

**THE INFLUENCE OF HOSPITALITY AND
SERVICE QUALITY TOWARD TOURIST
SATISFACTION AND LOYALTY**

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SERVICE QUALITY TOWARD TOURIST
SATISFACTION AND LOYALTY**

by

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DEDICATION

I would like to dedicate this work to my father and mother, who have always stood by me. To my wife, who has always motivated me towards success, and to my beautiful babies Yamin, Moamen and Sara. Finally, to my brothers and sisters, who have always pushed me forward, encouraging me towards success.

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PENGARUH HOSPITALITI DAN KUALITI PERKHIDMATAN TERHADAP KEPUASAN DAN KESETIAAN PELANCONG

ABSTRAK

Tujuan kajian ini adalah untuk memberikan pemahaman mengenai kualiti perkhidmatan yang mempengaruhi kepuasan dan kesetiaan pelancong terhadap kualiti layanan dan perhotelan. Kajian ini menggunakan model penyebab dalam menyelesaikan beberapa aspek kepuasan dan kesetiaan pelanggan. Jurang dalam kajian ini menjadi asas kajian, yang merupakan kaedah kualiti perkhidmatan yang mempengaruhi perkhidmatan hotel. Lebih khusus lagi, kepuasan pelanggan dan kesannya terhadap kesetiaan pelancong adalah objektif utama dalam mempromosikan pelanggan di Jordan. Dalam konteks ini, hubungan antara kesetiaan pelancong dan antesedennya menjadi fokus utama keseluruhan kajian. Dalam kajian ini, Pemodelan Persamaan Struktural (PPS) digunakan dengan menganalisis data di Partial Least Square (PLS) untuk memahami persoalan kajian dan mendapatkan hasil yang paling tepat dengan menggabungkan faktor langsung, pendam, dan faktorial. Soal selidik diedarkan kepada pelancong yang dipilih secara rawak dari 66 hotel dari hotel empat dan lima bintang di Jordan. Sebanyak 212 sampel telah dikumpulkan untuk dianalisis dengan membentuk hipotesis. Hasilnya menunjukkan bahawa kesetiaan pelanggan dihasilkan melalui kepuasan pelanggan dan juga dapat menjadi penghalang jika tidak memiliki layanan yang baik di dalam hotel. Usaha kualiti perkhidmatan mungkin tidak berkesan bagi pelanggan setia; mereka telah membentuk pendapat mengenai produk, jadi mereka akan membeli jenama sama ada organisasi memasarkan produk tersebut atau tidak. Namun, bagi organisasi yang ingin mendapatkan pelanggan setia, mempunyai perkhidmatan dan produk yang berkualiti dapat membantu menjaga pelanggan dan mengeratkan hubungan mereka dengan pelanggan. Akhirnya, batasan kajian telah dikenal pasti seperti masa, kos, dan cadangan penyelidikan masa depan juga telah dibincangkan secara terperinci.

THE INFLUENCE OF HOSPITALITY AND SERVICE QUALITY TOWARD TOURIST SATISFACTION AND LOYALTY

ABSTRACT

The purpose of this study is to provide an understanding of the influence of hospitality and service quality toward tourist satisfaction and loyalty.. This study also uses a causative model in solving some aspects of customer satisfaction and loyalty. The gap in this study forms the basis of the study, which is the means of the quality of services affecting the hotel services. More specifically, customer satisfaction and its impact on tourist loyalty is a key objective in promoting customers in Jordan. In this context, the relationship between tourist loyalty and its antecedents becomes the focus of the entire study. In this study, Structural Equation Modeling (SEM) was used by analyzing data in Partial Least Square (PLS) to understand the study questions and to get the most appropriate results by combining direct, latent, and factorial factors. Questionnaires were distributed to randomly selected travelers from 66 hotels out of four, and five star hotel in Jordan. A total of 212 samples has been collected to analyze by forming a hypothesis. The results show that customer loyalty is generated through customer satisfaction and it can also be a hindrance if it does not have good services within a hotel. Service quality efforts may not be effective on loyal customers; they have formed an opinion on a product, so they will buy a brand whether the organization markets the product or not. However, for organizations that want to get loyal customers, having quality services and products can help keep customers and strengthen their relationships with customers. Finally, the study's limitations have been identified, such as time, cost, and future research recommendations have also been discussed in detail.

