contribution to the GDP and the extent of itscontribution to providing a job for all segments of society, as this industry isexpected to contribute to achieving 412 million jobs by 2029 (MoTA 2019).The annual research of the World Travel &Tourism Council (WTTC), which dealswith the social importance of the economic impact of the tourism sector,conducted by the World Travel and Tourism Center over the past 25 years, showsthat the value of the contribution of the tourism and travel sector to the globaleconomy amounted to 8.8 trillion dollars in 2018, as The global economy achievedfaster growth for the eighth year in arow for travel and tourism compared (3.9% to 3.2% of global GDP), as the sector contributed 10.4% of the total globaleconomic output and the sector provided 319 million jobs, which is the secondfastest growing sector in the world after The manufacturing sector, which grew by4%, followed by the healthcare sector (+ 3.1%); IT (+ 1.7%)and financial services (+ 1.7%), and entertainment pay out also witnessed asignificant raise, jumping from (from 77.5% in 2017 to 78.5% in 2018), whichmeans 21.5% (22.5% in 2017) of business spending. Commercial raised itsshare of pay out from Global tourists by 28.8% from 27.3% in 2017. Thismeans that the proportion of domestic tourists pay outraised to 71.2% of total entertainment pay out.

The Hashemite Kingdom of Jordan is one of the wealthy countries in the MiddleEast with tourist attractions, as it includes a wide range of tourist attractions. Thetourism strip represents one of the most important and vital economic sectors inJordan. As Jordan has a developed tourism infrastructure, which includes manyGlobal and luxurious hotels and resorts, a sophisticated transportationnetwork and organizes many cultural and social activities and events throughoutthe year that provide a fertile and wonderful tourism environment for all types

ofinternational tourists, and many tour operators operating in the country to meetthe needs The main for different types of tourists.

2. Problem Statement

There are challenges of Jordan tourism at the present time with regard to the loyalty and satisfaction of tourists towards the services provided at the Jerash Festival. Where there are few hotels and resorts compared to the Dead Sea and Aqaba. Additionally, other challenges related to the infrastructure and its distance from the capital, Amman, where tourists need a special means of transportation from Amman to Jerash. Moreover, high prices in Jerash city compared with another's cities.

According to the World Travel &Tourism Council- The Economic Impact ofTravel and Tourism for (WTTC, 2019), illustrate that the travel & tourism sectorcontributed in 2018 with an amount of ($ 2,750.7 billion), or 3.2% of the globalGDP for the same year. The total contribution of this strip was $ 8,811.0 billion(10.4% of GDP). As for the strips contribution to providing employmentChances, in 2018, the travel and tourism sector contributed to the creationof 122,891,000 direct jobs (3.8% of total employment), and the total contribution ofthis strip was 318,811,000 jobs or 10.0% of total employment.

The distinguishes tourism efficiency economically is their contribution to theachievement of the three most important goals of the economies of countries, especially developing countries, which are represented in:
1. Profit generation
2. To contribute to providing job chances
3. Provide the economic a foreign currency.

Thus, the tourism strip can play a major role in. developing the economy. The sizeof this role is determined according to the determinants of each country. Wherethe impact of the tourism strip is noticeable on all other production strips andthus contributes to economic development effectively (WTTC, 2019).The economic conditions in a developingcountry deteriorated significantlybetween the years 2010-2014 due to the repercussions of the so-called ArabSpring crisis, which led to a sharp decline in GDP at an average speed of 6.0%, withgrowth slowing to 4.2% on average between 2015 And 2018 (United Nations,2019). Africa, Latin America and West Asia were the economies most affected bythis slowdown, and in 2019 the average GDP growth fell to less than 4.0% indeveloping countries, and Argentina, Brazil and South Africa were affected to alesser extent, and difficult economic conditions in Mexico, Saudi Arabia andTurkey also contributed to this. Whereas, the negative effects of the repercussionsof this slowdown were represented by the collapse of the prices of the maincommodities and thus the weakening of the economy, and thus the confidence ofinvestors and consumers was undermined due to both the economic policies inmany developing countries, which increased trade and investment tensions, whichled to a cycle of limiting the various investment plans.

