

## Research Article

# Examining the Influence of Website Quality on Citizen's E-Loyalty in Domestic Tourism in Jordan: The Role of E-Trust and E-Satisfaction

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The fast development of the Internet has raised the number of government-related websites and the variety of e-services available. Despite tourism's critical significance in supporting the national economy, relatively few researches have been conducted on the influence of tourism website quality dimensions on electronic loyalty among citizens (e-loyalty), particularly in the Jordanian domestic tourism context. The objective of this research is to identify the factors that impact the e-loyalty of citizens toward the e-government services offered by the Ministry of Tourism and Antiquities in Jordan, considering the mediating influence of citizens' e-satisfaction and e-trust, primarily following Oliver's (1999) e-loyalty model. The survey questionnaire was adopted as a main strategy to collect and analyze primary data and to investigate the relationships between variables. Statistical processing was applied using IBM SPSS version 22 package and Amos version 25 for path analysis as the main statistical software package. The results indicated that citizens' e-loyalty toward the governmental tourism-related website in Jordan is moderate, demonstrating that citizens are generally comfortable with the e-services provided. Furthermore, the results suggest that e-satisfaction and e-trust both play a mediating role in the connection between dimensions of website quality (specifically, information quality and personalization) and the e-loyalty of citizens. This study contributes to the theory by combining the relationships among website quality dimensions, citizen e-trust, e-satisfaction, and e-loyalty, particularly in the unique setting of Jordan's domestic tourism sector. The results provide valuable insights for policymakers and tourism sector managers, aiding them in the implementation of information and communication technology (ICT) strategies that facilitate citizens' transactions and encourage them to participate effectively in e-government activities, thereby boosting the kingdom's economy and gross domestic product (GDP). The government also recommended enhancing awareness programs and employee training in order to enhance the e-services offered to citizens.

## 1. Introduction

The fast development of e-services and information technology in recent years has changed the world, significantly changing people's perceptions of government and private sector electronic services by easing and simplifying their decision-making processes, as well as their perceived value. Both organizations and governments allocate significant

resources for advanced technologies with the potential to significantly improve people's quality of life [1]. E-government encompasses the shift from conventional in-person service provision to electronic approaches to improve the availability of public services for both businesses and individuals. It is not simple to create government-related websites that immediately win over the public. To encourage people and companies to engage in government services rather than simply

broadcasting information about their operations using ICT resources, government entities began developing strategies to promote engagement in websites, applications, and mobile devices [2].

In Jordan, tourism is a critical industry that the Jordanian government places a high premium on due to Jordan's popularity as a tourist destination in the region and the sector's relevance to the kingdom's economy and prosperity. Jordan's tourist sector has risen rapidly in recent years, becoming a significant source of employment and gross domestic product (GDP). Jordan is home to a wide variety of unique destinations, such as Petra and Wadi Rum, which attract travelers from all over the world. Jordan's tourism sector had an outstanding 2019, with one million tourists visiting Petra and over 5.3 million visitors in total. Tourism revenue reached 5.1 billion JOD, up from 4.7 billion in 2018. By January 2020, tourist numbers had increased by 11% compared to the same period in 2019 [3].

The Ministry of Tourism and Antiquities (MOTA) states that the tourism sector is a crucial and substantial part of our economy, making up 19.2% of the country's GDP in 2018. Additionally, the tourist sector employed 53,488 people in 2019, with 85% of those employed being Jordanians [4]. Tourism-related websites are currently one of the most popular and frequently viewed categories on the Internet. Tourist's websites are critical in helping individuals plan their trips before they depart [5]. While visitors make a variety of judgments, tourism research specifies that "key decisions are made at the start of holiday planning and are often difficult to modify" [6]. To support the Jordanian government's efforts to provide citizens with electronic services that are organized and systematic, MOTA has implemented a number of initiatives to encourage citizens to participate successfully in domestic tourism activities which contribute to the national economy, including the establishment of tourist promotion websites like [www.jannah.jo](http://www.jannah.jo), which are designed to encourage citizens to engage in domestic tourism activities and to establish citizens' loyalty toward these websites through the influence of citizens' trust and satisfaction [7].

