

Antecedent and mediator of destination brand loyalty amongst international tourists in Jordan

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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, destination perceived value and tourism industry.

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1. Introduction

Over the past two decades, the significance and contribution of the tourism industry to the world economy has been widely acknowledged and discussed. In the last few decades, travel and tourism have passed various stages of development especially for the economic growth worldwide (Al-muala, 2010; Hui, Wan, & Ho, 2007). In this development process, travel and tourism industry has grown at a remarkable pace and played a vital role in the economic growth for many developed and developing countries (Al-muala, 2010; Lea, 1988). World tourism organization (2012) reported that tourism is the world's largest growing industry and is one of the major contributors to the world economy. For example, in 2012, tourism contributed US\$7.3 billion to the world economy, and this sum is expected to increase to US\$13.6 billion by 2019. According to WTO (2012), tourism industry contributed 4% of the global gross domestic products (GDP) in 2012. Tourism industry also creates better employment opportunities (Jahmani, 2008; Mohamed, 2008). This sector represents 6.7% of the world's total employment, with 219,000,000 jobs and this sum is expected to increase to 275,000,000 jobs by 2019. In fact it is predicted that 1.6 billion tourists will travel by 2020 (Jahmani, 2008). Additionally, Jordan earns a huge foreign exchange from tourism including tax revenues, increased employment, and additional sources of income (Abu-AL-Haija & Al-faqih, 2008) that is strongly associated with re-visitation of international tourists and economic performance. In recent years the Jordan tourism industry has witnessed a gradual decline in the number of international tourists from 6,712,804 in 2006 to 5,413,919 in 2012 (MoTA, 2012), indicating the need to investigate the reason for the decline. Although, many studies have been conducted to investigate and demonstrate how the travel and tourism sector can be improved, but research in the area of travel and tourism, especially concerning the destination brand loyalty, remains scarce (Harahsheh, 2010).

2. Literature Review

Currently, the majority of research and academic literature has been focused on the customer loyalty in different settings (Adkins, 2005; Binkowska, 2005; Hyun, 2009; Li, 2006; Rios & Riquelme, 2008; Taylar et al., 2007), and few researches have focused on destination

brand loyalty in tourism settings (Boo et al., 2009; Konecnik & Gartner, 2007; Pike, Kerr, & Patti, 2010). More specifically, this study intends to examine the predictors of destination brand loyalty among international tourists. This research also investigates the mediating impact of destination perceived value in the relationship between destination brand promotion and destination brand quality on destination brand loyalty.

2.1. Destination Brand Loyalty

In recent years, customer loyalty has been a significant fact in the studies of marketing scholars for many decades, and has gained a continual interest in recent years. This is because of the emergence of the marketing paradigm relationship (Sheth & Parvatiyar, 1995). Research into customer loyalty has more than 40 years of history (Oppermann, 2000). But, destination brand loyalty research is a new phenomenon in tourism, hospitality and recreation leisure, which relatively goes back to 10 years ago (Chanrithy, 2007; Prithard & Howard 1997). More specifically, in the tourism literature, hospitality and tourism scholars have given clear interest to prioritized “loyalty” as a subject of special practical importance for research (Shoemaker & Lewis, 1999). Therefore, destination loyalty has become important to researchers as they discuss the relationships among consumer engagement, brand quality, perceived value and destination loyalty (Boo, et al., 2009; Han & Back, 2008; Lee, 2003; Yuksel et al., 2010). In this study, destination brand loyalty defined as a tourist’s intention to return to a destination and the recommendations to others. Most of previous studies in tourism have used tourist’s recommendation of the visit to other indicators of attitudinal loyalty (Chen and Gursoy, 2001; Oppermann, 2000). In terms of behavioral loyalty, researchers refer to repetitive visit (Petrick and Backman 2001; Sonmez and Graefe, 1998).

