

## ANTECEDENT AND MEDIATOR OF DESTINATION BRAND LOYALTY AMONGST INTERNATIONAL TOURISTS IN JORDAN

**DR. ABDEL FATTAH AL-AZZAM AND DR. IYAD A.A.KHANFAR**

FACULTY OF ECONOMIC AND ADMINISTRATION SCIENCES,  
ZARQA UNIVERSITY, JORDAN.

---

### ABSTRACT

The purpose of this paper is to: first, identify the direct significant influence of destination brand promotion and destination brand quality on destination brand loyalty among international tourists' and, second, to examine the direct significant influence of destination brand promotion and destination brand quality on destination perceived value. Third, to determine the mediating effect of destination perceived value on the relationship among destination brand promotion, destination brand quality, and destination brand loyalty. Questionnaires were distributed and self administered to 700 respondents. Descriptive analysis, factors analysis, test of reliability, correlation test, and regression analysis were used in this study. Results of the regression analyses demonstrated that there is a positive and significant relationship among destination brand promotion, destination brand quality and destination brand loyalty. Thus, results from multiple regressions indicate a significant and positive relationship between destination brand promotion, destination brand quality and destination perceived value. Finally, destination perceived value was found mediate the relationship among destination brand promotion, destination brand quality and destination brand loyalty. Furthermore, implications of this work and directions for future research are discussed.

**KEYWORDS:** destination brand loyalty, destination brand promotion, destination brand quality, and destination perceived value and tourism industry.

---

### Reference

- Aaker, D (1991) *Managing brand equity*. New York: The free press.
- Aaker, D. (1996). *Building strong brands*. New York: The free press
- Adkins, S, (2005). *The impact of situation influences of websites on brand loyalty: An empirical analysis*. Nova south eastern university.
- Abu AL Haija, A., & AL faqih, S. (2008). Tourism development in Aqaba and human sustainability, 6<sup>TH</sup> *Conference on science and technology in archaeology conservation*, ROME
- Ailawadi, K, Beaucham, J. & Donthu, N. (2009). Communication and promotion decisions in retailing: A review and defections for future research. *Journal of retailing*, 85 (1): 42-55
- Al-Muala, Ayed (2010) *Antecedent mediator of actual visit behavior amongst international tourists in Jordan: A structural equation modeling*. University Utara Malaysia.
- Anderson, Jain, D, & Chintagunta, P (1993). "Consumer value assessment in business markets: a state- of practice study". *Journal of business marketing*, 1, no. 1: 3-30.

- Baker, D., and Crompton, J. (2000). "Quality, satisfaction, and behavioral intentions". *Annual of tourism research*, 27, no, 3: 785-804
- Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of personality and social psychology*, 51(6), 1173-1182.
- Benitez, J, Martin, J, & Roman, C. (2007). Using fuzzy number for measuring quality of service in the hotel industry. *Tourism management*, 28(4): 544-555.
- Binkowska, B. (2005). *The Newzealand hotel industry: the role of image as a medium influencing company's competitiveness and customer loyalty towards brand*, Auckland University of technology
- Bin Azizan, M. (2010). *The relationship between marketing mix strategies and customer loyalty: A study in food and beverage sector*. Unpublished thesis, University Utara Malaysia.
- Bianchi, C, & Pike, S (2010). " An application of the CBBE model to assess brand loyalty for a long haul travel destination". *Global marketing conference*, 9-12 september 2010, Hotel Okura, Tokyo.
- Bigne,J, Sanchez,I, & Andreu, L. (2009).The role of variety seeking in short and long run revisit intentions in holiday destinations. *International journal of culture*, 3(2),103-115.
- Boo, S., Busser, J, and Baloglu, S (2009). "A model of customer- based brand equity and its application to multiple destinations". *Tourism management*, 30, no, 2: 219- 231.
- Boo, S. (2006). *Multidimensional model of destination branding: an application of customer-based brand equity*. University Of Nevada, Lasvegas.
- Bodet, G., & Chanavat, N. (2010). Building global football brand equity Lessons from the Chinese market. *Asia Pacific Journal of Marketing and Logistics*, 22 (1), 55-65.
- Brodie, J., Whittome, J, & Brush, G. (2009). " Investigation the service brand: a customer value perspective". *Journal of business research*, 62, no, 5: 345-355.
- Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism management*, 21 (1): 97-116.
- Butz, H., & Goodstein, D (1996). "Measuring customer value: gaining the strategic advantage". *Organization dynamics*, 24, no, 2: 63-77.
- Burns, A., & Bursh, R. (2002). *Marketing research: on line research applications* (4<sup>th</sup> e d). New Jersey: Prentice Hall
- Chatterjee, P, & Mcginnis, J. (2010). Customized online promotions: Moderating effect of promotion type on deal value, perceived fairness, and purchase intent. *Journal of applied business research*, 26 (4): 13-20.
- Chen,J, & Gursoy, D. (2001). "An investigation of tourist's destination loyalty and preference, International Journal of contemporary". *Hospitality management*, 13, no, 2: 79-85.
- Chen, C., & Chen, F. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism management*, 31 (3), 29-35.
- Chiou, J (2004) *The antecedents of consumer's loyalty toward internet service providers. Information management* 41 (5): 685- 695.
- Churchill, G, & Iacobucci, D.(2004). *Marketing research: methodological foundations* (9th e d). Ohio: Thomson south-Western.
- Cohen, J., (1988). *Statistical power analysis for the behavioral science* (2<sup>nd</sup> ed). Mahwah. NJ: Lawrence Erlbaum Associates