CHAPTER 1

INTRODUCTION

1.1 Introduction

Tourism has long been a source of lucrative income for most countries in the global community. Hence, it is a very important effort for many economies as it provides one of the major sources of national income (Vanhove, 2017). In addition, the tourism industry plays an important role in maintaining cultural and historical heritage; it promotes countrywide investment and billions of dollars into infrastructure such as roads, airports, communications, as well as important hotels in promoting the growth of the tourism industry. This chapter provides the outlook of the whole research which outlines the study based on the background of the research, problem statement, objectives of the research, research questions, hypotheses, significance, layout of the chapter and conclusion of the study. The customer satisfaction impacted the customer loyalty for this research. The objective of this research is to examine the hospitality and service quality in Jordanian hotels, which would influence customer satisfaction that maintains customer loyalty in the Jordanian hotels.

1.2 Background Study

The main objective of a business is the delivery of goods and services; however, the success of these activities depends on the business's efforts. According to Barnett and Seth (2014), the business capability of providing services should be directed at activities that ensure they are able to provide quality services that lead to success. Therefore, the service has become an essential provider of products and

service delivery (Lovelock, Patterson & Wirtz, 2014). Due to this service, it has become an important aspect of any business, which in turn leads researchers to focus on the subject, which is evident in the study conducted in the context of service meetings. Quality of service experience that customer experience is the key variable affecting customer perceptions of the quality level in a particular organization (Lovelock, Patterson & Wirtz, 2014).

The hotel sector is one of the areas where service quality has become a relevant business success factor. This is important, as the nature of the business in the hotel industry is a high customer relationship environment (Sari, Bulut & Pinar, 2016). Businesses that consist of long-term personal contact encounters with their customers should ensure that the quality of their services corresponds to customer expectations. Lee, Verma and Roth (2015) point out that high-volume organizations can ensure that they have an effective management system, ensuring that all service meetings bring to satisfied customers to generate revenue growth. Kotler, Bowen and Makens (2003) argue that a large number of businesses whose core business based on hospitality invests a large percentage of their budgets in the creation of a service delivery system that ensures their customers receive the best possible service. Establishing a service delivery system ensures that any service, conferencing is seen as the most important aspect of customer care.

According to Baker and Crompton (2000) and Zameer, Tara, Kausar, and Mohsin (2015), service quality variables are important factors in determining the level of success in the service sector. These variables include quality, value, and perceived satisfaction. Organizations that fully understand these variables are better to handle all aspects of service in the hospitality sector (Petrick & Backman, 2002: Jin, Lee, & Lee, 2015). With these factors, businesses can tailor their services in a

way that ensures that every customer visits the company or purchases their products and services, their experience improving the quality of service. Customers are satisfied if the level of service provided matches their expectations each time, they have a meeting with the service provider. Baker and Crompton (2000) and Jin, Lee, and Lee, (2015) ensure that service quality features are very important and beneficial to customers and a seen value in the product or service, the hotel sector must consider it when formulating a business strategy.

Product offerings are factors that relate to one's perception of the product and the value it earns. The general satisfaction level of customer experience determines their emotional response, which in turn determines whether they choose to buy certain products or services. A clear understanding of all these aspects will ensure that businesses in the hotel sector determine the key factors in determining their success, enabling the implementation of proactive business models.

The growth of the tourism sector has attracted more players into the industry, which has led to increased competition between businesses in the industry, each working to gain competitiveness through emphasis on customer satisfaction and loyalty (Vellas, 2016). This has resulted in marketers in the hotel sector looking for innovative business models that ensure customer loyalty, as loyal customers equate profit enhancement. The hotel has taken many steps to increase customer loyalty, such as conducting qualitative market research and unstructured interviews. Unstructured interview objectives enable the understanding of the subject being investigated (the hotel) to determine how and why guests are loyal to a particular hotel.

The hospitality sector, especially the hotel industry, means each should gain competitive advantage over others to ensure they maintain their existing customer base while expanding it by attracting new guests to their establishment (Radojevic, Stanistic, & Stanic, 2015). The level of service that travelers receive at the hotel determines whether they are loyal customers. The rising rate of innovation in the hotel sector has created additional options in the types of accommodation offered, thereby increasing the pressure for sustainable competitiveness for businesses already set up in the sector. Researchers have shown that an increase of 5% of customers can have a minimum impact of 25% on profit (Lee et al., 2014). Thus, businesses can increase revenue by adjusting retention strategies according to existing customers. The hospitality industry is undergoing major changes. Based on the observations of Kandampully and Suhartanto (2000), services such as swimming pools, restaurants, and health clubs - which were only meant for rich people-were the common components of most hotels. Customers are increasingly demanding in terms of service and service quality to be loyal. Kandampully, Zhang and Bilgihan (2015) ensure that increasing customer loyalty through positive interactions between the hotel and its customers and providing effective services will attract them emotionally and gain their loyalty. Research has shown that there is a positive correlation between the level of service offered at the hotel and the level of customer satisfaction and this knowledge is essential for tourism professionals and hotel managers (Flavian, Martinez & Polo, 1990).