2.2. Destination Brand Promotion

Promotion is one of the key elements of 4Ps in the marketing mix (Dibb et al., 1994) and obviously plays a vital role in building successful destination brand loyalty. Importantly, promotion plays a competitive advantage in destination marketing for attracting tourists (Ailawadi, 2009). There are numerous definitions and measures for promotion, but no consensus on a single definition. The definition of

promotion in the literature refers to the communication between a destination brand and tourists that highlight the merits and unique attributes of a certain brand for stimulating the prospects to visit (Mohamed, 2008; Shimp, 2003). In other words, promotion represents the collection of all components in a brand's marketing mix that encourages transactions by aiming the brand to a group of customers; position the brand as somehow different from competitive brands, and sharing the brand's reality with pointing out differences to the brand's target audience (Ramos & Franco, 2005; Westberg, 2004). Similarly, Peattie and Peattie (1994a) define promotion as marketing activities that are used in a certain time- period, for a place or customer group, which direct a positive response from consumer or marketing middlemen, through the offer of extra advantages. Thus, promotion can position ideas or perceptions in the minds of tourists that distinguish destination against other destinations at the same time (Mohamed, 2008). Also, promotion can be made in many ways such as advertising, for example, targeting either travel consumers or likewise the travel trade. Customer advertising is mainly used print, television, radio, outdoor and internet media widely. Destinations use trade advertising that also have a great importance (Dore & Crouch, 2003). Yee and Sidex (2008) investigated the relationship between promotion and brand loyalty in Malaysia among 100 respondents. Results of this study showed that promotion plays a significant role in influencing consumers to be brand loyal customers. Similar result was reported by Park and Lennon (2009), who investigated the casual relationship between promotion and behavioral intention in USA among 392 students considered as a sample of this study, were conducted in Midwestern University.

Hypothesis 1: there is a significant positive relationship between destination brand promotion and destination brand loyalty.

2.3. Destination Brand Quality

Brand quality is a major phenomenon for the core competency and that is significant for the sustainable tourism development of the industry and for generating and expanding job opportunities (Chanrithy, 2007). Thus, promoting quality in tourism industry and tourism related products are a preference in various tourism activities (Chanrithy, 2007). Brand quality encourages organizations to be

competitive, as favorable quality affects customer loyalty, arises desire to return and inspires expected behavior. It is also widely acknowledged that brand quality is a necessary aspect of visit evaluation (Benitez, Krnnedy, & Coote, 2007; Konecnik, 2006). Brand quality is defined as the consumer's judgment of a product or services linking to its desired purpose. It can also be evaluated of excellence or superiority, as an attitudinal assessment (Aaker, 1991; Higgins, 2006; Netemeyer, Krishnand, Wang, & Wirth, 2004). Keller (2003) treated brand quality as one vital way of brand judgments. There are seven dimensions of product quality in the customer-based brand equity model, (Keller, 2003) such as performance, features, conformation quality, reliability, durability, serviceability, and design of which brand performance will be included to evaluate destination brand quality as brand performance relates to the ways in which the destination tries to satisfy tourist's functional needs (Keller, 2003). Lastly, destination brand quality is treated as the customer's judgment of the ultimate excellence, or superiority of a brand (with respect to its intended purposes) in comparison with similar brands. Thus, brand performance included measuring destination brand quality as it links the ways the destination meet tourist's functional needs (Keller, 2003). Researchers and practitioners have substantial interest on repeat visitation where quality plays a vital role. In addition, repeat tourists are lucrative for a destination as they are economically viable (Konecnik, 2006; Oppermann, 1999). Furthermore, Boo (2006) investigated the casual relationship between destination brand quality and destination brand loyalty in Lasvegas and Atlantic City among 300 adult gamblers. Results of this study showed a significant impact. Similarly, Yee and Sidex (2008), who examined the relationship between brand quality and brand loyalty in Malaysia among 100 respondents, demonstrated that product quality plays a significant role in influencing consumers to be brand loyal.

Hypothesis 2: there is a significant positive relationship between destination brand quality and destination brand loyalty.

2.4. The Relationship between Destination Brand Promotion and Destination Perceived Value

The relationship between destination brand promotion and destination perceived value has been examines, by Park, and Lennon

(2009) explores the relationship between brand promotion and perceived value; data was collected by questionnaire from undergraduate students in Midwestern University. A total of 406 customers considered as a sample of this study, were conducted in U.S.A. The results revealed that there is a significant relationship between brand promotion and perceived value. Also, Heidarzadeh and Sharanda (2011) investigate the relationship among promotion, service quality, brand awareness and perceived value for university students. The results indicated that brand promotion is positively related to perceived value. Thus, another study performed in USA by Chatterjee, & McGinnis (2010) investigate the relationship between brand promotion and perceived value, using a sample from consumers; the results demonstrate that there is a significant relationship between brand promotion and perceived value.