Although the significance of governance procedures in managing tourism and the impact of online technology on these procedures are well-recognized, there has been relatively limited research into how online technology can be employed to enhance public governance within the tourism industry [8]. E-loyalty is considered as a consequence of citizens' service assessments and the consequent judgments of service quality. The relationship between e-loyalty and governance in the tourism industry can be described as follows: effective government procedures, including those impacted by online technology, are essential in shaping the quality and availability of tourism-related services. When citizens assess these services and form judgments about their quality, their resulting loyalty or commitment to utilizing these services electronically (e-loyalty) is influenced by their perceptions of the governance processes that underlie them. In essence, the quality of governance practices in the tourism sector, especially those enhanced by online technology, can impact citizens' assessments of services and, consequently, their loyalty to using these services in the digital real [9].

E-trust has been recognized as a necessary condition for both involvements in e-services and the achievement of e-satisfaction [10]. In addition to the building of long-term customer relationships [10–15], trust reduces the perceived risk associated with using a service [15]. Since online customers may not have direct contact with the business or its workers, e-trust may be even more critical in an e-service environment to encourage citizens to use electronic services [16]. While previous studies have examined the connection between website quality aspects and e-satisfaction, the Jordanian tourist sector remains largely untapped, especially those related to the government's efforts toward its citizens. Citizens' levels of e-satisfaction, e-trust, and e-loyalty have been considered crucial indicators of an e-service's quality (e-government website's) excellence [17].

Highlighting the significance of e-trust and e-satisfaction within the context of the correlation between website quality and e-loyalty in the Jordanian tourism sector is essential for gaining a comprehensive insight into this particular market. Although several studies have indeed explored the overall connection between website quality and loyalty in diverse industries, it is essential to provide context and rationale for conducting a study in the Jordanian tourism sector. The Jordanian tourism sector may have unique characteristics, challenges, and customer preferences compared to other regions. Factors like cultural influences, regional competition, and specific customer expectations can differ significantly [16, 18]. Thus, it is important to explore whether the existing models and findings from previous studies hold true in this distinct market. In addition, Jordan's rich cultural heritage and historical significance make it a unique destination. Cultural factors can play a significant role in influencing tourists' online behavior, trust, and satisfaction. Also, customer preferences and behaviors can vary significantly from one region to another. Factors such as language preferences, payment methods, and trust in online transactions can differ. Examining the link between website quality and e-loyalty in Jordan can shed light on these unique dynamics. However, in many previous attempts to investigate the most relevant attributes of tourism website quality success [5, 13, 19–27], there is no consensus on which are the most important characteristics that contribute to the effect of e-satisfaction and e-trust on e-loyalty within the tourism industry.

Based on Oliver's (1999) model of loyalty formation and the information systems success model [28, 29], the presented research examines citizens' perceptions of website quality established by MOTA in Jordan to introduce appropriate recommendations to improve their service levels to be more appealing through a deep study of citizens' e-trust, e-satisfaction, and e-loyalty toward the tourism-related website ([www.jannah.jo](http://www.jannah.jo)). According to Oliver's (1999) model, customer loyalty can be formed in four stages: cognitive, affective, constructive, and action loyalty. These phases represent the different stages of a purchasing experience. They start with cognitive loyalty, where customers perceive a brand as highly attractive, and end with action loyalty, where they consistently choose a particular product or service. Customer loyalty involves converting affective and conative

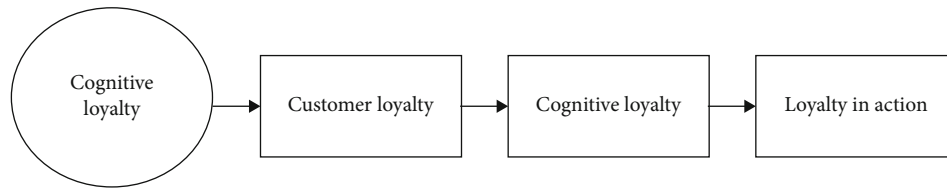


FIGURE 1: Oliver's (1999) loyalty formation model (source: Jamali et al. [33]).

loyalty (positive attitudes and perceptions) into consistent behaviors, with each phase building on the previous. The ultimate objective of this process is to develop a customer base that remains committed to the product or service [30]. Therefore, this study argues that website attributes are pivotal in shaping customer loyalty. These characteristics establish the initial impression that attracts customers, which is strengthened during subsequent interactions. The overall customer's attitude and satisfaction response to these features are particularly significant at the final stage of a product's adoption. This results in frequent usage and word-of-mouth recommendations. Additionally, these characteristics greatly contribute to customer loyalty.