For the hotel to be sustainable, they must set up a focused strategy to maintain existing customer base to minimize the cost of getting new customers (Um, Chon & Ro, 2006). Therefore, current customers are the most important assets for businesses in the hotel sector (Um et al., 2006). According to Baker and Crompton

(2000), extensive research in the hotel industry shows a strong correlation between customer loyalty and income received by the business. Therefore, businesses in the service sector should strive to achieve a business system that leads to a high level of customer satisfaction and the provision of high-quality services.

Different studies in the hotel sector have been able to determine the importance of customer loyalty. Petrick, Morais and Norman (2001) reveal that for a better understanding of this topic the focus of the researcher should be based on customer experience after purchasing a business or business product. This aspect is important because customers tend to review the hotel they left behind if the service provider corresponds to the level of service viewed (Bowen & Chen, 2001). According to Um et al., (2006), customers' intentions to return to a particular hotel have been influenced by the perceived attractiveness more than by both perceived quality of services and value for money.

Increased yield resulting from customer loyalty allows business in the hotel sector to reduce costs in terms of marketing and administrative costs. Customers who are loyal to certain businesses, products, or services will not switch to other brands even if their prices are low. As a benefit to the organization in question, loyal customers will provide free marketing services to organizations by persuading their friends and family to try out the business brand. Costs associated with loyal customer service are less noticeable because of knowledge of organizational products and services, therefore, there is no need for additional information provided to them, in contrast to new customers requiring high levels of initial input information.

Current customer demand is chattier and choosier. Undoubtedly the quality and excellence of food products are the focus of the selection of restaurants and

hotels, the quality of customer service is a main pillar for the hotels (Kivela, 1997; Ozdemir & Caliskan, 2014). Hence, it is a challenge to the current hotel industry. The issues and challenges faced by the hotel industry in the provision of customer service such as communication weaknesses, employee skills, lack of understanding of customer needs, unattractive attitude and work commitment and teamwork attitude in terms of communication. Dawson, Madera, Neal and Chen (2014) point out that soft skills such as interpersonal communication and fluency in the language need to be emphasized and not only to have knowledge in certain areas only, failure to communicate effectively among potential employees who will enter the hotel industry will; affects the whole hotel's quality service.

The above discussion shows the need for further studies to be conducted with the aim of determining the quality of services that affects the tourist sector in Jordan, filling the gap left by the lack of this study about the service quality, customer satisfaction and loyalty. More specifically, the subject of tourist satisfaction and its effect on tourist loyalty is a key objective in promoting tourism in the country. It can be safely considered, as a research premise, enhanced tourist loyalty will attract tourists back to the country, thereby assisting in enhancing the country's economic development. In addition, tourist satisfaction can be improved through hotel services and better services, and its relationship with tourist loyalty. Therefore, in conclusion, the purpose of the study is to study the hotel's quality service and hospitality to identify its relation with customers satisfaction and loyalty.

1.3 Research Problem

Customer satisfaction is important to evaluate why hotels succeed or fail, and why do hotels have varying levels of performance (Abraheem, Assistant, Yaseen &

Alhamadani, 2011). It seems that hotels that provide higher service quality do have higher levels of performance that confirms a higher number of satisfied customers (Amin, Yahya, Ismayatim, Nasharuddin & Kassim, 2013). Currently, tourism in Jordan is an important source of income and has been reported contributing significantly to the economy by 20% as the tourism sector is one of the fastest growing sectors in the world (Shahin & Dabestani, 2010). The hotels are the major sector in the travel industry in Jordan as it has a huge contribution to the local economy as well as business (Altarawneh & Al-Kilani, 2010).

