

The Effect of Word of Mouth and Destination Attributes on Travel Intention to Jordan

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ABSTRACT

Word of mouth is very significant subject in the field of tourism and destination marketing management. This paper contributes to the theme of word of mouth and destination management. A research model was developed to investigate the effect of Word of Mouth (WOM), destination image attraction, tourism product attributes, tourist's satisfaction and price of tourism products on travel intention to Jordan. A total of 473 self-administrated questionnaires were distributed through convenience sampling to visitors' in Jordan and analyzed by SPSS software. The results of this study indicate that there is strong relationship and effect of word of mouth and destination attributes on travel intention to Jordan. Many valuable information and results drawn from the research are given to decision makers, researchers and planners.

Keywords: Word of mouth; Destination attributes; Travel intention; Jordan

INTRODUCTION

Traveling is one of essential parts of people's live [1]. In general, travelers before going to any destination, they start to gather information about the destination [2]. From management perspective, tourism managers believe that destination attributes such as image is very important for tourists to select their travelling process [3]. These information and search in websites or internet reviews play an important role to take decision where to travel [1]. Moreover, word of mouth has become an essential part or one of the important factors to gather information [4]. In Tourism destination management studies have demonstrated that word of mouth has positive and negative effect on tourism products [5].

The topic of word of mouth has become in the top of tourism researchers interest [6]. According to Gupta and Harris indicated that word of mouth is strong and credible affected on consumer behavior in the field of marketing [7]. In the same point of view, Word of Mouth today is a substantial subject for researchers and practitioners [8]. Based on Litvin et al. who highlighted the effect of word of mouth on the customers before travelling, Word of Mouth is also the information that tourist seeks to get it from the people whom have a similarity for travelling [9]. The recommendation from colleagues and friends is considered significant sources for potential tourists [10]. Furthermore, Baloglu and McCleary recommended that word of mouth is the main

source of information that can be affected on destination choice and the image as well [11]. Similarity, there are many studies have examined the factors that affected on destination choice beside word of mouth, like Bediova and Ryglova who state that there are many factors influencing the destination choice such as satisfaction and loyalty [12]. Also Coban specifies that it is very important to determine destination image while taking decision for strategic marketing, due to its effect on positive image of destination before travelling [13]. Sen and acknowledged that word of mouth affect on the attitude of the customers regarding a wide of products and services [14]. Some results indicated that word of mouth has occurred among people who have no relationship between each other or know them they communicate about tourism services and destination attributes. A study by Compete revealed that customers are communicating before making purchases because they believe that reviews and communication help them make their purchase decisions [15]. Gretzel and Yoo pointed out that over 70% of customers considered communication and internet views from experienced travelers a major information sources when they decide to go for leisure and travel [16]. These results agree with Forrester who recognized that word of mouth is a main key for travelers [17].

Abubakar and Ilkan state that destination trust refers to visitor's willingness to rely on ability of a med-tour destination to perform its advertised functions [4]. Based on Hamidizadeh et al. mentioned that "the awareness of a tourism destination and

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establishment of a destination image are often the result of a long range of information resources on a place and its people in which the effort of organizations related to destination management is a part the resources [18].” In addition, Beerli and Martin agreed that word of mouth is considered the valuable believe and trustful communication and its influenced the cognitive image of the destination because the intangibility of tourism product, customers prefers to get credible information like word of mouth [19]. However, Hsu et al. argue that the overall tourism products consist of five components: destination attraction, destination facilities, accessibility, image, and price [20]. Li and Carr “recognize that the tourism product is an intangible composite of many interrelated components such as accommodation, food and beverage purchases, excursions, participation in recreational activities and entertainments” [21].

The current study is built on the literature in tourism studies, but it is different from others because it covers word of mouth and destination attributes together. Based on the above, the purpose of this study is to identify the effect of word of mouth, destination image attraction, destination product attributes, tourist’s satisfaction and price of tourism product on travel intention to Jordan as a unique destination. In fact, this study tries to indicate how various information resources among travelers about destination attributes affect travel intention. It also focuses on investigating the main inbound tourist market in Jordan to build on future planning and strategies in the tourism sector in Jordan.