Therefore, the main research questions of this research are as follows: how do the website quality dimensions of government tourism websites influence citizen e-loyalty, with e-trust and e-satisfaction acting as mediating factors, in the context of the Jordanian tourism sector?

## 2. Development of the Conceptual Model

**2.1. DeLone and Mclean [29].** In 1992, DeLone and McLean presented the IS success model, outlining six factors that influence the adoption of new technology: system quality, information quality, satisfaction, use, individual impact, and organizational impact. In 2003, the model was revised to include a service quality component and to substitute net benefits for individual and organizational impacts. Consequently, the second-generation model comprises five attributes rather than the original six [31]. This adapted model illustrates that citizens' service expectations are influenced by three crucial factors: service quality, information/content quality, and system quality. These attributes determine customer satisfaction with the technology. This study uses the IS success model to examine how tourism website features affect customer satisfaction, trust, and loyalty in Jordan.

**2.2. Oliver [32] E-loyalty Formation Model.** Oliver [32] proposed a four-stage model of brand loyalty based on the cognition-affect-conation-action sequence. The first stage is cognitive allegiance, where customers form opinions about a brand based on available information. The next phase is emotional loyalty, which pertains to customers' liking and positive sentiments toward a brand. The third stage, conative loyalty, involves a strong intention to make a purchase, representing a positive inclination driven by unmet action. The final loyalty stage is action loyalty, where customers translate their intentions into actual purchases. Through this phase, customers may face obstacles but are determined to overcome them to complete a purchase. While action loyalty is

desirable, it is difficult to monitor and maintain. It is often equally difficult to quantify. In this study, Oliver's (1999) model was adopted to be the grounded basis of the citizens' e-loyalty formation toward the government tourism website ([www.jannah.jo](http://www.jannah.jo)). The website quality attributes are considered as the cognitive parameters on which citizens build their first impressions of them in the beginning. In the second phase, the affective (attitudinal stage) starts to be established through the experience of the cognitively initiated feelings. The affective phase is presented by trust and satisfaction which will be measured according to DeLone and McLean [29]. The elements of the second phase (affective) formulate the elements in the third phase of Oliver's model, the conative phase, in which the intentions start to appear toward the previous two mentioned phases. In the third stage, there is still no real action taken, but intention. The real action toward the prelisted phases takes place in the fourth stage, where customers (citizens) begin to behave in many different ways, like conducting actual purchases, and start to offer advice and recommendations to others. Figure 1 shows the stages of loyalty formation based on Oliver's (1999) model.

**2.3. Website Quality in Tourism Sector Context.** The government and the public sector are playing a critical role in the improvement of tourism, mainly governmental tourism [34]. To provide adequate quality of governmental e-services, it is necessary to provide the essential technological means to support the associated processes of governmental tourism e-services. According to Hasouneh and Abu Alzeat [35], governments may significantly encourage the enlargement of this frame. In general, the information technology infrastructure serves as a foundation for the growth of e-tourism. Despite that there are efforts to evaluate the quality of tourism-related websites, there is a mass need for more measurement scales for different kinds of websites in the tourism domain [36]. Tourism-related websites should have distinguished qualities that promote the service and successfully motivate tourists to engage in and influence their positive insights.

Despite the fact that numerous studies have been published regarding the quality dimensions of tourism-related websites [5, 13, 21, 23–26], in addition, there are still no studies that clearly examine the effect of government website quality on citizens' intentions, particularly in the Jordanian domestic tourism sector.

**2.4. Citizens' E-Loyalty.** Loyalty is a "favorable attitude towards a product or an organization, which in turn results in a consistent purchase over time" ([37], p. 9). Oliver [32]

stated loyalty as “a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, thereby causing repetitive same-brand or same-brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior” ([32], p. 34). E-loyalty means “the customer’s favorable attitude toward an electronic business, resulting in repeat purchasing behavior” [38].