Satisfaction is a crucial factor that will lead to customer loyalty (Kristian & Panjaitan, 2014). When customers have a good experience towards the goods and services, the level of loyalty is high (Li & Green, 2011). According to Akhbar and Parvez (2009), loyalty is important to the business firm for the product to be successful in the market. In addition, business firm should be able to retain their customers for the purpose of successfulness. Providing a good service or produce items based on the customer's expectation is very important. This is because customers are the main key for the business firm to stay longer and successful in the industry (Sephton, 2013). Therefore, the business firm should be able to identify the factors they will contribute to the customer's satisfaction to retain them. By doing so, the business firm may further improve their products and gain competitive advantage.

Though, there are a good number of studies on customer satisfaction and service quality can be found in the academic literature (e.g. Allred & Adams, 2000; Al-Tamimi & Al-Amiri, 2003; Fornell, 1992; Gilbert, Veloutsou, Goode & Moutinho, 2014; Hossain, 2010; Mohsan, Nawaz & Khan, 2011; Oliva, Oliver & McMillan, 1992; Spreng & Mackoy, 1996), however, most of these studies are on the

overall service industry. Hence, studies on the hotel industry which is also a part of the service industry have remained limited (e.g. Al Khattab & Aldehayyat, 2011; Andaleeb & Conway, 2006; Briggs, Sutherland & Drummond, 2007; Crick & Spencer, 2011; Getty & Getty, 2003; Maria & Serrat, 2011; Mohsin & Lockyer, 2010).

Therefore, this study aimed at identifying the determining factors of service quality on customer satisfaction and loyalty towards Jordanian hotel industry. The report Jordantimes (2017) shows that there are some issues of tourism there which affect the satisfaction among tourists. For example, visa procedures where it shows government restrictions or strict government policies on the occurrence of many visa issues and travel passes.

The third problem is that most of the accommodation quality does not meet the standards, tourists will not deny this problem even with low price given (Jordan times, 2017). Hotel accommodation is quite expensive, especially in the city center of Amman, the room price increased with tourist tax. In comparison, what tourist get for 50 Euros in Jordan is not even comparable to what can be obtained in Europe or Southeast Asia for the same amount.

In some cases, hotels in Jordan regarding some reports had low quality food provided by unprofessional staff to provide the service on time, customers have to wait for long to get their food, those two important negative factors contributed to the lack of confidence in the hotels, and led to a reduction of the possible repeated customers (Jordan times, 2017). In this regard, hotels must emphasize on its strengths and address all issues related to the service quality to enjoy the full potential of success when tourists decide to come back and use the same hotel.

The quality of the service must go beyond the hotel staff and should also focus on evaluating the facilities provided by the organization in question (Dhar, 2015). This is due to the fact that the customers always observed the ambiance of the hotels such as wall and carpet color as well as hotel atmosphere and aesthetic appeal; if the features of this hotel do not meet the expectations of guests, it can be detrimental to their perception of the whole organization. In addition, what the hotel says will also bring another important marketing aspect that will be wise for hoteliers to consider. This is because management personnel must ensure the quality promised by their hotel is actually delivered; if their customers see the situation where the hotel makes an empty promise to deliver a particular product, it will produce a real negative impact. This is due to the fact that if a customer sees the promise of a hotel and offers it as incorrect, it will be very damaging to the hotel's reputation, preventing its ability to practice effective customer retention.

The overall gaps in this study are, where the service quality hotel in Jordan is fulfilling customer satisfaction? Whether this customer satisfaction leads to customer loyalty in the Jordanian state from hotel services in Jordan? Whether the customer satisfaction plays a key role of service quality to tourism loyalty.

1.4 Research Questions

Research questions assist in narrowing down the research problem to obtain the desired results of the study. Based on the research problems and the contextual description, this research strives to answer to the following questions:

1. Is there any positive relationship between hospitality and tourist satisfaction in Jordanian hotels?

2. Is there any positive relationship between service quality and hospitality in Jordanian hotels?
3. Is there any positive relationship between service quality and tourist satisfaction in Jordanian hotels?
4. Is there any positive relation between tourists satisfaction towards tourists loyalty in the Jordanian hotels?
5. What is the mediating effect of Tourist satisfaction towards the relationship between service quality and tourist loyalty in Jordanian hotels?
6. what is the mediation effect of tourists satisfaction towards the relation between hospitality and tourist loyalty in Jordanian hotels?

1.5 Research Objectives

The purpose of this study is to determine whether the service quality influences customer satisfaction and maintains customer loyalty in the Jordanian hotels.