Tourism development in Jordan

The tourism sector in Jordan witnessed growth in the last three decades, which promoted the economic sector, increased foreign exchange’s earning and created job opportunities. According to the Ministry of Tourism and Antiquity 2019 (MTA), total of international tourists arrivals recorded 4,488,407 million. The tourism income was 4108.2 million Jordanian Dinar (JD) in 2019 [22]. Also, the number of tourism activities records 3,151 during 2019, and the statistics recorded 53,488 employees in different tourism activities in the same year. In addition, the touristic nights are recorded 4,264,747 with relative change 51% in the year of 2018. The percentage of length of stay was in Amman the capital of Jordan 3.12 nights. Finally, all of previous information mentioned above is clear evidence to the importance of tourism sector in Jordan.

LITERATURE REVIEW

Previous studies in tourism management have conducted that word of mouth one of the hottest issues in the recent years [5,23-27]. Based on Grewal et al. stated that word of mouth refers to exchanging marketing information within customers [28]. Similarity, Rogres defined word of mouth as typically oral communication from person to person [29]. According to Afshardoost and Eshaghi, indicated the important of word of mouth in destination selection among tourists [30]. Similarity, Abdelazim and Alajlani found the importance of word of mouth within tourists to visit Janadriyah festival activities in Saudi Arabia [31]. Satta et al. studied the relation between port-related satisfaction attributes and overall satisfaction. They confirmed the positive of overall satisfaction with word of mouth [5]. Jalilvand found the effect of word of mouth and mass media on travel intention [25]. Recently, Akhtar et al.

acknowledged the effect of visual and audio messages on Muslim tourists’ interaction in destination of China [32]. Albarq asserts that word of mouth is an increasingly important topic in marketing [8]. Consumer behavior is also becoming immune to traditional advertising and other marketing communication. Word of mouth communication is a dominant force in the market place for services and significant tool that firms are interested in managing and controlling the business. The research of Baloglu and McCleary states that word of mouth is a source of information that can affect the formation of a destination image [11]. Tucker stressed that word of mouth is considered the key of organization success [33]. Sernovitz acknowledged that people enjoy talking to their friends and relative about products and services during their holiday [34]. This discussion is well exchange knowledge, experience and consumption of services and products [8]. In the same point of view, word of mouth is a physical conversation with regard to a product or service that takes place between individuals who are not commercial actors [35]. Based on Ye et al. they conducted an empirical study to identify the impact of online user on business performance. The finding indicated that travelers have significant impact on online sales [36]. The benefits of word of mouth reside in the final purchase stage because satisfactory word of mouth messages conform customers and it’s reducing fear uncertainty [37]. Murray also indicated the influence of word of mouth messages to reduce customers risk derived from the uncertainty inherent in services purchase decision [38]. Because of risks, tourists can be expected to search for information from different sources in order to reduce perceived the risk. Information search is necessary for destination choice [39]. There are three stages for information search need for travel, related options and evaluation of selective options [40]. During these three stages, word of mouth may be positive or negative it depends on the travel experience during their holiday. Laczniak et al. identified the transmission of negative word of mouth messages involves interpersonal and informal processes [41].

The related studies have confirmed that there is a link between word of mouth and post purchase behavior that has well recognized by earlier studies [4,6]. The important of post purchase and word of mouth has been emphasized in term of its influence on repeat visit and publicity. In the tourism studies, there are several empirical researchers and practitioners emphasized that satisfaction is a good indicators of revisit and spread positive recommendations intentions [10,23,24,42]. In the same point of view, some studies have examined the antecedents of repeat purchase [43,44]. The results of these studies indicated that satisfaction, quality performance are good predictors of customers intention loyalty. In the term of customers’ loyalty and satisfaction that will affect on word of mouth, Oppermann showed that the degree of customer’s loyalty to a destination is reflected in their intentions to revisit a destination and their willingness to recommend [45]. More recent studies Bediova and Ryglova remarked that “the theory of services management provides knowledge needed to understand the production and consumption process of services” [12].