- Day, E., & Crash, M.(2002). "Value assessment: the antecedent of customer satisfaction". *Journal of consumer satisfaction Dissatisfaction and complaining behavior*, 13, no, 5: 53-59.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28, 307–319.
- Dibb, S., Simkin, L, Pride, W, Ferrell, O. (1994). *Marketing: concepts and strategies, 2nd Europeanized: Houghton miff line, Boston, MA and London.*
- Dmitrovic, T, Cvelbar, L, Kolar, T, Brencic, M, Ograjensek, I, & Zabkar, V. (2009). *Conceptualizing tourist satisfaction at the destination level. International Journal of culture, tourism and hospitality research*, 3, (2): 116-126.
- Dore, L., & Crouch, G. (2003). Promoting destinations: an exploratory study of publicity program used by national tourism organizations. *Journal of vacation marketing*, 9 (2): 137-135.
- Flagestad, A., & Hope, C. (2001). "Strategic success in winter sports destination: a sustainable value creation perspective". *Tourism management*, 22, no, 4: 445-461.
- Flint, J., Woodruff, B., & Gardial, F. (2002). "Exploring the phenomenon of customers desired value change in a business- to -business context". *Journal of marketing*, 66, no, 5: 102-117.
- Flint, D., Blook, C., & Boutin, P. (2011). Customer value anticipation, customer satisfaction and loyalty. *Industrial marketing management*, 40, 219-230.
- Gallarza, m., & Saura, L (2006). "Value dimensions, perceived value, satisfaction and loyalty: an investigation of university students travel behavior tourism". *Annals of tourism research*, 5, no, 3: 70-75.
- Gale, B. (1994). *Managing customer value*: New York: the free press.
- Garland, R. (1991). The mid-point on rating scale: is it desirable? *Marketing Bulletin*, 2, 66-70.
- Harahsheh, S. S. (2010). *An evaluation of the image of the Hashemite Kingdom of Jordan in the British and Swedish markets and the implications for marketing the country as a tourism destination* Unpublished PhD Thesis, Bournemouth University.
- Han, H, & Back, K. (2008). "Relationships among image congruence, consumption emotions, and customer loyalty in the lodging industry". *Journal of hospitality and tourism research* 3, no, 2: 467-490
- Hair, J., Black, B., Babin, B., Anderson, R., & Tatham, R. (2006). *Multivariate data analysis*: Upper saddle river, NJ: Pearson prentice hall.
- Heidarzadeh, K, & Sharanda, S. (2011). Evaluating the role of information provided by the family and the company as sources of brand equity. *Middle-East journal of scientific research*, 7 (6), 851-858.
- Higgins, J. (2006). *Brand equity and college athletics': investigation the effect of brand uncertainly situations on customer based brand equity*. School of the Ohio state University.
- Hui, T. K., Wan, D., & Ho, A. (2007). "Tourists' satisfaction, recommendation and revisiting Singapore". *Tourism Management*, 28, no,3: 965-975.