To accomplish this purpose, the objectives of this research are as follows:

1. To determine the positive relationship between hospitality and tourist satisfaction in Jordanian hotels.
2. To determine the positive relationship between service quality and hotel hospitality in Jordanian hotels.
3. To determine the positive relationship between service quality and tourist satisfaction in Jordanian hotels.
4. To determine the positive relationship between tourist satisfaction towards tourist loyalty in Jordanian hotels.

5. To determine the mediating effect of Tourist satisfaction towards the relationship between service quality and tourist loyalty in Jordanian hotels.
6. To determine the mediating effect of Tourist satisfaction towards the relationship between hospitality and tourist loyalty in Jordanian hotels

1.6 Scope of Study

The occupancy rate for four- and five-star hotels in Jordan is high throughout the year. Therefore, the decision for choosing both four- and five-star hotels in Jordan were based on the type of tourists that frequent those hotels, as this categorization is best suited to answer the research objectives of this study. The Jordanian hotels rated five and four stars were considered as the most suitable for the study due to their service delivery and the high-level quality of their facilities.

1.7 Significance of the Study

This study will assist the hotel industry to learn about the important antecedents of customer loyalty. The hotel management will be able to utilize the study outcomes and suggestions to improve hospitality in the hotels as it positively affects the organization and enhances customer loyalty. The outcome of this study will ensure practical measures are available to help increase tourist numbers in Jordan. In turn, better service quality will lead to better customer satisfaction (Hussain, Al Nasser, & Hussain, 2015).

This study will reveal specific aspects of the quality services which are needed to ensure customers remain loyal to a hospitality business. Consequently, hotel managers will be able to understand the desired satisfaction level of customers through this research. Customer loyalty and customer satisfaction are the two most

important indicators of profit in the tourism industry. Customers' loyalty in a hotel allows the manager to increase profits through their guests and ensures that the business remains sustainable. This study will not benefit only the hotels, but the tourism stakeholders such as government, tourist agencies, and other tourism players.

To understand the specific features that increase customer loyalty in the hotel sector, management needs to understand what happens to hotel guests before, during and after their stay. It is then important to assess what customers are using as a measure of the quality of service at the hotel. Customer satisfaction goes hand in hand with loyalty and should mean that loyalty cannot be achieved when customers are only satisfied. This study will be able to provide an important framework, which will be a valuable source of information for other hotels in the region, as hotels may have a satisfied but not a loyal customer.

In the long run, this research might ensure that hotels are adapting to measures such as ongoing feedback, which can be achieved by setting up excellent services to ensure managers are constantly aware about customer needs and requirements as a key factor that can affect customer loyalty despite customer satisfaction.

1.8 Organization of the Study

Chapter 1 consists of the introduction of the thesis, presents the research background, problem statement, research questions, objectives. The section on the research background presents a brief discussion of the basis for which the tourism industry of Jordan is chosen for analysis.

Chapter 2 outlines a brief outlay of several studies, their conclusions, nature, and the scope of research. The literature review strengthens the purpose and academic background of the study through helping to avoid the mere repetition of the study as well as providing clear direction enabling higher precision through establishing a solid foundation. Further, the following variables have been discussed: the relationship between customer satisfaction and the demographic region, relationship of hospitality, customer satisfaction, and customer loyalty, and the relationship of customer satisfaction and customer loyalty and professional interpreting services. Comprises of the theoretical framework in this study. Several aspects and the logical relationship of tourist loyalty with relevant variables are presented by describing the researcher's views and conclusions on the various aspects. Several dimensions of service quality, hospitality, and customer satisfaction are elaborated upon. This chapter discussed the theoretical and conceptual studies to support this study.

In chapter 3 the research methodology has been discussed in detail. Its show the research design, population of the study, sampling, sample size and data collection method. Other than that, researchers clearly mentioned how determine the research instrument and construct measurement, data processing and data analysis. Based on the clarity of this chapter, the next chapter will deal with the data analysis.

Chapter 4 results will have a clear explanation for the results in this chapter, we use Smart PLS 3.2.7 and SPSS 23 to run the data. Based on the data, researcher provide the pattern of the results, examine the result and analyse the results of the research questions and hypotheses. Any necessary chart and tables will be included to provide a clearer image. Besides, it provides the descriptive by analyzing the figure of respondent demographic. It also discusses about scale measurement and

inferential analyses to justify the reliability of the analysis and examine the influence of the variables.