In addition, word of mouth is also considered an important services outcome construct. It is critical that firms understand the impact of relationships and services quality to create positive word of mouth behaviors among customers [46]. In general, tourists on vacation have demands for a hug number of services and goods, which can

only be provided by many practitioners and suppliers [12]. This is an important characteristic because in other economic sectors the collection of competing suppliers is only one option among others that mandatory for creation the products and services. In this context, Sigala et al. pointed out that social media and networking are from the variable that effect on destination challenges in the tourism destination which allow tourists to interact and share their experiences in the tourism industry [26]. Tham et al. addressed that understanding electronic word of mouth will distinct the destination for tourists. Based on the literature review, theoretical model was developed to test the effect of word of mouth destination image and destination products attributes on travel intention will be moderated by satisfaction [47].

Research framework

Based above mentioned literature, this study considers proposed hypotheses as follow (Figure 1):

Hypothesis 1: Word of mouth affects travel intention.

Hypothesis 2: Destination image attraction affects travel intention.

Hypothesis 3: Destination product attributes affects travel intention.

Hypothesis 4: Tourist’s satisfaction affects travel intention.

Hypothesis 5: A price difference affects travel intention.

Tourist’s satisfaction and destination product

Satisfaction has been defined in various ways. According to Cong satisfaction is defined as a function prior expectation and perceived performance after tourism experience [48]. Based on Oliver tourists are satisfied if tourism experiences exceeding their expectation in the destination [49]. According to Kozak, “satisfaction is a central concept in the study of tourist behavior”[50]. It is accepted as an essential issue in destination marketing because satisfaction is essential in travel experience. Understanding tourists' satisfaction is one of the most significant fields of research in the tourism industry [51]. Reviewing tourists’ satisfaction literature underlined many factors that affect the level of tourists' satisfaction within a particular destination. The increasing competitive market among destination forces many to understand factors such as reasons for destination selection, the availability of the facilities and activities at the destinations, and the level of tourist’s satisfaction on tourism products [52].

Satisfaction as one of the most important antecedents of loyalty

as it has been recognized by many researchers [53,54]. Famous destination attracts many tourists and destination managers should give attention for this phenomenon [55]. Similarities, Hence, Boz et al. acknowledged that customers' satisfaction perceived value affected from pricing [56]. Varieties of destination attraction and activities attract and satisfy tourists [55]. Similarity, Gokovali et al. emphasized the importance of satisfaction of tourist in a destination [57]. Allen and Rao contested that “satisfaction is directed specifically at product or service attributes and may be a relatively more dynamic measure” and necessary for loyalty, but not sufficient. Carmen and Camarero assert “tourist satisfaction affects the intensification of the visit, this being understood as an interest or motivation on the part of the visitor” [58]. Moreover, Yoon and Uysal claimed that there is a strong and casual relationship between tourism destination loyalty and satisfaction [42]. Accordingly, tourist’s satisfaction is one of the important issues for management as well as for successful destination marketing because it plays an important role in destination choice [59]. Recently, Meng and Han adopt the global satisfaction. Kim indicated the role of unforgettable experience and destination image in forming satisfaction [60]. In this sense, good experience could be formed by the evaluation of destination attributes and this means that the overall satisfaction consists of destination attribute through experience [24]. Many researchers have widely suggested that destination attributes represent a feature of creation place determine satisfaction [23]. Similarity, Eusebio and Vieira acknowledged that destination attributes such as basic services, accessibility and attraction positively form tourist’s satisfaction [61]. Tanford and Jang studied tourist’s satisfaction from festival attributes such as activities, authenticity, environment, socialization which are played significant role and determinants of tourist’s satisfaction and loyalty [62]. Also, it is recognized that wording holiday tourism destination has strong influence of satisfaction [24].