Hypothesis 3: there is a significant positive relationship between destination brand promotion and destination perceived value.

2.5. The Relationship between Destination Brand Quality and Destination Perceived Value

Destination brand quality and destination perceived value become the priority of both researchers and practitioners, which help to encourage tourists' revisit destination. Also, numerous studies discussed the impact of the brand quality on the perceived value in general; some of the past studies, found a significant relationship between brand quality, and perceived value (Li, & Robert, 2011; Brodie et al., 2009; Gallarza, & Saura, 2006; Lia, & Chen, 2011; Dmitrovic et al., 2009). On the other hand, other studies found that there is an insignificant relationship (Ruiz et al. 2008). This research focused on the linkage between destination brand quality and destination perceived value. Murphy et al (2000) studied about a destination product and its effect on tourists' viewpoint. The results showed there is a significant positive relation between destination brand quality and destination perceived value. They noted destination brand quality should be focus for tourism manager to develop general service quality of a tourism destination. Similarly, Brodie et al (2009) performed a study in New Zealand Airline Company, to investigate the relationship between perceived quality and perceived value. Findings from this research showed that there is a significant and positive relationship between perceived quality, and perceived

value. Contrast, Ruiz et al. (2008) performed a study in USA and Spanish that confirm the negative relationship between service quality and perceived value.

Hypothesis 4: there is a significant positive relationship between destination brand quality and destination perceived value.

2.6. Destination Perceived Value

Marketers are increasingly emphasizing brand value as a recent line of research (Sanchez et al., 2006) as present-day firms are becoming interested in creating value for their distinctive target publics. It becomes a competitive advantage of the first order in the present times to create and transmit value to tourists, in the midst of global competition and more demanding tourists' (Bianchi & Pike, 2010; Flagested & Hope, 2001; Ryan, 2002). In the past decade, perceived value has been raised as a significant phenomenon for a marketer as it is considered a prime driver of loyalty and desire in the regard of both products and services (Li & Robert, 2011; Zeithaml, 1988). Several researchers have focused on the role that destination perceived value plays in generating and persisting destination loyalty (Anderson, Jain, & Chintagunttu, 1993; Bianchi & Pike, 2010; Butz & Goodstein, 1996; Gale, 1994; Rocereto, 2007; Sirdeshmukh, Singh, & Sabol, 2002; Woodruff, 1997). Although there is no usually approved or common definition of perceived value (Day & Crash, 2002; Hsieh, 2010; Flint, Woodruff, & Gardial, 2002; Parasuraman, 1997), in many cases, researchers have expressed perceived value as an outcome of customer cognitive anticipation of perceived differences between benefits and costs. Perceived value is treated as the customer's holistic evaluation of the benefit of a product relied on observations of what is found and what is sacrificed (Zeithaml, 1988), a difference between perceived benefits and perceived costs (Lovelock, 2000). Furthermore, the term repeat visitation has gained substantial interest from researchers and practitioners, which help to encourage tourists' revisit destination. As repeat tourists bring much economical benefit to a destination (Oppermann, 1999), several prior studies have been performed to investigate the link between destination perceived value and destination brand loyalty in different areas. Some of the prior studies found a significant relationship between destination perceived and destination brand loyalty (Boo., 2009; Boo, 2006; Li & Robert, 2011, Lin & Wang, 2006), but a few

studies found an insignificant relationship (Bigne et al., 2009, Flint et al., 2011). Finally, tourism literature suggested that destination perceived value is the major value for enhancing destination brand loyalty (Boo et al., 2009, Baker & Crompton, 2000; Oh, 2000). Hence, perceived value was conceptualized as the tourists ultimate evaluation of the benefit of a product through perceptions of what is attained and what is spent.

Hypothesis 5: there is a significant positive relationship between destination perceived value and destination brand loyalty.