The existence of multiple definitions demonstrates that e-loyalty is an important area of research, and their components have prompted researchers and practitioners to investigate the various factors affecting e-loyalty [39], in addition to exploring various indicators to measure it in different research contexts. Based on past studies, the significance of e-loyalty formation in the Internet era is evident, particularly in the tourism sector. This encourages the Jordanian government to embrace ICT in order to gain loyal citizens toward electronic services established by the government in the tourism industry. However, because there is no direct interaction between the government and the citizens, prompting e-loyalty from online citizens is deemed difficult. Despite extensive research on e-loyalty among citizens, a consensus regarding the factors that influence e-loyalty online remains elusive. In Jordan, the adoption of high-quality ICT in various government sectors is still in its infancy, especially in the realm of online tourism, requiring additional research to fill this gap. In addition, there is a dearth of research on e-loyalty in the context of tourism in Jordan.

**2.5. Citizens’ E-Satisfaction.** Customer loyalty is mostly determined by a customer’s level of satisfaction with a service or product. It is the assessment of customers’ attitudes, whether positive or negative, following the completion of a complete transaction. By exploring previous studies, satisfaction is described by Oliver [40] as the fulfillment of pleasure, which occurs when a service satisfies a customer’s needs, wishes, objectives, or other desires with pleasurable feelings, whereas Oliver and DeSarbo [41] previously defined satisfaction as “the comprehensive psychological condition that takes place when the emotion associated with unfulfilled expectations is combined with a consumer’s prior perception of the customer experience.” In addition, [42], p. 472), described customer satisfaction as “the psychological reaction of the customer to his or her prior experience when comparing expected and perceived performance.”

As per the current research objective, in order for a government tourism website to have an effect on citizens’ e-satisfaction, the website’s quality must establish a faithful connection between the quality of services offered, citizens’ expectations, attitudinal and emotional feelings, and the actual outcomes based on the customers’ experience while using the website. When the quality of the website meets citizens’ expectations, e-satisfaction will be generated, contributing to citizens’ e-loyalty.

**2.6. Citizens’ E-Trust.** Since online transactions necessitate confidence, trust is more important in the Internet world than it is in the traditional one. Over time, as a result of their online experience, customers (citizens) establish trust, lead-

ing to the creation of e-loyalty. Due to the absence of in-person interaction with online services, trust becomes a crucial element in the interactions between users and the qualitative aspects of a website. This explains why individuals perceive large risks connected with new government technology, as they are obligated to make decisions prior to seeing the e-service in its entirety, in other words, establishing trust in the website’s content in advance of the users’ (citizens’) experience based on information provided by the website [43].

Corritore et al. [44], p. 740) defined e-trust as an attitude of confident expectation in an online situation or a risk that one’s vulnerabilities will not be exploited. Also, Jin et al. [45] investigated the link between business reputation and customers’ e-loyalty to develop a commitment toward the firm, and the two most important elements of e-trust are credibility and benevolence. The research characterized e-trust as a customer’s assurance in the dependability of a company’s statements or commitment. Moreover, e-trust is characterized as “a binding factor in the online business between customer and vendor transactions” ([15], p. 4). Winnie [46] defined e-trust as an individual’s belief in something reliable and trustworthy. Regardless of the preceding definitions of trust in both the offline and online environments, all definitions emphasized trust’s psychological attitudinal qualities. The primary element of the trust definition is confidence in a provider in offline commerce or in an e-service in the Internet world.

The quality of electronic services is now the key factor in establishing customer trust [15, 17, 47, 48]. This study focuses on the importance of e-trust in influencing the connection between e-loyalty and website quality in Jordan’s domestic tourism, particularly through e-government services.

Based on the above, this study presents the research model shown in Figure 2 to illustrate how e-trust and e-satisfaction mediate the relationship between website quality and citizens’ e-loyalty within Jordan’s tourism sector.