Chapter 5 discussion and conclusion, the researchers included a summary of this chapter and discussed the findings. Besides, implication and the practical for policy makers and practitioners also included. Moreover, it stated the limitations that occur in our progress. Finally, recommendations are highlighted in future studies.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter will review existing literature which focuses on matters of hotel hospitality, with the underlying aim of deriving theoretical and conceptual concepts from the university library and other online sources. Literature sourced from journals, books, as well as articles written to create a clearer picture of the research theme in this study, as well as to aid in highlighting the gaps in the literature. According to Severt et al., (2009) previous research helps to focus on the study theme, and this may have been attributed to the limited amount of literature which exists concerning the hospitality and tourism sector, this was confirmed by Getz, and Page (2016). However, in the recent years, the number of academic publications focusing on the hospitality and tourism industry has increased, a trend which is reflected in the scope of this study. This investigation is structured to utilize academic publications that are focused on the study theme alone. Thus, the main subjects that will be reviewed consist of hospitality, tourism satisfaction, and assessing the main aspects that contribute towards these factors. It also presents the research framework of the study. It provides a theoretical and conceptualized plan for the study based upon on the understanding gained from previous studies, reports, and theories. The study will form a foundation for creating decisions concerning customer satisfaction and loyalty in hotels in Jordan. The progressive growth of the theoretical framework is key in giving further useful insights to strengthen the current literature. It explores both the theoretical and conceptual frameworks, which govern the variables that are guiding the study. With the help of the clearly

demonstrated conceptual framework, the researcher describes how customers can be satisfied.

The framework further investigates the different factors responsible for providing satisfaction to the customers, so that loyalty to the hotels can be expected. This provides a clear understanding regarding the theoretical framework of the study, which explains the techniques and strategies which can utilize to contribute towards customer satisfaction. The study presents two different theories, such as the intercultural communication competence theory, consumer satisfaction theory and the service quality theory along with the SERVQUAL model, which mainly describes the method by which customers can be satisfied. The different factors, which can create satisfied and loyal customers, are also included in this study.

2.2 Research background clarification

Hospitality is a term used to signify the reception given to a guest. This term is used to describe a situation where in a guest is welcomed by the host in a manner where all the general necessities are given (Sian et. al, 2009; Golubovskaya, Robinson, & Solnet, 2017). The term hospitality signifies a simultaneous situation where the individual exchange is freely reciprocated by the parties and is meant to encourage mutual wellbeing of all those taking part, and generally involves the provision of services such as drinks and food (Brotherton 1999; Ikkala, & Lampinen, (2015). The underlying core principle of hospitality is the realization that hospitality is a relational process established to promote the exchange of services and goods initiated by the host to the guest. Though several definitions of hospitality have been conceptualized, the core principle remains that it is an aspect that exhibits both

intangible and tangible characteristics meant to create a positive experience for an individual.

Hemmington (2007) asserted that hospitality includes experience sought after by customers when they purchase a product or service. The importance to customers is not the product or service they purchase, but the experiences they receive, thus taking into consideration factors such as the kindness they receive, and the reception in the case of hotels (Andaleeb, 2016). The memories forged in the mind of tourists when they visit a hotel or restaurant will have a far-reaching effect in their purchase behavior. According to Sunil (2005), the way in which hospitality was signified in the past was through the quality of accommodation offered to visitors. Hospitality has become part of a larger concept termed as the hospitality industry. This new term describes a sector that deals with food, drinks, and accommodation as its core business unit. This is reflective of the services offered in a hotel (Bowie, Buttle, Brookes, & Mariussen, 2016).

The hotel sector is one of the main constituents of the tourism market. According to Cunha (2003), the hospitality industry is one of the key ingredients in the growth of the tourism market and this has led to an increased number of hotels and their sizes. Lima (2003) further asserts that the growth of the international hospitality industry has led to the increase and expansion of national hotels, thus contributing towards the country's overall tourism market. Lima (2003) further noted that the development of the hotels was enhanced through the increased skills of management, which contributed towards a more professional establishment (Jackson, 2015).

2.3 Hotels and hospitality (Hospitality Industry)

The tourism sector and hospitality are terms which are considered interdependent since each activity cannot be carried out without the other. The tourism sector is dependable on tourists who expect quality service delivery from the service providers they have chosen. Hence, the tourism sector is greatly dependable on hospitality being incorporated into its business model if it is to deliver quality services to its customers. According to Hemmington (2007), this ideal and multi-factorial dependency affects the customers in several ways; it is a key aspect of consideration when it comes to customer loyalty, more specifically when they are given the services they perceive are of the desired quality.

