

الملخص باللغة الانجليزية

“The Impact of Tourism Service Quality Dimensions on Foreign Tourists Satisfaction: Applied Study at Jordanian Tourism Sites”

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Abstract:

The current study aims to examine impact of service quality dimensions on tourist’s satisfaction in Jordanian tourism sites by five aspects of the study (tangibility, reliability, responsiveness, assurance, empathy).

Collected data were from 300 questionnaires from tourists who were visiting Jordanian tourism sites, the valid surveys for analysis were 276.

The researcher used appropriate statistical methods from SPSS program, Hierarchal regression was used to analyze the study data; the results of the ANOVA test demonstrated that the service quality dimensions, namely (tangibility, reliability, responsiveness, assurance, empathy) have a statistically significant influence on tourist’s. The study conducted linear regression to

explore the impact of each antecedent variable (tangibility, reliability, responsiveness, assurance, empathy) on foreign tourist's satisfaction.

Overall, the findings provided support for the model of the study. All the hypotheses regarding the impact of the factors included in the study on tourist's satisfaction. Moreover, the results of the study indicated that there is a significant relationship between all constructs of the study's model. These results indicated that the factors relating to tourism services quality have an influence on tourist's satisfaction.