Given the importance of the Jordanian tourism sector, especially from theeconomic point of view, it is important to research it extensively, and this researchdeals with studying the loyalty of tourists in Jordan among international tourists. This research also confirms firmly on the necessity to promote and develop thelogical tourism thought for the important people in this sector, such as hotelmanagers and agents of tourism and travel companies, and their ability topromote tourist places, attract tourists, create a suitable tourism environment inJordan and build bridges of cultural and social knowledge exchange with thepeoples of the world.

3. Literature Review

3.1 Antecedents of Tourist Satisfaction and Loyalty

Customer satisfaction can be defined in many ways, as he asserted that it is related to the evaluation of the customer through his experience and according to his expectation of the product (Kotler ,2002). Some of studied by researchers determined the most important factors that influence tourism satisfaction and loyalty (Yan and Lee 2015; Dora and Frleta 2016; Al Muala, 2017). By another way, customer satisfaction is defined as & quot; an evaluative decision after consumption or use in relation to a product. & quot; (Gonderson et al.,1996). Furthermore, customer satisfaction is of great interest in Public and privatesectors, especially in practice in tourism marketing (Guoa, Barnesb, & Jia 2017;Tseng 2017). According to Al-Majali (2012) there are some. factors that mightin fluence tourist satisfaction, such as "image of Jordan, perceived risk, and serviceclimate" and its influence on tourist's satisfaction. The result of study found thatthere is a significant relationship between image of Jordan and tourist satisfaction,while perceived risk and service climate has insignificant on tourist satisfaction.

The decrease in the number of international tourists in Jordan between 2006 and2009 confirms that Jordan faces the problem of determining a destination. In2006, the number of international tourists in Jordan was 6,712,804, and itdecreased significantly to 5,413,919 in 2009 (Al Maula, 2011). This is in addition towhat the Jordanian tourist faces from the disloyalty of international tourists,especially during the so-called Arab Spring. And the consequent decline in thenumber of international tourists in Jordan between 2016 and 2017. In 2016, thenumber of international tourists visiting Jerash Festival was 93,448, and itdecreased to 165,559 in 2017

(Ministry of Tourism and Travel, 2018).Nevertheless, this is a real indicator of the declining loyalty of internationaltourists in recent years. While, thevolume of income from tourism during 2016amounted to (1,569,100) million dinars compared to (675.1) million dinars in 2017(Ministry of Tourism and Travel, 2018), according to preliminary data from the Central Bank (MoTA, 2018).

In addition, there are insufficient studies available to examine the relationship between the satisfaction of tourists and the loyalty of tourists in Jordan in generaland the Jerash Festival in particular (Jerash Festival). This also applies to Jordanwhere there is a dearth of research on actual visiting behavior at the JerashFestival, as most studies have focused on tourist satisfaction only (Al Muala,2015). This problem revealed the extent of the influence of the satisfaction and loyalty oftourists in the study of Al-Haroot (2007). It was found that there is a state ofdissatisfaction among international tourists in Jordan, and this may be related tounspecify reasons (political, economic or social). According to Al Muala (2011),due to the lack of information and studies that analyze the relationship betweenprevious travel experiences and the experience of visiting Jordan and the motivesof the tourists 'lack of intention to re-visit in the future, in most cases studying theextent of tourists' satisfaction gives a good indication of intentions to return visitsin the future or not (Zhou, 2005).