Hospitality is a term derived from the Latin work 'hospitaire' that means to receive guests (Sian et al., 2009 p. 3). Hospitality signifies the act of welcoming a guest where all the necessary activities to ensure they are welcome are incorporated into a system. Brotherton (1999, p. 16) states that the term hospitality is the mutual exchange that arises between parties through a process that is voluntary and designed to elicit individual wellbeing through the provision of accommodation in tandem with food and drinks. The fundamental assumption in hospitality is the establishment of a relationship or the promotion of an exchange, which consists of goods and services from the service provider for their customers.

The hospitality industry has central themes that are characterized as tangible and intangible feature derived from the experiences that customers have. These features are reflected in the kindness customers receive when they are received into an institution. Hemmington (2007) notes that the services purchased by clients are not the most essential needs that the customer desires, rather the quality of the experience they receive becomes the determining factor.

According to Sunil (2005) in past eras hospitality meant the act of accommodation and the provision of safety. However, Hemmington (2007) observes that the definition of hospitality later changed to mean the act whereby the service provider offers their guest a good reception and customer service. This idea is based on the concept of hospitality and its positive correlation, which has developed over time, between the service provider and the customer (Kunwar, 2017).

Hospitality today considered as an industry by its own. Researchers such as Mackenzie et al., (2011), Hemmington (2007), and Slattery (2002) have been able to conceptualize hospitality to refer to certain aspects such as warmth, kindness, and strong bond between the host and guest. Mackenzie and Chan (2009) further contributed towards the definition of hospitality by viewing hospitality as a separate sector; Mackenzie and Chan (2009) further noted that the hospitality sector includes organizations that provide accommodation, food and drinks, especially for those who are away from their homes for either business or leisure.

2.4 Services in Tourism Contents

The hospitality industry is a sector that is a constituent part of tourism. Assaker, Vinzi and O'Connor (2011) undertook research to establish whether a relationship exists between hospitality and tourism satisfaction, and the outcome reached revealed a direct correlation. This phenomenon has existed for a long time. With the passing of time, the relationship between leisure industry and cordiality has gone through significant changes, and at present is a major influence towards tourism satisfaction. The level of friendliness given to a customer such as a caring and a warm staff member has a large part in determining their feeling. According to Holjevac et al., (2010) the host or service supplier should be able to cater for the

needs of tourists with honesty, kindness while also being able to offer security. Hospitality does not just imply offering quality services, but the attempts the host undertakes to ensure that their customers are offered the best possible services (Shonk & Chelladurai, 2008; Sunil, 2005).

Kim, Weldon, and Malik (2010) acknowledge that the duty of hospitality in the tourism sector is to enhance satisfaction through the provision of quality services, which leave their guests satisfied and, by extension, loyal to their brand. When the level of hospitality is increased in an organization, it reflects in an augmented level of tourist satisfaction, which in turn facilitates greater customer loyalty. Also, researchers such as Holjevac et al., (2010), Shonk and Chelladurai (2008) establish that hospitality has a positive correlation to service quality, which is a major contributing factor towards producing an increased tourism satisfaction level.

2.5 Dimensions of Hospitality

Hospitality scholars, Brotherton (2003), O'Gorman (2007) and Lashley (2007) develops the dimensions of good hospitality that help to understand good hospitality in a better way. It is important to associate an occasional idea of friendship. Physical dimensions show physical features and products related to any type of hospitality provided. In combination or merging these four dimensions is the concept of hospitality they consist of all parts of any 'hospitality' situation. Therefore, they can be used, individually or collectively.

Essential to human existence: The general feature of the basic dimensions of human readiness is:

- Friendship includes food, drinks and lodging and cares about adopted approaches, for example, greetings, respect, and sincerity.
- Interaction acceptance is not set aside, and the stage or limitations are based on the needs and purpose of visitors / strangers.
- The Alliance was first developed through the hospitality of friends, households, and states, and strengthened through mutually enduring hospitality.
- Hospitality provided the connection between individuals, households, and states is also available to breed and through persistent friendships, and increase the interaction among the stakeholders

2.5.1 Host and Guest

According to Lashley (2000) and Hemmington (2007) hospitality is a relationship which involves the guest and the host. This concept of host and guest is what separates hospitality from the opposing concepts of service quality and other features in tourism management. Getz and Carlsen (2005) and Stringer (1981) define the concepts of host and guest in terms of their cultural attributes as opposed to the relationship between the manager and the customer. This means that the host has the capability to exercise more in terms of responding to the needs of their guest, with kindness and warmth, and this is achieved when the host has knowledge of hospitality. Thus, Hemmington (2007) notes that the host must ensure all their guests' needs have been taken care of and that special attention is given to each and

every one of them, all guests must receive the same special treatments. All players in the hospitality industry should strive to impress their customers with their services, with a focus on preparing for their stimulating experience.