## 2.7. Hypothesis Development

**2.7.1. Website Quality Dimensions and E-Loyalty.** Numerous research efforts have examined how website quality influences customer e-loyalty. Candiwan and Wibisono [49] stated that dimensions of website quality, particularly information quality, positively affect customer e-loyalty through the mediation of e-satisfaction in the realm of e-commerce in Indonesia. Likewise, Kaya et al. [50] observed that e-service quality has a direct impact on e-loyalty and also exerts an indirect influence through e-satisfaction in the context of an emerging economy in Turkey. Furthermore, a study by Mahadin et al. [13] found that website quality has a direct impact on citizens’ e-satisfaction in the tourism sector in Jordan. Additionally, Ranganathan et al. [51] analyzed the responses of 31 tourists who had visited tourism websites in Macau. The study results revealed that website quality factors such as security, interactivity, accessibility, information content, and personalization were identified as factors affecting the intention to make online purchases (e-



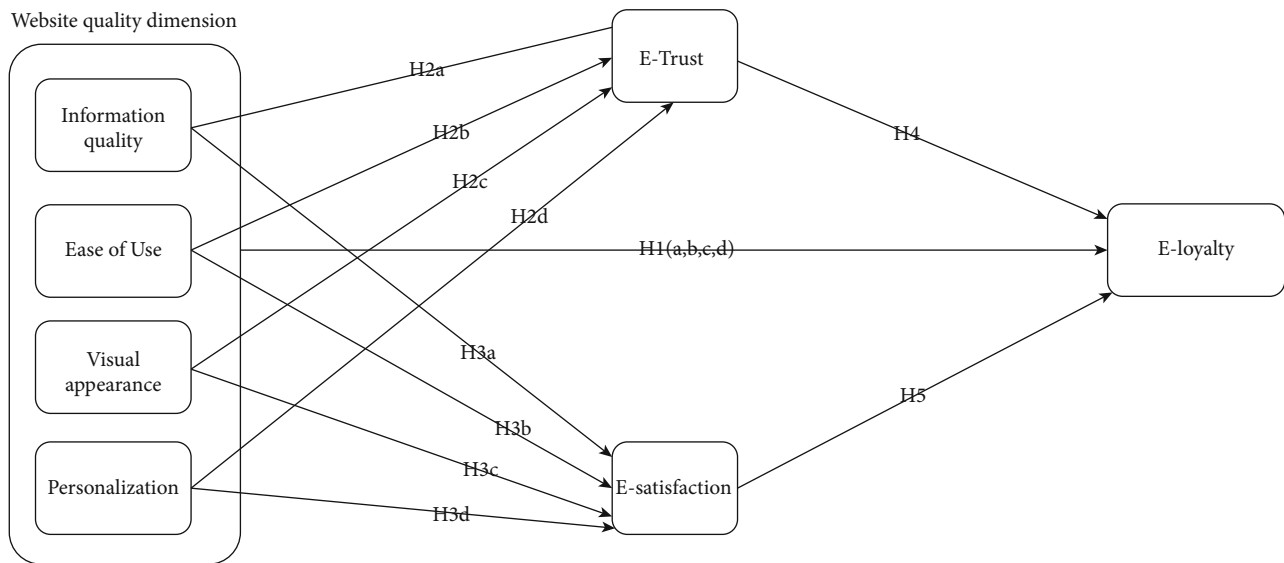


FIGURE 2: Conceptual model.

loyalty). Government tourism websites are essential in shaping citizens' e-loyalty in Jordan's tourism sector. Building on prior research, this study posits the following hypotheses:

H1: website quality dimensions positively impact citizens' e-loyalty toward government websites in the tourism sector in Jordan.

H1a: information quality (IQ) positively impacts citizens' e-loyalty toward government websites in the tourism sector in Jordan.

H1b: ease of use (EU) positively impacts citizens' e-loyalty toward government websites in the tourism sector in Jordan.

H1c: visual appearance (VA) positively impacts citizens' e-loyalty toward government websites in the tourism sector in Jordan.

H1d: personalization (PER) positively impacts citizens' e-loyalty toward government websites in the tourism sector in Jordan.

**2.7.2. Website Quality and Citizens' E-Trust.** Prior research has examined the connection between website quality and customer e-trust in various online environments. A study by Masri et al. [52] established a model for developing e-tourism services. This study investigated the impact of information system quality, perceived value, consumer satisfaction, and trust on the continued use of e-tourism systems. The findings revealed that information system quality precedes customer satisfaction, trust, and the intention to use the system again. Likewise, as stated by Rahahleh et al. [26], website quality dimensions such as usability, privacy, and responsiveness influence the satisfaction and trust of Jordanian citizens. Consequently, based on prior findings, it is hypothesized that

H2: website quality dimensions positively impact the citizens' e-trust toward government websites in the tourism sector in Jordan.

