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CUSTOMER EXPECTATION, PERCEIVED VALUE AND THE MODERATING INFLUENCE OF ISLAMIC ATTRIBUTES OF DESTINATION ON CUSTOMER SATISFACTION IN JORDAN

Mustafa Hassan Abdullah Al Shamaileh

Thesis submitted in partial fulfillment for the degree of
DOCTOR OF PHILOSOPHY
IN HUMAN RESOURCE MANAGEMENT

UNIVERSITI SAISN ISLAM MALAYSIA

September 2017
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ABSTRAK

ABSTRACT

Globally, various types of tourism have increased over the decades with Islamic tourism being an increasing industry in its own sphere. National and international Muslim travellers’ communities have a predetermined awareness of Islamic attributes regarding what to expect at hotels, restaurants, beaches and religious or non-religious locations while they are visiting Jordan. The research sought to ascertain which Islamic attributes are fundamental to Muslim tourists while they were visiting Jordan and the impacts they have on promoting Jordan as an Islamic destination and, in the future, becoming an integral part of Islamic tourism. A self-administered questionnaire was used to collect data from national and international Muslim tourists in various regions of Jordan in order to examine how Islamic attributes affect the choice of their destinations. Data was collected utilising internationally accepted measurement tools Structural Equational Modelling. 370 questionnaires were entered and analysed by AMOS 20; the variance being 0.32 for overall tourists' satisfaction. The findings indicate that Islamic attributes on destinations have a significant impact as a moderating influence on tourists' satisfaction levels and diversify according to the attributes and have divergent levels of satisfaction. Finally, the study concludes that there should be increased collaboration between Jordan and other nations but at the same time not overlooking its domestic market to attract Muslim tourists at competitive prices, the enhancement of the quality of tourism services to the highest international standards and upgrading facilities in Jordan specifically in prominent tourist catchment areas especially for Muslim tourists.
المنخص

ارتفعت معدلات السياحةعالميا على مدى العقود القليلة الماضية مع السياحة الإسلامية التي أصبحت صناعة متزايدة ومنافسة. فالدول الإسلامية والمسافرين الدوليين يدركون أن الإسلام يعتبر مسماً وخصائص يمكن توقعها في النقاد والعنوان والنشأة والتسويقية وغير الدينية عند زيارة الأردن. وقد هدفت الدراسة إلى تحديد خصائص أن الإسلام هو الجذور الأساسية للمسيحيين وأثره على تنمية الأردن كوجهة سياحية للمسيحيين في المستقبل، لتوصيب جزءًا مهماً من السياحة الإسلامية. وقد تم إعداد 700 استبانة قد تم إخضها واقتراها على المسافرين المسلمين المحليين والدوليين تم اختيارهم عشوائياً في مناطق مختلفة في الأردن لدراسة خصائص الوجهة السياحية. كان منهما 370 استبانة مكتملة البيانات، تم تحليلها وأدبي التحليل بناءً على توقعات العملاء والقيمة المتصلة تجاه رضا العملاء. وقد تم جمع البيانات من خلال نمذجة المعادلات البنائية، وتحليلها بواسطة برنامج التحليل الاحصائي إموس 20 باستخدام قياس مقبول عالمياً. وأظهرت النتائج أن الخصائص الإسلامية لها تأثير كبير على مستوى رضا السياحة والبطية والخدمات والخدمات المتعلقة من الريادة. وخلصت الدراسة إلى أن الحاجة إلى تعزيز التعاون بين الأردن ودول أخرى مع الأخذ في الاعتبار عدم مقتضياتها للسوق المحلية تجعل السياح المسلمين لها بأبعاد تنافسية، وتتيح نوعية خدمات السفر وفقاً لأعلى المعايير الدولية، وتحسين المواقف في الأردن، خصوصاً في مناطق التجمعات السياحية البارزة، ولا سيما للسياح المسلمين.
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ACSI: American Customer Satisfaction Index.
AF: Assessment Halal Facilities
AVE: Average Variance Extracted.
CE: Customer Expectations
CEF: Customer Expectation Factors
CFA: Confirmatory Of Factor Analysis
CR: Composite reliability.
CS: Customer Satisfaction
CV: Convergent Validity.
ECSI: European Customer Satisfaction Index.
EFA: Exploratory of Factor Analysis
EI: Expectation Image
EM: Expectation Morality
GDP: Growth Domestic Product
GDP: Growth Domestic Product
GFI: Goodness of Fit Index.
IAD: Islamic Attribute of Destinations
IE: Islamic Educations
IF: Islamic Facilities
MOTA: Ministry of Tourism and Antiquities
PPM: Pull and Push Motivations
PI: Perceived Image
PM: Perceived Morality
PV: Perceived Value
R: $r$ square
SPSS: Statistical Package for Social Sciences.
SQ: Service Quality.
SRW: Standardized Regression Weights.
TPB: Theory of Planned Behaviour
TQM: Total Quality Management
WF: Worship Facilities
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