In previous researches investigated in of tourist satisfaction, such as Al-Majali(2012) study which found that there is a respectable positive relationship betweenJordan image and tourist satisfaction. In additional, the destination of tourist isconsisting of both tangible and intangible elements, natural attractions is the bigtangible elements such as historical- cultural heritage, beaches and mountains.While, culture customs and the history of that destination (Qu, Kim and Im, 2011)is the intangible elements which supported by Lynch and Tinsley (2001) whoconsider the tourist destination & quot; a system with many components such as touristattractions, accommodation, transport, other services and infrastructure. Some ofpast studies were found important findings (Szymanski and Henard, 2001; Chi ,2005; Rosenberg & Czepiel 2017). on the other side few researchers found thatthere are unimportant relationships (Tussyadiah, 2016; Andresen, 1998; Alhroot,2007). Furthermore, refer to origin image impact tourists' satisfaction and loyalty,for this relationship found uniformity findings, and a few studies found significantimpacts (Liu, Li, & Kim, 2017; Wu & Li, 2017; Wu et al. 2018). Additionally, there are conflict results referring price fairness and influences tourists' satisfaction andloyalty. Few of research were found significant findings (Martin-Consuegra et al,2007; Herrmann et al., 2007; Ti Bei & Ching Chiao, 2001). While some studiesresearches that there is an insignificant relationship (Hadijah, Jusoff& Mahmud,2013). Additionally, there are conflict results referring the the relationship between understand risk and tourist satisfaction and loyalty in tourism settings (Yuksel & amp; Yuksel, 2007). Likewise, there are tied studies in Jordanian tourismsettings. Experiential findings for this relationship suggest unclear and conflict results (Yuksel & Yuksel, 2007; Amoroso and Hunsinger, 2008; Quintal, Lee and Soutar, 2009). In contrast, study by Udo, Bagchi and Kirs (2008, Al Muala, 2011)found that there is an insignificant negativerelationship&quota; There are exclusiveprevious research that try to examine the mediating effect of tourists' satisfactionin Jordan, generality of the past studies on tourism in Jordan focused only on thesatisfaction of tourists and its direct effect loyalty (Rosenberg & Czepiel 2017; AlMuala, 2011, 2016; Harahsheh, 2010; Chi, 2005).

This research which adopts the disconfirmation theory argues that 'satisfaction isrelated to the size and direction of the disconfirmation experience that occurs as aresult of comparing service performance against expectations. Ekinci et al (2004)cites Oliver's updated definition on the disconfirmation theory, which states"Satisfaction is the guest's fulfillment response. It is a ruling that a service orproduct feature, or the service or product itself, is providing a pleasing stage ofconsumption-related achievement, including stages of under- or over-achievement" disconfirmation theory is interested with the tourist satisfaction inthe Jordanian context various other papers which are more worried generally withtourism. Tourist allegiance is different other tourism aspects as it deals with abasic issue in the tourist and travel sector. It will assist travel and tourist agents,law-makers and hotel managers to sense the procedures implicated in thetourists' behaviors by give them with the suitable solutions. The theory ofexpectancy-disconfirmation, which Richard Oliver developer, says that peoplejudge pleased with services based on prior expectations and quality of experienced service (Ryzin 2013). a positive relationship between expectation andsatisfaction is founded in a lot of studies (Szymanski and Henard 2001).

Regarding to satisfaction as mediating effect, there are conflicting feedback for instance,few of studies found satisfaction has a mediating impact (Patterson and Spring, 1997;Caruana and Malta, 2002; Al-Hawari and Ward, 2006; Olorunniwo et al., 2006; Ryu etal., 2007). In disparity, and some of studies found as satisfaction not a mediator (ALMuala, 2011; Maxham and Netemeyer, 2002). As shown in previous researches thereare break up studies regarding the mediating effects of satisfaction. Therefore, thisresearch is incorporated between one mediating effect of satisfaction in the relationshipbetween (Jordan image, and price fairness) factors and tourist satisfaction towardtourist loyalty.

In this study there is a various predictors are considered another problemnotification of this research; there are many diverse predictors in this study, suchas predecessors of tourists' loyalty. However, there are various in predecessors, ofcustomer loyalty such as tourists' satisfaction, the majority of previouslyresearches have been conducted in developed countries and focused mainly onbanking industries and information technology (Gopi

& Ramayah, 2007; Kim et al.,2008; Canniere et al., 2008), and some of tourism industry studies in Jordan (AlMuala, 2011; 2016).

This research will discuss tourist contentment toward tourist loyalty amongstinternational tourists visited Jerash festival in Jordan. The Jordan image is knowing bytourists, cooperation with the hotel staff and feeling satisfied or unsatisfied. This studyconsiders that the (Jordan image, price fairness, and climate service) factors as theserious determinants of tourist content toward tourist loyalty. Thus, this means that thetourists already have a positive or negative image in their mind about Jordan accordingto what they received. Moreover, checking of the mediating effect of satisfaction isconsidered a serious issue in this study.