Jang and Feng pointed that “to understand why travelers make repeat visits”, in a seminal work, relationship between destination attributes, performance, travel motivation and satisfaction have been examined by Meng et al. [63]. They concluded that measuring tourists’ satisfaction play an important role in marketing of tourism. For the same reason, Stankovic and Petrovic argued that experience is the fundamental product in tourism [64].

Several studies on consumer’s satisfaction in tourism focused on service attributes that are related to tourists’ needs and wants [66,67]. According to Fornell, there is a need to investigate in depth the relation between tourists’ satisfaction and destination attributes to understand tourists’ attitude when visiting a destination [68]. Suhartanto examined tourist’s satisfaction with souvenir Shopping. This study discloses that tourist satisfaction with store and collectability attributes are crucial factors in determining tourists’ satisfaction with souvenir shopping experience.

In general, tourists evaluate their satisfaction or dissatisfaction after their visit or after they consume tourism products [68]. When tourists visit a destination, their desire and want to enjoy their time. Furthermore, considering the above argument, measuring tourists' satisfaction plays an important role in marketing tourism products and services [63]. Bowie and Chang identified the important variables, which were related to consumer’s satisfaction during a guided package tour such as consumers’ expectation on tour and on the behavior of the accompanied tourists, the perception of

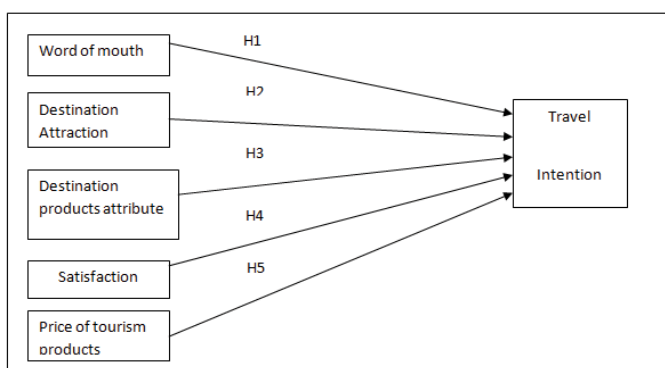


Figure 1: Research framework.

equity and the performance of tour leader [69]. Akama and Kieti claimed that tourist's satisfaction frequently plays a role to increase the rate of tourist retention, loyalty and acquisition, which, in turn, increase the number of tourists, incomes and profits [70].

Yen-Lun Su mentioned "the purpose of measuring customer satisfaction is to assess the quality of the existing management practices and identify directions for improvement" [71]. In another point of view, Yoon and Uysal took the argument a step further by using tourist satisfaction as a moderator construct among motivations and loyalty [42]. Chi and Qu claimed that "attribute satisfaction affected destination loyalty both directly as an immediate antecedent and indirectly as an overall satisfaction.

Some studies focused on the effectiveness word of mouth on tourism products. They demonstrated the influence of word of mouth upon tourism products across a range of locations [24,27,72]. Moreover, Philips et al. that positive word of mouth does not only create a positive image of a destination for travelers, it can only increase awareness of a destination for those unfamiliar with it [73]. Davidson and Maitland mentioned that "destinations are the focus of attention since they stimulate and motivate visits, and are the locations in which the major part of the tourist products are produced [74]. As a result, the more tourism industry is located in destinations, the more impacts are experienced in them". It is argued that "a destination is a collection of attractions. An attraction is the element of tourism products that attracts visitors – it is what tourists come to see, do and/or experience when they visit a destination" Hsu et al. [20]. It is very important to consider tourism destination as a unit that has not the same characteristics and attributes such as hotel, travel agency, restaurants etc.

RESEARCH METHODOLOGY

In order to achieve the main research objective, the research examines the effect of word of mouth, destination image attraction, destination product attributes, tourist's satisfaction and price of tourism product on travel intention to Jordan. The researcher used secondary from literature review such as books, articles, scientific journals, internet, and statistics about tourism in Jordan from the Ministry of Tourism and Antiquity to complete this study.