- Hsieh, C. (2010). *Roles of motivations, past experience, perception of service quality, value, and satisfaction in museum visitor's loyalty*. Michigan State University.
- Hyun, S (2009). "Creating a model of customer equity for chain restaurant brand formation". *International Journal of Hospitality management*, 3, 1-11
- Jahmani, A. (2008). *Stakeholder perceptions and attitude towards ecotourism management in the Ajloun nature, reserve, Jordan*. University Utara Malaysia
- Keller, K. (2003). "Brand synthesis the multi dimensionality of brand knowledge". *Journal of consumer research*, 38, no, 1: 131-142.
- Konecnik, M., & Gartner, W. (2007). "Customer- based brand equity for a destination". *Annals of tourism research*, 34, no, 2: 400-421
- Konecnik, M. (2006). Croatian-based brand equity for Slovenia a tourism destination. *Economic and Business review*, 8(1), 83-108.
- Lea, J. (1988). *Tourism and Development in the Third World (1 ed.)*. New York: Routledge.
- Lee, J. (2003). *Examining the antecedents of loyalty a forest setting: relationships among service quality, satisfaction, activity involvements, place attachment, and destination loyalty*. The Pennsylvania state University.
- Lee, H. (2010). Factors influencing customer loyalty of mobile phone Service: empirical evidence from Koreans. *Journal of Internet Banking and Commerce*, August 15(2), 1-14
- Li, X (2006). Examining the antecedents and structure of customer loyalty in a tourism context, Texas and M, University
- Li, M, & Robert, G. (2011). A mediating influence on customer loyalty: The role of perceived value. *Journal of Management and Marketing Research*, 12 (3), 1-13.
- Lia, W, & Chen, C. (2011). Behavioral intentions of public transit passengers The roles of service quality, perceived value, satisfaction and involvement *Transport Policy* 18 , 318–325
- Lin, F., & Wang, Y. (2006). An examination of the determinants of customer loyalty in mobile commerce contexts. *Information & Management* 43 , 271–282.
- Lovelock, C. (2000). *Service marketing* (4th, Ed): NJ Prentice hall international.
- Mechinda, P, Serivan, S, Anuwichanont,, J & Gulid, N. (2010). "An examination of tourists' loyalty towards medical tourism in Pattaya, Thailand". *The international business and economics research Journal*, 9, no,1: 55-70.
- Mohamed, G. (2008). Egypt's image as a tourist destination- A perspective of foreign tourists. *Tourisms: An international multidisciplinary journal of tourism*, 3 (1), 36-65.
- MoTA. (2011a). *Statistics reported 2010*. Amman. Jordan: Ministry of Tourism and Antiquities.
- Netemeyer, R., Krishnand, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Rikcks, J., & Wirth, F. (2004) Developing and validating measures of facets of customer-based brand equity *Journal of business research*, 57 (2), 209-224.
- Nunnally, J. L. (1978). *Psychometric theory. 2nd edition*. New York: McGraw-Hill.
- Oh, H. (2000). "Diner's perceptions of quality, value and satisfaction". *Cornell hotel and restaurant administration quarterly*, 41, no,3: 58-66.
- O'Leary, & Deegan, J, (2005) Ireland's image as a tourism destination in France: Attribute importance and performance, *Journal of travel research* 43 (1), 247-255
- Oppermann, M (2000). "Tourism destination loyalty". *Journal of travel research*, 3, no, 1: 78-84