4. Methodology

The study relied on the use of a questionnaire as it focused appropriately on surveying the sample in a comprehensive manner (Bakkar, 2001). The population of this study consists of international tourists' at the Jerash Festival in Jordan; a systematic random sample was used. This study was identified of three places in the Jerash Festival in Jordan, which are the north, middle and south of the festival. Emphasis was placed on taking samples for this study from international tourists at the Jerash Festival in Jordan who visited Jerash during the period from June to August 2019. 800 questionnaires were distributed to tourists, 200 did not reach the tourists, and 100 incomplete questionnaires (missing) responses. However, the 500, dataset was encrypted and keep in SPSS edition 17.0 through the data scanning way for outliers. External finding show that 10 data sets were omitted due to a Z-value of more than +3 or less than -3 (Hair et al., 2006). Therefore, 490 responses were corrected and used for post-analysis, generous a response rate of 62%.

In this study the questionnaire is separatedtosixelements: (1) demographic variables (5 items); (2) image of Jordan (9 items), (3) price fairness (6 items), (4) service climate (5 items), (5) tourist satisfaction (7 items), and (6) tourist loyalty (8 items) by (Al Muala, 2016; 2017, 2011). All variables were measured using five-point Likert scales from (1) Strongly disagree, (2) Disagree, (3)Undecided, (4) Agree, (5) Strongly Agree

5. Hypothesis Formulation

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

H1: Tourist Satisfaction is related with Tourist loyalty

H2: Jordan Images related with Tourist loyalty

H3: Price Fairness is related Tourist loyalty

H4: Service Climate is related with Tourist loyalty

H5: Jordan Image is related with Tourist Satisfaction

H6: Price Fairness is related with Tourist Satisfaction

H7: Service Climate is related with Tourist Satisfaction

H8: Tourist Satisfaction mediate the relationship between Jordan image and Tourist loyalty

H9: Tourist Satisfaction mediate the relationship between price fitness and Tourist loyalty

H10: Tourist Satisfaction mediate the relationship between service climateand Tourist loyalty

6. Results

6.1 Outline of Respondents

The study sample consists of the following main elements: (1) gender, (2) age, (3) Education, (4) Any Social Media you're prefer to, (5), Any time you're prefer to use Social Media, and (6) Nationality. The study showed that the final sample was (66%) of the respondents were females and (34%) were males. It is clear that the majority of the recoded sample, 66%, was female, and that the majority of the respondents' ages varying between 36-41 years were 53.2%.Most of the respondents were Arab with 78.7%. Regarding to social media use, the percentage was 52% as the majority of sample using Facebook, while, 26.5%, use Twitter, 11.7% use Instagram, 4.7%, 2.1%, use YouTube, and the users were WhatsApp 3%. 73.1% of the despondence usesSocial Media between 8 – 10 hours per day between 11AM – 12 PM. Finally, Most of nationality of tourists was Arab Gulf 65%.

6.2 Descriptive statistics of variables

The finding of study was in Table 1.1 show that the average image score for Jordan is very high (3.9). In contrast, price fairness is relatively low, with an average score of (3.2), which means that the tourist who looks at the tourists 'satisfaction and loyalty needs more attention to the services and the image of Jordan.

6.3 Reliability Test

The composite reliability used in this study was used. According to previous studies, the composite reliability developed by Werts et al. (1974), measures construction reliability in a measurement model. This was tested using a principle known to researchers by Nunnally (1978) for knowledge of reliability coefficients. We note that

the composite reliability values based on the value of each variable obtained through the final structure of the study and that all values have an acceptable value higher than 0.60 (Nunnally, 1970). Therefore, most of factors were reliable and acceptable in this study.