To obtain this research, a questionnaire was designed to assess the factors that influencing perceived word of mouth and destination attributes on travel intention in Jordan. The questionnaire was designed based on previous literature [4,10,19,48,70]. The research instrument composed three parts. The first one is sought demographic characteristics of the respondents such as gender, age group, marital status, education level, nationality and occupation. The second part focused on tourists' behavior in destination including type of accommodation, number of spends nights in destination, and the respondents were asked about trip evaluation and their level of satisfaction in the destination when they perceived tourism products. Also, the respondents were asked about the differences of price of tourism products among suppliers. At the end of this part, tourists were asked about the facilities that Jordan offered for tourists to travel intention. While the third part some statements related to word of mouth, destination attraction image, destination product attributes and satisfaction of tourists about their trip to Jordan such as variety of accommodations, Variety of tourists activities, variety of natural environment. This

study used five points Likert scale which are 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, and 5=strongly agree. By using available facilities, convenience sample was conducted to achieve the research objectives. The data for this study were collected by a self administrated and research assistant in different areas in Jordan such as Amman the capital of Jordan, Aqaba and Wadi Rumm, and Petra which are considered the most archaeological site in the southern region in Jordan. The questionnaire was written in English languages to facilitate gaining responses from the foreign respondents. The tourists were asked if they had travel experience before telling them to fill the questionnaire. A total of 473 questionnaires were returned from the survey. In addition, before going to the real data, pilot study was conducted to measure the research instrument using 36 questionnaires in Jarash archaeological city. The main purpose of pre-test is to ensure whether the items in questionnaire were reliable to actual respondents and whether the questionnaire's items were understood. The researcher tested the reliability of the questionnaire through Cronbach's Alpha in order to ensure the reliability of respondents' answers to all statements. The results were measured based on Cronpach's Alpha yielded 0.87. The researcher and research assistants distributed the questionnaires in different time and different location to avoid bias during data collection in summer season of 2019 from May to July. After that, data analysis utilized descriptive statistics, frequency, factor analysis and regression to achieve research objectives and examine the hypotheses of proposed model.

RESULTS

Tourists' profile and characteristics

Based on the data analysis, Table 1 shows the demographic characteristics of respondents. It can be seen that majority of visitors were male 66.2% while the remaining female. The respondents who visited Jordan were between 31-40 years age group. Around half of them were married 48.5%. An overwhelming number from tourists had Diploma and Bachelor degrees. Finally, the respondents were asked about their occupation, the results indicated that near half of the respondents working in private sectors 44.8%. The high per cent nationality of tourists was from Europe 42.3%.

Descriptive analysis of the respondents is summarized in Table 2. The results of descriptive analysis for factors' statements showed in Table 2. Statement "I heard positive things about the destination" in factor word of mouth records high mean score 4.30 followed by "I was recommended from relatives and friends to visit the destination" yielded mean 3.96. The lowest score mean in this factor was "I was advanced from my colleagues for the destination as place for visit" 3.16 mean value. In factor two destination attractions, the results showed that statement "The destination has religious attraction" recorded high mean score 3.87, followed by "The destination has valuable infrastructure" 3.68 mean, while the lowest score mean was for statement "The destination has variety of entertainment". Regarding to descriptive analysis for factor destination product attributes records the high mean score for two statements equally "The destination has cultural activities" and "The destination has qualified workers in tourist affiliated industries" 4.32, while statement "The destination has quality of tourist services" records lowest mean score 2.40.

Table 3 illustrates characteristics of tourists who visited Jordan. Around half of tourists stayed in four – five stars hotels during their journey to Jordan 42.5%. More than two third of respondents spent from one to seven nights during their trip 82.2%. Majority of tourists were evaluated their tour to Jordan between good and very good 70.8%. Around three-quarters 74.9% of respondents were satisfied about the trip to Jordan. Respondents were asked “Are there any differences in price of tourism services among suppliers?” the results showed that 62.9% felt that there is difference in price

among tourism suppliers. Finally, 73.4% from the tourists agreed that Jordan offers variety of things for travelers to travel intention.