2.7. Mediating Effects

Baron and Kenny (1986) define a mediator as having "the mediating function of a third variable, which represents the generative mechanism through which the focal independent variable is able to influence the dependent variable of interest"(p.1).). In this study, to test mediation, SPSS was used and a comparison was made between indirect effects and direct effects. Furthermore, this study considers destination perceived value as the mediator between destination brand promotion, destination brand quality, and destination brand loyalty. The main reason for including perceived value as a mediator is due to inconsistent results reported by previous studies in which some revealed a full mediating effect (Chen & Chen, 2010; Hsieh, 2010; Lee, 2010; Park & Lennon, 2009), while others did not find any mediating effect (Boo et al., 2009; Sun, 2004). Furthermore, there is lack of study in the context of mediating effect which regards to the relationship between destination brand promotion and destination brand quality towards destination brand loyalty. Also, it is hypothesized that destination perceived value mediates the relationship between destination brand promotion and destination brand loyalty because some previous studies explored significant results in this regard. Hence, the following hypothesis is proposed.

Hypotheses 6: destination perceived value mediates the relationship between destination brand promotion, and destination brand loyalty.

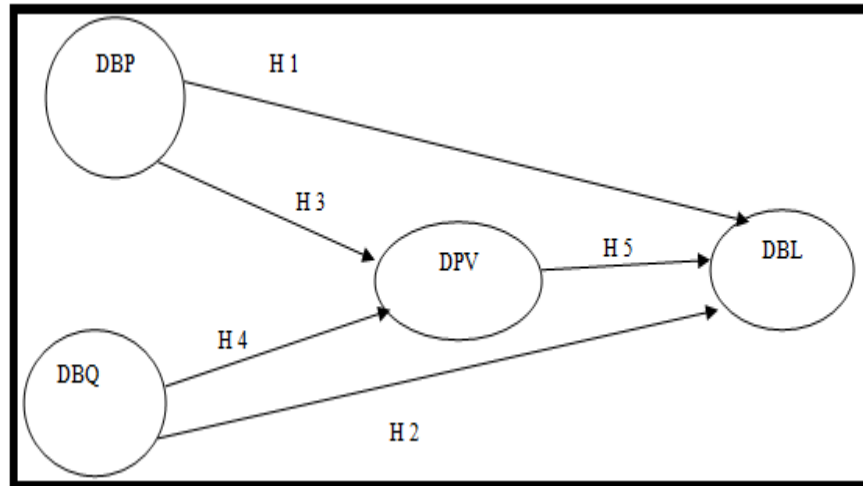
Hypotheses 7: destination perceived value mediates the relationship between destination brand quality and destination brand loyalty

3. The Conceptual Framework

The framework of the present study addresses independent variables that include destination brand promotion, destination brand quality.

The framework also considers destination perceived value as a mediating variable and destination brand loyalty as a dependent variable. Based on our literature review and research problems, we develop an integrative framework that is presented in figure: 1.

Figure: 1 conceptual framework



Note. DBP (destination brand promotion), DBQ (destination brand quality), DPV (destination perceived value), DBL (destination brand loyalty).

4. Methodology

The key objective of this study is to investigate the relationship between destination brand promotion, destination brand quality, destination perceived value, and destination brand loyalty. Specifically, it will address the population and sample, data collection, research instrument, and method for data analyses.

4.1. Population and Sample

Respondents of multiple ethnicities, namely Arab, international tourists, were selected from three regions namely, Petra in the south, Dead Sea, in the middle, and Jerash, in the north as most of the tourist destinations is in these zones and the tourists have same attributes, the population of this study consists of international tourists who visited Jordan. Furthermore, the main sampling technique applied in this study was multistage cluster sampling. In addition, there were 700 questionnaires distributed to three

destinations in Jordan, in both Arabic and English languages, located at the South, Petra; the Middle Dead Sea, and the North, Jerash. However, only 550 were completed as usable questionnaires and were used for data analysis in this research. According to Sekaran (2003), 550 responses are considered as an acceptable number for researchers to proceed with data analysis.

4.2. Data Collection Method

Self-administered questionnaires were used for data collection from international tourists who visit Jordan. After identifying all the respondents, this study involved to distribute the questionnaires. The researcher intercepted personally the respondents in the selected destinations and it took two months to complete the collection process. The structure of the questionnaire is clear, easy to understand, and straightforward to ensure that the tourists could answer the questions with ease.