- Oppermann, M (1999) Predicting destination choice: a discussion of destination loyalty, *Journal of vacation marketing*, 5 (1), 51-65.
- Pallant, J. (2007). *SPSS survival manual: a step by step guide to data analysis using SPSS for windows*: Crows nest: Allen and Unwin
- Pallant, J. (2001). *SPSS survival manual: a step by step guide to data analysis using SPSS for windows*: Crows nest: Allen and Unwin.
- Parauraman, A.(1997). “Reflections on gaining competitive advantage through customer value”. *Journal of the academy of marketing science*, 25, no,2: 154-161.
- Park, M, & Lennon, S (2009) Brand name and promotion in on line shopping contexts *Journal of fashion marketing and management*, 13(2), 149-160
- Peattie, K., & Peattie, S (1994a) Sales promotion- a missed opportunity for services marketers *International journal of service industry management*, 6 (1), 22-39
- Petrick, F., & Backman, S. (2001). “An examination of golf traveler’s, satisfaction, perceived value, loyalty and intention to revisit”. *Tourism analysis* 6, no, 3: 223-237
- Pritchard, M., & Howard, D. (1997). “The loyal traveler: examining a typology of service patronage”. *Journal of travel research*, 35, no,4: 2- 10.
- Pike, S, Kerr, C, & Patti, C, (2010). “Consumer-based brand equity for Australia as a long- Haul tourism destination in an emerging market”, *International marketing review* 27, no, 4: 434-449
- Ramos, A., & Franco, M (2005) The impact of marketing communication and price promotion on brand equity. *Brand management*, 12(6), 431-444.
- Rios, R., & Riquelme, H, (2008). “Brand equity for on line companies”. *Marketing intelligence and planning* 26, no, 7: 140-160.
- Rocereto, J. (2007). *Consumer self- concept and retail store loyalty: the effects of consumer self- concept on consumer attitude and shopping behavior among brand specific and multi- brand retail store*. Drexel University.
- Ruize, D, Gremler, D, Washburn, & Carrion, G. (2008). Service value revisited: Specifying a higher-order, formative measure. *Journal of Business Research* 61 , 1278–1291
- Ryan, C. (2002). “Equity, management, power sharing and sustain- a ability- issues of the new”. *Tourism management*, 23, no, 4: 17-26.
- Sanchez, C., L, Rodriguez, R., & Molinev .(2006). “Perceived value of the purchase of a tourism product” *Tourism management*, 27, no, 5: 394- 409
- Sekaran, U. (2003). *Research methods for business: a skill building approach* (4th,ed): New York: John Wiley and sons.
- Sekaran, U. (2000). *Research methods for business: a skill building a approach* (3th ed): New York: John Wiley and sons, INC.
- Sirdeshmuk, D., Singh, J., & Sabol, B .(2002). “ Consumer trust, value, and, Loyalty in relational exchanges”. *Journal of marketing*, 66, no, 1: 15-37
- Sonmez, S., & Graefe, A. (1998). “Determining future travel behavior from past travel experience and perceptions of risk and safety”. *Travel research* 37, no, 4: 171-177.
- Sheth, J & parvatiya, A. (1995). “Relationship marketing in consumer markets: Antecedents and consequence”. *Journal of the academy of marketing science*, 23, no, 3: 255-271.
- Shimp, T (2003) Advertising, promotion, and supplemental, aspects of integrated marketing communication, 6th Edition: Thomson south- western, Ohio.

- Shoemaker, S., & Lewis, R. (1999). Customer loyalty: the future of hospitality marketing, *international Journal of hospitality management*, 18 (4), 345-370.
- Sun, B. (2004). *Brand equity, perceived value and revisit intention in the us mid – priced Hotel segment*. Oklahoma state university.
- Taylor, S, Hunter, G, & Lindberg, D, (2007). “Understanding customer based brand equity”. *Journal in financial*, 21, no, 4: 241-252.
- Valle, P., Silva, J. A., Mendes, J., & Guerreiro, M. (2006). Tourist Satisfaction and Destination Loyalty intention: A Structural and Categorical Analysis. *Int. Journal of Business Science and Applied Management*, 1(1), 223-237.
- Westberg, k. (2004). The impact of cause-related marketing on consumer attitude to the brand and purchase intention: a comparison with sponsorship and sales promotion. Griffith University.
- Wong, J., & Yeh, C. (2009). Tourist hesitation in destination decision making. *Annals of Tourism Research*, 36(1), 6-23
- Woodruff, R. (1997). “Customer value: the next source for competitive advantage”. *Journal of the academy of marketing science*, 25, no, 2: 139-153.
- WTO. (2012). World Tourism Organization. Retrieved 12.09, 2010, from <http://www.unwto.org/index.php>
- Yee, W., & Sidek, Y. (2008). “Influence of brand loyalty on consumer sportswear. *Journal of economics and management*, 2, no, 2: 221-236.
- Yue, M (2008) Destination image building and its influence on destination preference and loyalty of Chinese tourists to Australi, The hongkong polytechnic university
- Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism management*, 31(5), 274-284.
- Yunus, N, Ismail, A, & Juga, Z. (2009). “Service quality dimensions, perceived value and customer satisfaction: ABC relationship model testing”. *IBEJ* 2, no, 1: 01-18
- Zeithaml, V. (1988). “Consumer perceptions of price, quality, and value: a means- end model and synthesis of evidence”. *Journal of marketing*, 52, no, 7: 2- 22.