Factor analysis

To identify the main factors that effect on travel intention, principal components factor analysis with Varimax was applied to all statements of research instrument. A total of 22 items had factor loading greater than 0.40 as a cutoff point and eigen value above 1.

Table 1: Demographic profile

Variables	Percentage
Gender	
Male	66.2%
Female	33.8%
Age	
20 years and below	5.4%
21years – 30	17.2%
31 years – 40	35.6%
41years – 50	30.4%
More than 50 years	11.4%
Marital status	
Single	11%
Married	48.5%
Divorce	27.6%
Others	12.9%
Education	
Secondary or less	19.7%
Diploma - Bachelor	44.8%
High education	34.6%
Occupation	
Government employee	27%
Private sector employee	44.8%
Self employed	22.5%
Others	5.6%
Nationality	
North America	21.1%
Latin America	13.3%
Europe	42.3%
Australia	10.8%
Africa	8.4%
Asia	4.2%

Table 2: Descriptive analysis of factors.

N	Statements	Mean	N	Statements	Mean
F1: Word of mouth information			F3: Destination products attributes		
1	I heard positive things about the destination	4.30	1	The destination has cultural activities	4.32
2	I was recommend from friends and relatives to visit the destination	3.96	2	The destination has qualified workers in tourist affiliated industries	4.32
3	I was encouraged from my relative and friends to visit destination	3.92	3	The destination has new experience	4.17
4	I was promoted (advanced) from my colleagues for the destination as place for visit	3.16	4	The destination has exciting wildlife	4.11
F2: Destination image Attractions			5		
1	The destination has religious attraction	3.87	6	The destination has quality of accommodation facilities	3.99
2	The destination has valuable infrastructure	3.68	7	The destination has	3.97
3	The destination has variety of natural environment	3.57	8	The destination will increase my knowledge	3.96
4	The destination has variety of hotels	3.20	9	The destination has suitable recreation	3.48
5	The destination has variety of tourists activities	3.17	10	The destination has quality of food and beverage services	3.48
6	The destination has variety of touristic sites	2.93	11	The destination has quality of tourist services	2.40
7	The destination has variety of entertainment	2.80			

Table 3: Tourist’s characteristics.

Variables	Percent
Where did you accommodate in destination?	
Four - five stars hotels	42.50%
Three stars hotels	31.10%
One - two star hotels	15.50%
Unclassified hotels	6.20%
Suit apartments	2.10%
Others	2.60%
How many nights you stay in destination?	
One - four nights	36%
Five - 7 nights	46.50%
More than one week	17.60%
How do you evaluate your trip to destination?	
Very bad	2.90%
Bad	5.30%
Neutral	20.90%
Good	38.10%
Very good	32.70%
Are you completely satisfied about your trip?	
Yes	74.90%
No	25.10%
Are there any differences in price of tourism services among suppliers?	
Yes	62.90%
No	37.10%
Jordan offers a variety of things for me to travel intention?	
Strongly disagree	6%
Disagree	6.20%
Neutral	14.30%
Agree	39.8
Strongly agree	33.60%

Whereas all items lower were deleted because they were considered as not significant. Based on this criterion, two items were deleted because they had factor loading less than 0.4 or loaded in several factors. Three factors explained 54.21% of variance was instructed from 22 statements. Cronbach alpha reliability scored 0.83 with KMO (Kaiser-Meyer-Olkin) 0.87. The results of factor analysis presented in Table 4 which illustrates word of mouth is considered the most important factor that effect of travel intention to Jordan, it has 2.10 and 25.65 of variance. This means that respondents who visited Jordan had affected by word of mouth about the destination for travel intention from their friends or references. In addition to the result, tourists had received positive image about Jordan and motivated to visit the country. The second factor was destination attractions. It had 1.88 eigen value and 15.57 of variance. This factor includes eight statements. According to the tourists, they believed that Jordan has variety of attraction and something to do. While the third factor was related to destination product attributes. This factor got 12.99 of variance and 1.80 eigen value. In this factor, tourists evaluated tourism product attributes based on their opinion during visit the destination.