4.3. Research Instrument

A Self-administered questionnaire in English will be translated into the Arabic language, and divide into five sections: destination brand loyalty, destination brand promotion, destination brand quality, and destination perceive value, included items on demographic details of respondents. Therefore, this study used a Likert scale to measure responses since this scale is widely used in both marketing and social science (Burns & Bush, 2002). However, many researchers argued that using a five-point scale is just as good as any other (Churchill & Lacobucci, 2004; Garland, 1991) for the reason that it reduces confusion to the respondents.

4.4. Data Analysis

Selected personal characteristic (gender, age, nationality, education, and last year income) were controlled in the statistical analysis following several researchers (Boo et al., 2009; Bianchi & Pike, 2010; Konecnik, & Gartner, 2007). Thus, coding the responses, cleaning and screening the data using the suitable data analysis strategy are combined analysis of data (Churchill & Lacobucci, 2004; Sekaran, 2000). The several tools and methods of SPSS software version 15 were used for analyzing the data and testing the hypotheses. Factor analysis, descriptive statistics, missing data, treatment of outlier, normality, homoscedasticity, and

multicollinearity were done in this study. In the third stage, analyzing of data through validating instruments (instrument validity, instrument reliability) was conducted. To describe the relation between the variables correlation analysis was used and to test the destination brand promotion, destination brand quality, destination perceived value on destination brand loyalty regression analysis was utilized.

5. Result and Implication

5.1. Profile of Respondents

In this section, the evaluated profile include, gender, age, nationality, academic qualification, household income and also other relevant information such as, how many times respondents visit the destination. Among 550 respondents, there were slightly more females (57.5%) than male (42.5%). In terms of age, the majority of respondents were between the ages of 61 and 75, which represented 41.6% of the total respondents. The age of these respondents were almost evenly distributed among the age groups of 26-45 (24.2%), 46-60 (18.9%), and 18-25 (15.3%). In general, respondents' nationality, a number of 56.2% was non-Arabs, followed by Arabs (43.8%). With respect to academic qualification, 13.5% of the respondents had high school qualification, 17.6% were college degree holders, and 30.7% had a bachelor's degree, 30.7% a master's degree, and only 7.5% with PhD qualification. One-third of the respondents (32.0 %) reported to earn an annual household income of between US\$ 26.000 and 49.999, 22.5% earned more than US\$50.000-74.999, and 17.5% had an annual income under US\$ 25.000. Only 16.7% of the respondents had an annual income of US\$ 100.000 and above and 11.3% between US\$ 75.000-99.999. Furthermore, with respect to visitation, 38.4% of the respondents reported that it was their first time visit to destination whilst 57.8 % visited for a second time. Only 1.8% respondent reported that this was their third visit, and 2.0% respondents answered more three times.

5.2. Factor Analysis Results

Exploratory factor analyses were conducted separately for each variable, using principal component factoring and the Oblimin rotation method. In interpreting the factors, we used the guideline

provided by Hair et al (2006) where a loading of 0.50 or greater on one factor are considered. The appropriateness of exploratory factor analysis was determined by examining the correlation matrix of the variables. The Kaiser- Meyer- Olkin measure of sampling adequacy was over .760 in all investigations. The Bartlett test of sphericity (over 959.468 in all variable) showed that the correlation matrix has significant correlations ($p = 0.000$ for all variables), which indicated very good overall sampling adequacy (Hair et al 1998).

5.3. Descriptive Statistics

Table: 1. Means and standard deviations

Component	Mean	Std. Deviation
Destination brand loyalty	3.8345	.77831
Destination brand promotion	3.7291	.75704
Destination brand quality	3.9718	.65252
Destination perceived value	3.6342	.85678

Based on Table 1 above, 550 valid data were analyzed. Mean value for each variable was calculated. According to Hair et al.(2006), the mean scores of less than 2.5 are considered low; mean scores of 2.5 to 3.5 are considered moderate, and mean scores more than 3.5 are considered high. As mentioned previously, destination brand quality is represented by six items. As shown in Table 1, the mean score of this variable is considered very high (3.97), whereas the other variables had a high mean score (3.5 and above). For instance, the mean score of destination brand loyalty is 3.83, destination brand promotion 3.72, and destination perceived value 3.63. Finally, this result confirms respondents' viewpoint to revisit in the future.

5.4. Scale Reliabilities

The reliabilities for the variables were calculated and all concur with Nunnally's (1978) minimum threshold of 0.70. Table.2, lists the Cranach's Alpha (coefficient alpha) of each variable. All the variables show a high degree of reliability. Table: 2. show that there were three independent variable factors of destination brand loyalty that was tested by the researcher.