2.5.2 Generosity

According to Hemmington (2007) the features of generosity are kindness and bountifulness that are offered by the host to the guest. In this study, generosity is to offer best services with low cost. Costs experienced by the guests with maintaining the quality aids towards creating generosity. Based on this precept, generosity becomes a service that is freely given by the host to the guest. Additionally, when offering quality services, if good customer service is present, such as a host smiling when offering their services and properly welcomes their guest, this is considered as an act of hospitality (Ariffin, Maghzi & Aziz, 2011).

2.5.3 Theater and Performance

Ambiance is a vital aspect when it comes to the tourism sector. Hotel and restaurant design have a significant role to the customer positive experiences. It is applicable to hotels and restaurants, though the preparation takes considerable time, and the designer must think properly about how to employ the best design (Hemmington, 2007; Jayawardena, 2000). The arrangement of the tables, the manner in which the napkins are folded, the arrangement of the flowers and the general ambiance are aspects included in the presentation of a tourist facility to ensure those who visits are satisfied (Hemmington, 2007). Kim, Stephenkova and Babalou (2018) study show the process of valuing a local attraction in Florida, USA, from the

point of view of the value of theoretical co-creation. Owners, managers, tourism researchers and more important, current and potential visitors are involved in the process of re-branding co-creative. Beyond the immediate value of the study results, particularly in this attraction, the case studies offer a co-creative model of destination brand strategy that actively involves destination views.

Another dynamic factor in tourism is the restaurant, which is considered as the performance the host undertakes to impress their guests. Winsted (2000) and Hemmington (2007) assure that performance is a vital constituent when it comes to the tourism sector. The employees in the hospitality industry should be given more opportunity to perform better by being more presentable to the customers. The employee's performance in the hospitality sector includes the way they present the menu thus, advises the guests and cater towards maintaining the health of their guests (Hemmington, 2007; Kivela, Inbakaran & Reece, 2000).

2.5.4 Security for Strangers

Security is a major factor when it comes to the hospitality industry. In the hotel sector security is an element the hosts consider important, with attempts to secure their own goods becoming paramount. However, the security of the hotel guests should be the most important factor the host considers. This can be undertaken when the guests have total security over the hotel rooms, entertainment facilities and outside the hotel. Inside the hotel, the guest must feel as safe as his or her own home, thus, there should be no incidences of theft or other crime that could make the guest feel vulnerable; there should always be peace and quiet in the hotel premises. Hemmington (2007) and Telfer (2000) found that safety and security systems are

crucial to the guests experience and give a positive image about the hotel and contributes towards the feeling of hospitality.

2.6 Domain of Hospitality

Hospitality is a term mostly used to describe an inviting environment consisting of kindness, friendliness, and the host's hospitality. Cordiality signifies the service traditions first practiced by the innkeepers in antiquity. However, even with this definition, there is still a contention about the meaning of hospitality. Lashly (2000) has been able to contribute towards the definition by focusing on the broader view which features the factors of private, social, and commercial to analyze the hospitality activities. Telfer (2000) stated hospitality is a term that is reflective of the sharing of food and drinks alongside having a place that accommodates guests. Visitors in the hospitality sector are individuals considered as strangers, outsiders, and even neighbors. King (1995) noted that the role of the host in the hospitality industry is to provide lodging, food, and drinks in their own establishment, sharing with their guests without necessarily factoring in what they will pay. But Walton (2016) distinguished that the underlying reason for hospitality is the fact that provision of services seems to be generous and of good quality, leading to a mutual relationship between the guest and host. Jones, Hillier, and Comfort (2016), however, had a different interpretation of the hospitality sector as the provision of food, drinks, and accommodation as existing purely within a financial context, the aforementioned provision being provided only if the guest offers money in exchange of these services.