Regression analysis

Multiple linear regression analysis was used to identify the relationship and effect of destination characteristics and travel intention. In this study, destination characteristics defined as independent variable while travel intention as dependent variable. Table 5 illustrated the results of multiple linear regression analysis. The results of regression model shed that the explanatory variables explain $R^2=0.85$ which means that there are statistical significant and effect of destination characteristics on travel intention in adjustment $R^2=0.84$. This indicates that tourists’ were affected for travel intention by destination characteristics which were (word of mouth, destination image, destination attributes, tourist’s satisfaction) due to sig less than 0.05. This means that tourists were

Table 4: Factor analysis.

Destination Attributes	Loading	Eigen value	Variance
Factor 1 word of mouth			
I was recommend from friends and relatives to visit the destination	0.83	2.10	25.65
I heard positive things about the destination	0.79		
I was encouraged from my relative and friends to visit destination	0.77		
I was advanced from my colleagues for the destination as place for visit	0.73		
Factor 2 destination Image attractions			
The destination has variety of touristic sites	0.69	1.88	15.57
The destination has religious attraction	0.68		
The destination has variety of natural environment	0.65		
The destination has variety of entertainment	0.64		
The destination has easy to access	0.62		
The destination has variety of tourists activities	0.61		
The destination has variety of hotels	0.58		
The destination has valuable infrastructure	0.56		
Factor 3 destination products attributes			
The destination has quality of tourist services	.853	1.80	12.99
The destination has good culture	.853		
The destination has suitable recreation	.804		

The destination has new experience	.804
The destination has exciting wildlife	.770
The destination has quality of accommodation facilities	.685
The destination has valuable history in tourism	.638
The destination has qualified workers in tourist affiliated industries	.589
The destination will increase my knowledge	.560
The destination has cultural activities	.540
The destination has quality of food and beverage services	.530
Total variance explained	54.21
Total scale reliability alpha	0.83
KMO	0.87

Table 5: Effect of destination characteristics on travel intention to Jordan.

Model	Coefficients					
	Unstandardized coefficients		Standardized coefficients			
	B	Std. Error	Beta	t value	Sig	
1 Constant						
Word of mouth	.120	.088	.503	2.702	.007	
Destination image (Attraction)	.456	.080	.011	3.171	.040	
Destination product Attributes	.128	.098	.270	2.702	.057	
Tourist's satisfaction	.452	.126	.472	4.171	.003	
Price of tourism products	.219	.112	.630	2.702	.060	
$R^2=0.85$	Adjusted $R^2=0.84$					
F value=54.7	F sig=0.000*					
Dependent variable: travel intention						

gather information about the destination, image, attributes and satisfied about the destination characteristics and encouraged to travel to Jordan. In addition, the results explained that reject null hypotheses (H0) and accept alternative hypotheses (H1) for (word of mouth, destination image, destination attributes, and tourist's satisfaction). While the results showed there is no statistical significant between price of tourism products and travel intention sig 0.06.

DISCUSSION

Over the past two decades, the topics of WOM, destination image, tourists attraction, tourists satisfaction and travel intention was one of the most significant in the tourist research [24,75]. These previous studies travel intention and destination image from different perspective. According to the results of this study, factor analysis has drawn to investigate the effect of WOM on travel intention. The results show that WOM, destination image attraction, and tourism products, satisfaction and price of tourism products had positive impact on travel intention to Jordan. This prove also confirm with regression analysis to test the research hypotheses.