Table: 2. Reliability Analysis of Factor of Destination Brand Loyalty

Variables	Number of items	Alpha
Destination brand promotion	6	.710
Destination brand quality	6	.730
Destination perceived value	6	.774
Destination brand loyalty	8	.839

6. Regression Analysis

Multiple regression analysis was performed for getting answers of research questions of this study. In order to conduct multiple regression analysis, some assumptions of the relationship between the dependent variable and the independent variables need to be met such as normality, linearity, constant variance of the error terms and independence of the error terms (Hair et al., 1998).

Table: 3. Results of Multiple Regressions between Destination Brand promotion, Destination Brand Quality, and Destination Brand Loyalty

Model	Dependent variable: destination brand loyalty		
Independent variable	B	Beta	Sig
Destination brand promotion	.328	.318	.000
Destination brand quality	.358	.302	.000
F statistics=826.464			
R Square= .861			
Adjusted R Square= .860			

Table: 4. Results of Multiple Regressions between Destination Brand promotion, Destination Brand Quality, and Destination Perceived value

Model	Dependent variable: destination perceived value		
Independent variable	B	Beta	Sig
Destination brand promotion	.443	.393	.000
Destination brand quality	.409	.315	.000

F statistics= 385.300

R Square= .743

Adjusted R Square= .741

Table: 5. Result of Linear Regression between Destination Perceived Value and Destination Brand Loyalty.

Model	Dependent variable: destination brand loyalty		
Independent variable	B	Beta	Sig
Destination perceived value	.790	.863	.000

F statistics=1560.6000

R Square=.744

Adjusted R Square=.744

Table: 5. Result of Multiple Regressions between Destination Brand Promotion, Destination brand quality, Destination Perceived Value, and Destination Brand Loyalty

Model	Dependent variable: destination brand loyalty		
Independent variable	B	Beta	Sig
Destination brand promotion	.238	.230	
Destination brand quality	.269	.226	
Destination perceived value	.246	.268	

F statistics=962.109

R Square=.878

Adjusted R square=.877

7. Hypothesis Test

The results of Hypotheses 1 demonstrates that destination brand promotion is significantly and positively related to destination brand loyalty for the total sample ($\beta=.328$, $p=.000$). Therefore, the results support Hypothesis 1. Regarding Hypotheses 2, the data indicate that destination brand quality is significantly related to destination brand loyalty for the total sample ($\beta=.358$, $p=.000$). Therefore, the results support Hypothesis 2. The findings of Hypotheses 3 indicate that destination brand promotion is significantly and positively related to destination perceived value for the total sample ($\beta=.443$, $p=.000$). Therefore, the results support Hypothesis 3. Regarding Hypotheses 4, the data indicate that destination brand quality is significantly related to destination perceived value for the total sample ($\beta=.409$, $p=.000$). Therefore, Hypothesis 4 is support. Finally, the findings of Hypotheses 5, the data indicate that destination perceived value is significantly and positively related to destination brand loyalty for the total sample ($\beta=.790$, $p=.000$). Therefore, Hypothesis 5 is support. Also, Regarding Hypotheses 6 destination perceived value mediates the relationship between destination brand promotion, and destination brand loyalty. Table 6 shows that destination brand promotion partially mediates between destination perceived value and destination brand loyalty. Therefore, hypothesis 6 is partially supported.

Table 6

Summary of Beta Value on The Relationship of Destination Perceived Value Between Destination Brand Promotion and Destination Brand Loyalty

Criterion variable: Destination brand loyalty			
Variable	Without	With	Result
Destination brand promotion	.318**	.230**	Partial

Note: ** $p < .01$

Furthermore, regarding Hypotheses 7 destination perceived value mediates the relationship between destination brand quality, and destination brand loyalty. Table 7 shows that destination brand quality partially mediates between destination perceived value and

destination brand loyalty. Therefore, hypothesis 7 is partially supported.