Table (1): Results of Reliability

Construct	Original Items	Total Mean	Items after CFA	Composite Reliability
Jordan Image	9	3.9	3	.88
Price Fairness	6	3.2	2	.80
Service Climate	5	3.5	3	.75
Tourist Satisfaction	8	3.7	2	.79
Tourist loyalty	7	3.6	4	.85
Total Items	35		18	

6.4 Confirmatory Factor Analysis (CFA)

According to several recent analytical studies, the Study Model Index focused on measuring CFA is the first step in Structural Equation Modeling (SEM). The CFA scale shows whether the number of factors and the load of items on them correspond to what would be expected based on the model agreed in the study to evaluate the scale. The techniques were used. SEM to use CFA technology AMOS 20.0 was used to find out the proposed factors for the analysis and how they matched the data collected for the study Structural equation modeling (SEM) is a set of statistical models that search for details regarding the relationships between multiple variables (Hair et al., 2006). Confirmation Factor Analysis (CFA) is used for the first time to confirm the load factor for the five structures (Jordan Image, Fair Prices, Service Climate, Tourist Satisfaction and Tourism Loyalty). The results of the suitability of fit for the generation model are shown in Fig.1.1. The chi-square has a value of 200.499 with 94 degrees of freedom. GFI is 0.953, AGFI 0.931, IFI 0.966, TLI 0.948, NFI 0.937, CFI 0.965, RMSEA is 0.048, CMIN / DF of 2.133 <3. The appropriate quality results of the generation of the model are acceptable because it is above the recommended values (Hair et al., 2006). Thus, most of factors confirmed and acceptable in this study.

6.5 Hypothesis Testing of Generating Model

The direct relationship represents a direct effect through the independent (external) construct on the dependent (internal) construct. From Figure 1.1 and Table 1.2, hypothesis testing, in determining the significance of each path parameter, shows the estimation of the weight of the regression, the standard error of the weight of the regression, and the critical ratio of the weight of the regression, (CR = weight division of the regression estimation was used by estimating the standard error).

Table 1.2 presents each parameter's C.R., Estimate and S.E of the Generating Model. Hence, found that the (H1, H2, H4, H6 and H7)have a significant positive and direct impact on tourist satisfaction and loyalty. While, (H3 and H5) have insignificant positive and direct impact on tourist satisfaction and loyalty.

Table (2): Results of Hypotheses

H.	Regression Weights From	To	Estimate	SE	C.R.	P	Hypothesis
H1	SAT	LOY	.559	.169	3.305	***	YES
H2	JOM	LOY	.366	.157	2.331	.020	YES
H3	PR	LOY	.067	.148	.450	.653	NO
H4	SECM	LOY	.436	.066	6.614	***	YES
H5	JOM	SAT	.002	.079	.025	.980	NO
H6	PR	SAT	.246	.080	3.071	.002	YES
H7	SECM	SAT	.155	.037	4.189	***	YES

6.6 Mediating Effect of Tourist Satisfaction

In this study, the mediating effect of tourist satisfaction as shown in Table 1.3 and Figure 1.1 is the result of the mediating effects of tourist satisfaction in the relationship between (Jordan's image, price fairness, and service climate) and tourism loyalty. As many studies have indicated, if the direct effect is greater than the indirect effect, this confirms that the mediator has no effect (Baron &Keany, 1986; Byrne, 2001). In this study the result showed that the tourist's satisfaction does not affect the relationship between the image of Jordan and the climate of service and tourism loyalty (H8 and H10) as shown in Table 8, where the direct impact is more than the indirect effect. While the mediating effect of tourist satisfaction was found in the relationship between price justice and tourism loyalty (H9).