This study examined the effect of Word of Mouth and destination attributes on travel intention to Jordan. This study provides an empirical evidence of the relationship between WOM and destination attributes on travel intention. Based on the results on this study, it goes side by side with previous research of Abubaker and Ilkan [4]. This study has some contributions, first, it is studied the destination attributes with such as destination image, destination attractions and tourism product in the destination with travel intention. Second, it provided managerial implication

to planer and destination managers to set up future plan based on this managerial implication especially in developing country such as Jordan. Based on the results of this study, it is in parallel with Afshardoost and Eshaghi they studied destination image and tourist behavioral intentions [30]. Some studies examined this topic from same angle such as Gursoy et al. who studied the impact of destination familiarity on external information source selection process [76]. According to Litvin et al. there are strongly effect of WOM in tourism and hospitality on information source and purchase decision. Modern study by Yan et al. proved that WOM plays significant role on the brand. Word of Mouth can be directed from persons and from websites [77]. According to Schofield et al. studied first and repeat visitor primary destination image through prism of three factors theory of customer satisfaction to expose positive or negative word of mouth recommendations. The results of this study coincide with Meng and Han which indicated that satisfaction had a important mediating impact in determining travel intention. Moreover, from mimention of destination attributes (price), similar study conducted by Abubaker and Ilkan who pointed out that higher income will strengthen the relationship between word of mouth and travel intention to medical destination. These studies agreed with this study in general, that means tourists who travel to Jordan from different countries affected by price of tourism products in destination from the information that they gathered from different sources.

Recently, word of mouth studies showed that it has ability to have both positive and negative effect on travel intention to the destination. According to Yan et al. tourists with positive experience tend to share their experience, while those who had negative affect prefer integrated websites. Moreover, Kotoua and

Ilkan investigated the relationship between intention to visit and tourist satisfaction in Ghana [78]. They found that the dimensions of tourists' satisfaction as a mediator affect the overall tourists' intention to travel. In this study the results also indicated that when the tourists felt satisfied they will travel to the destination based on the information that they gathered from their different sources about the destination based on planned behavior theory.

CONCLUSION

The study has empirically examined Word of mouth, and destination attributes items that influenced foreign tourists to Jordan. The study offers an attempt to understand word of mouth and destination attributes extend the theoretical and empirical evidence on the relationships among word of mouth, destination image attraction, destination products attributes, tourists' satisfaction and price of tourism products. The study suggests that the conceptual framework of word of mouth and destination attributes factors in the literature was generally supported. The study reconfirms the existing word of mouth and destination attributes affected by tourists to travel intention to Jordan. In other words, tourists decide to go on a holiday because they want to fulfill their intrinsic desires, and at the same time, their decisions on where to go are based on destination attributes and information that they gathered for their friends and relatives or from reference groups.

RECOMMENDATIONS

Based on the results of this research, there are some recommendations for responsible to enhance tourism sector in the country. First, the research findings have identified the effect of word of mouth, destination image attributes, destination product attributes, tourists' satisfaction and price of tourism products on travel intention. This gives remarks for tourism authorities and marketers to design appropriate marketing programs and promotional campaigns to increase tourist arrival to the country. It is evident that destination attributes are varied by country of residence and tourists differ in their preferences and perceptions regarding the tourist destinations. Second, in designing the appropriate marketing programs, tourism marketers in the country must understand the market characteristics and select the tools correctly. This is particularly true because designing the promotion mix is even more complex when one tool must be used to promote another. For examples, each promotional tool like advertising, promotion and public relations has unique characteristics and costs. When developing their promotional mix, tourism marketers in Jordan must consider factors such as type of tourism products and markets, push versus pull strategies as identified in the study, tourists' readiness state, and tourism product life cycle stage. Third, tourism authorities could utilize sales promotion as an important marketing tool relative to advertising. As one the world's iconic image, tourists already know the brand, and advertising is needed to remind them of the tourism product.

LIMITATION OF THE STUDY AND FUTURE RESEARCH

This study and its findings have some limitations to future research in this area. First, the research is limited to context of research

perspective framework objectives. This study attempts to examine the effect of word of mouth and destination attributes on travel intention. This study may have different results if applied in another location. Second, this study includes questionnaire survey without interview gathered from this sample of this study which it influences on travel intention. Third, the survey timeframe was from June to July 2019. Therefore, it includes data from all four season in destination to avoid bias and meet tourist from different countries and different time of data collection. However, for future research the researcher recommends examining new variables such as social characteristics as mediation variable between word of mouth and destination attributes on travel intention.

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