H2a: information quality (IQ) positively impacts citizens' e-trust toward government websites in the tourism sector in Jordan.

H2b: ease of use (EU) positively impacts citizens' e-trust toward government websites in the tourism sector in Jordan.

H2c: visual appearance (VA) positively impacts citizens' e-trust toward government websites in the tourism sector in Jordan.

H2d: personalization (PER) positively impacts citizens' e-trust toward government websites in the tourism sector in Jordan.

**2.7.3. Website Quality and Citizens' E-Satisfaction.** Many earlier investigations (e.g., [11, 13]) found a positive and significant relationship between website quality dimensions and consumer e-satisfaction. E-satisfaction was considered a result of e-service quality according to Oliver's (1999) model, which described e-satisfaction as an important factor within the affective phase that was influenced by the first phase (cognitive) that represents the quality dimensions. Likewise, Albayrak et al. [53] stated that website design, gratification, information quality, and rewarding are the most important dimensions of travel agency websites in Turkey that mainly influence customers' e-satisfaction toward tourism and travel websites. Wibowo [54] found a significant effect of website quality on e-satisfaction, which in turn affected e-loyalty through 1105 students who conducted online shopping via the online shopping site (Bukalapak.com). Despite the majority of previous studies confirming a positive impact of website quality on customers' e-satisfaction, determining the most significant dimensions, especially in tourism websites, still needs more empirical investigation. So, this study posits that

H3: website quality dimensions are positive on the citizens' e-satisfaction toward government websites in the tourism sector in Jordan.

H3a: information quality (IQ) is positive on citizens' e-satisfaction toward government websites in the tourism sector in Jordan.

H3b: ease of use (EU) is positive on citizens' e-satisfaction toward government websites in the tourism sector in Jordan.

H3c: visual appearance (VA) is positive on citizens' e-satisfaction toward government websites in the tourism sector in Jordan.

H3d: personalization (PER) is positive on citizens' e-satisfaction toward government websites in the tourism sector in Jordan.

*2.7.4. Citizens' E-Trust and Citizens' E-Loyalty.* Creating a positive correlation between customers' (citizens') e-trust and their degree of commitment to e-service attributes (website attributes) is critical in the online context, as it impacts the formation of e-loyalty. Rita et al. [10] found that e-trust significantly improves e-loyalty, e-WOM, and site revisit among 355 Indonesian customers with prior online shopping experience. Furthermore, Qalati et al. [15] showed through their study based on 356 respondents from Pakistani online consumers that e-trust in the e-business sector is the most crucial component for establishing a substantial connection between the quality of a website and the intention to make a purchase (consumer loyalty). Lin [55] studied how e-trust influences the relationship between website quality features and consumer e-satisfaction in a B2C commerce context. The findings revealed a significant relationship between e-trust and e-satisfaction, although the study views e-trust as an indicator of website quality rather than as a mediator. Similarly, Ahmad et al. [56] identified e-trust as a vital mediating factor between e-WOM and purchase intention in the context of electronic airline ticket purchases in Jordan. In considering these findings, the study concludes the following:

H4: citizens' e-trust positively influences citizens' e-loyalty toward government websites in the tourism sector in Jordan.

*2.7.5. Citizens' E-Satisfaction and Citizens' E-Loyalty.* Anderson and Srinivasan [38] found that e-satisfaction's impact on e-loyalty is influenced by consumer-level (convenience motivation and purchase size) and firm-level factors (trust and perceived value). Additionally, the effect of e-satisfaction and e-trust in the online environment has increased e-loyalty. Tourists are satisfied with their destination experience and the consumption of tourism services supplied by tourist destinations [57]. In addition, Buhalis [58] applied an e-satisfaction model to examine the relationship between consumer satisfaction with national tourism board websites and their prospective behavior in Singapore. The study revealed a correlation between website satisfaction, intention to revisit, and website recommendation. Tjhin et al. [59] emphasized the importance of e-satisfaction for encouraging recurrent purchases and word-of-mouth promotion. They identified the decision to conduct transactions via a company's website, customer faith in making the correct decision to conduct transactions via a company's website,

and overall customer satisfaction as the primary indicators for evaluating customers' satisfaction in an online environment. Thus, the study hypothesizes that

H5: citizens' e-satisfaction positively influences citizens' e-loyalty toward government websites in the tourism sector in Jordan.