Table (3): mediating effect

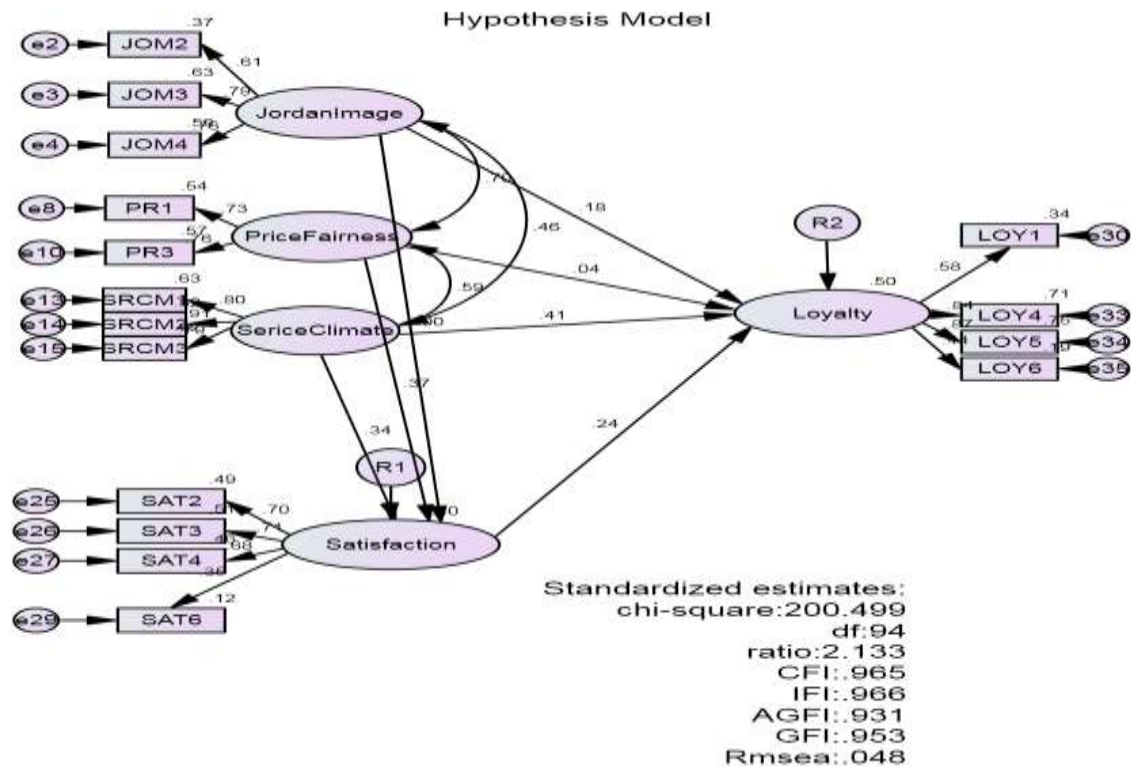| Hypothesis	From	Mediating	To	Direct effect	Indirect effect	Total effect	Results
H8	JOM	SAT	LOY	.176	.001	.177	Not mediating
H9	PR	SAT	LOY	.043	.088	.131	Mediating
H10	SRCM	SAT	LOY	.405	.080	.485	Not mediating

Figure (1): Tourists' Satisfaction and LoyaltyModel (TSLM)

7. Discussion

It was clear that the study achieving the objectives of study should help and development academic research to describe, understand and explain the status of tourists' Satisfaction and loyalty in Jerash festival in Jordan. This research examined the effectantecedents of tourist loyalty in Jerash festival in Jordan. The results displayed the positive and direct impact between Jordan image, price fairness, service climate, tourist satisfaction and tourist loyalty, 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 tourists' Satisfaction and loyalty in Jerash festival in Jordan (H1, H2, H4, H6 and H7). While,have insignificant positive and direct impact on tourist satisfaction and loyalty (H3 and H5). Therefore, the ministry of tourism must pay more attention to the other factors that influence tourist loyalty in Jerash festival in Jordan in the future. Finally, the study displayed that tourist satisfaction not mediating effect between image ofJordan, climate of service and tourist loyalty (H8 and H10. While, found that the mediating effect of tourist satisfaction in the relationship between price fairness and tourist loyalty (H9). Thus, tourist satisfaction plays a vital role on tourist loyalty. Most of results supported with past studies (Al-Haroot, 2007; Yan and Lee 2015; Dora and Frleta 2016; Al Muala, 2017).

Recommendations:

Regards the results of study were some of Recommendations
- The need to develop the capabilities and competence of workers in the tourist sector in Jerash.
- Ensure that the international tourist is aware of the local products.
- Maintaining appropriate of local products prices for foreign tourists must
- The Ministry of Tourism interest in the facilities and infrastructure of the Jerash Festival

Study contribution:

Based on the above, the study clarified the extent of the influence of factors affecting the satisfaction and loyalty of international tourists when visiting the Jerash Festival. It shows the impact of price and service climate on the decision to buy the local tourism product that is presented at Jerash Festival

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