Table 7

Summary of Beta Value on The Relationship of Destination Perceived Value Between Destination Brand Quality, and Destination Brand Loyalty

		Criterion variable: Destination brand loyalty		
Variable		Without	With	Result
Destination brand quality	brand	.302**	.226**	Partial

Note: **p < .01

Therefore, destination brand promotion, destination brand quality, affect destination perceived value and destination perceived value affects destination brand loyalty means that these two factors influence both directly and indirectly to the dependent variable. Finally, in the Jordanian environment, the overall results show that Jordanian prefers destination brand promotion, destination brand quality as factors of destination brand loyalty.

8. Correlation of Analysis

Correlation analysis describes the strength and direction of the linear relationship between two variables (Pallant, 2001) and the degree of correlation indicates the strength and importance of a relationship between them. The correlation between these three variables is shown in Table 6. The correlation is considered a high correlation based on Cohen (1988), and Pallant (2007) more than .50 score is considered largely correlated between variables.

Table: 6. Pearson Correlation for Independent Variables and Dependent variable

	DL	DP	DQ	DV
DL	1			
DP	.799(**)	1		
DQ	.772(**)	.654(**)	1	
DV	.855(**)	.785(**)	.733(**)	1

** Correlation is significant at the 0.01 level (2-tailed)

From the three variables identified, the results showed that perceived value and brand loyalty were positively related. Perceived value was considered as one of the most important factors in determining a

tourists' brand loyalty. In addition, the finding showed that brand quality and brand loyalty had a positive relationship.

Furthermore, brand promotion and brand quality was an important factor in influencing and encouraging customers to re visit to destination. The results of this study confirm the importance of the entire variable. Therefore, the results support previous research findings from numerous studies, which consider destination promotion, destination quality, and perceived value as a vital factor in a tourist's destination choice (Boo et al., 2009; Bianchi & Pike, 2010; Mohamed, 2008). In addition, the proposed model suggests that promotion plays a significant role in destination assessment but is not the only factor. For a more complete perceptual understanding of destination brands, the dimensions of quality and loyalty should be examined.

9. Conclusion

The assessment of the destination phenomenon from the tourist viewpoint has attracted enormous interest between researchers and practitioners. Thus, the purpose of this research is to investigate how the respondents are influenced by factors of brand loyalty towards destinations. Destination loyalty is important for customers to ensure that its product is kept in the minds of customers and prevent them from switching to other brands. From the analysis of this study, it was shown that there are three variables of destination brand loyalty that were appropriate in the Jordanian environment which are, destination brand promotion, destination brand quality and destination perceived value . The findings revealed that destination promotion plays a significant role in influencing customers to be destination loyal customers. Additionally, the overall findings of this study also show that amongst others destinations prefer brand promotion, brand quality, perceived value as relevant variables attributable to destination loyalty. All these variables showed positive relationships with destination loyalty. Also, this study also supports the importance of perceived value. In the model of perceived value by Dodds et al. (1991), conceptualization is linked with the brand of destination. This means that, just as product attributes accompany perceived value in marketing, so destination attributes go along with perceived value as the key criteria in destination brand loyalty. Specifically, the mediating role of

destination perceived value, between destination brand promotion, destination brand quality and destination brand loyalty, was significant in this study. Furthermore, the findings can be used by policy makers to improve and enhance the tourism industry especially the destinations in Jordan so that they could retain loyalty amongst international tourists through preparing and executing long-term strategies with the guidance of it. Because destination image is a strong factor to attract international tourists in large numbers, the Jordanian Ministry of Tourism should focus on marketing Jordan to the world as a unique place to visit in the Middle East. Regulations and policy with respect to provision of quality services in places of interests and also in the points of entry may need to be re-examined. As mentioned earlier, marketers can develop a strong strategy to create positive attitudes towards visiting Jordan, A successful marketing strategy should focus on tourists' needs. Furthermore, the results show a weak tourist inclination to visit Jordan in the last three years, marketers should perhaps revise their expectations. Promotion campaigns may be desirable to stimulate tourist preference to visiting Jordan. In order to achieve their objectives, this study suggests that decision makers must build a strong brand for products and services of tourist sites. In this way, relevant and appropriate strategies can help marketers achieve their objectives. Moreover, additional variables are still recommended to be included and tested on a larger scale in future research with focusing destination brand loyalty in Jordan. These additional variables could be such as, satisfaction and trust. The researcher suggests that enough focus should be given to local tourists for exploring these phenomena tourist sites in southern Jordan, specifically Petra.

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