*2.7.6. The Role of E-Trust and E-Satisfaction as Mediators in the Connection between Website Quality and Citizens' E-Loyalty.* Prior research has examined the quality of e-government websites, focusing on e-satisfaction and e-trust as critical determinants of e-loyalty among citizens. Nonetheless, there is a pressing need for additional research in this crucial area, particularly in the context of the tourism industry, which requires substantial government attention during the COVID-19 pandemic. In their study of online consumers in Indonesia, Wibowo et al. [54] discovered that website design influences e-loyalty through the mediation of e-satisfaction and e-trust. Similarly, Moharrer et al. [60] demonstrated the significant impact of website quality on e-satisfaction and, thus, the formation of e-loyalty in the context of European online tourism. These findings were confirmed by Mouakket and Al-Hawari [61], who investigated e-service quality, hedonistic and utilitarian values, e-satisfaction, and e-loyalty in online reservations in the UAE. Their findings highlighted the significance of e-satisfaction in determining consumer e-loyalty. Chen et al. [62] found no direct relationship between e-trust and e-loyalty in online purchasing, based on a cross-cultural study conducted in Thailand and Taiwan. In both countries, they confirmed the influence of e-satisfaction on the relationship between website quality and e-loyalty. This study argues, based on these collective findings, that

H6: e-trust mediates the relationship between website quality and citizens' e-loyalty toward government websites in the tourism sector in Jordan.

H7: e-satisfaction mediates the relationship between website quality and citizens' e-loyalty toward government websites in the tourism sector in Jordan.

### 3. Methodology

*3.1. Data Collection.* This study is aimed at investigating the relationship between the quality of government tourism-related websites and e-loyalty in the context of domestic tourism in Jordan. It investigates the mediation role of e-trust and satisfaction among citizens. Using a questionnaire based on the conceptual model depicted in Figure 2, a survey was conducted. The questionnaire consists of two sections: the first section collects demographic data, while the second section focuses on the research variables. These variables were evaluated using indicators derived from the current body of knowledge. Utilizing Pham and Nguyen [24], Milojica [63], and Chen et al. [62], the information quality of a website was evaluated. Utilizing four items from Yoo and Donthu [64], Kim and Nieh [65], and Milojica [63], the usability of a website was measured. The visual appeal of the website was evaluated using four items from Chen et al. [62], Yoo and Donthu [64], Pourabedin and Nourizadeh [25],

TABLE 1: Response to the research variables.

#	Item	Code	Mean	Std. deviation	Rank
1	Website information quality	IQ	3.67	0.99	High
2	Ease of use	EU	3.79	0.99	High
3	Visual appearance	VA	3.74	1.01	High
4	Personalization	PER	3.58	1.07	Moderate
5	E-satisfaction	SAT	3.61	1.04	Moderate
6	E-trust	TR	3.66	1.03	Moderate
7	E-loyalty	LOY	3.60	1.05	Moderate

and Grange and Barki [66], in line with the methodology of Martínez-González and Álvarez-Albelo [23]. Using items from Gharibi [67], Milojica [63], and Chen et al. [62], the e-satisfaction of citizens was measured. E-trust was evaluated with a set of questions adapted from Gharibi [67] and Pengnate and Sarathy [68]. Lastly, the e-loyalty of citizens was measured utilizing questions adapted from Pham and Nguyen [24], Milojica [63], Yoo and Dontho [64], and Gharibi [67].

Jordanian domestic tourism was used as the context for this investigation. Jordan is a renowned nation within the Middle Eastern region, with several historical and tourist attractions spread around the country, attracting both international and domestic travelers. Jordan's economy is heavily reliant on tourism to generate revenue and gross domestic product. Because of its notable importance of the tourist sector in Jordan, as well as the fact that Jordan is the researcher's home country and the location of this study, the current study focuses on the Jordanian tourism sector as the research context.

