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, and destination perceived value and tourism industry.

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