

**The Determinants of Social Media Usage and its Effect on Purchasing  
Intention: “An Applied Study on Travel Agencies in Jordan “**

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**Abstract**

This study examines the determinants of the use of social media, with its dimensions (interaction, pleasure of use, personal character and source credibility) and its impact on the purchasing intention of users of social media platforms for travel and tourism offices in Jordan. This study relied on the quantitative approach by collecting 390 electronic questionnaires from Users of the social media platforms of travel and tourism offices, which are nine travel and tourism offices, were all valid for analysis using the Statistical Product and Service Solutions (SPSS) package.

This study concluded that there is a positive effect on the purchase intention of users of social networking platforms for travel and tourism offices through the dimensions (interaction, pleasure of use, credibility of the source), while there is no effect of the personal nature on the purchase intention of users of social networking platforms for travel and tourism offices, and in the light of the results The study reached a number of recommendations represented in the need to activate travel and tourism companies and offices for social media applications more because of their importance in enhancing communication and interaction between users and offices, and to show all information about their products in a transparent manner to users of social media applications.

**Keywords:** social media, interaction, personal character, pleasure of use, credibility of the source.