The unit of analysis in the present study is based on individuals, specifically Jordanian citizens. The purpose of the study was to evaluate the e-loyalty of local visitors toward government tourism-related websites, with a particular emphasis on individual opinions. The sampling technique used is the convenience sampling. Sekaran and Bougie [69] define convenience sampling as a nonprobabilistic method in which data is collected from easily accessible members of the population. A total of 332 respondents, with an approximate 83% response rate is achieved. The survey was distributed to respondents electronically via social media, specifically the WhatsApp application. A questionnaire for a pilot study was initially sent to thirty individuals who had previously purchased tourism services from the website in issue.

## 4. Results

The study employed IBM SPSS V.22 to conduct a descriptive analysis of the respondents' data. Multiple linear regression and structural equation modeling (SEM) with Amos V.25 were used to test the model's validity and assess the goodness of fit for examining the proposed hypotheses. Tables 1 and 2 provide the responses pertaining to the research variables and demographic analysis, respectively.

**4.1. Measurement Model.** In this research, 332 questionnaires were collected from the population of interest. We conducted a thorough analysis of the measurement model's reliability, convergent validity, and discriminant validity. All constructs' Cronbach's alpha coefficients exceeded 0.70, indicating a consistent and reliable measurement model. Cronbach's alpha values and composite reliability both exceeded the prescribed threshold of 0.60, validating the model's reliability [70]. In addition, convergent validity using the average variance extracted (AVE) was applied, as shown in Table 3, and data indicated that the AVE values exceeded the required threshold of 0.5.

As shown in Table 3, the correlation coefficients between variables do not exceed the 0.90 threshold suggested by Hair et al. [70]. This indicates that there is no multicollinearity between the variables. To assure discriminant validity, Fornell and Larcker [71] proposed a stricter method in which the correlation between any two variables should be less than the square root of the average variance extracted values, as shown in Table 3. Thus, all variables in our study possess discriminant validity.

**4.2. Structural Model.** To evaluate the overall validity of the measurement model, we performed confirmatory factor analysis (CFA) using the maximum likelihood method and a number of fitness indices. The statistical significance of factor loadings at the 0.01 level validated the inclusion of all observed variables. High alpha values and composite reliability scores ( $>0.7$ ) indicated that each variable was measured with a high degree of reliability. In order to ensure convergent validity, factor loadings met the criterion of 0.5 and were statistically significant at the 0.01 level.

Goodness-of-fit indices supported the model's alignment with survey data:  $\chi^2 = 1007.0$ ,  $df = 413$ ,  $p = 0.000$ ,  $\chi^2/df = 2.438$ ,  $GFI = 0.836$ ,  $IFI = 0.951$ ,  $TLI = 0.943$ ,  $CFI = 0.951$ , and  $RMSEA = 0.066$ . These findings confirmed the model's suitability. Hypothesis outcomes are presented in Table 4.

The hypotheses, H1a and H1d, posited that website quality dimensions IQ and PER would have a significant and direct impact on citizen's e-loyalty. The findings present that personalization has the most substantial effect ( $t = 6.92$ ,  $P \leq 0.001$ ), followed by IQ with  $t = 3.80$ ,  $p = 0.002 < 0.05$ . Conversely, hypothesis results, H1b and H1c, suggest that website quality dimensions VA and EU do not directly influence citizens' e-loyalty, with  $t = 0.536$ ,  $p = 0.592 > 0.05$  for VA and  $t = 1.20 < 1.96$ ,  $p = 0.236 > 0.05$  for EU.

TABLE 2: Demographic analysis.

<i>N</i> = 332		Frequency	Percent
Gender	Male	235	70.8
	Female	97	29.2
Age	Less than 25	18	5.4
	25-34	92	27.7
	35-44	157	47.3
	45-54	51	15.4
	55 and older	14	4.2
Education level	Diploma (community college) and less	113	34.0
	Bachelor's degree	174	52.4
	Postgraduate (master's and PhD degrees)	45	13.6
Previous use of governmental official websites	Yes	259	78.0
	No	73	22.0
Favorite destination	Aqaba	100	30.1
	Petra	17	5.1
	Wadi Rum	49	14.8
	Dead Sea	37	11.1
	Ajloun and Jerash	52	15.7
	Other places	77	23.2
Residence governorate	Amman governorate	103	31.0
	Northern governorates	103	31.0
	Middle governorates	86	25.9
	Southern governorates	40	12.0

TABLE 3: Correlations of latent variables.

	Cronbach $\alpha$	CR	AVE	PER	VA	EU	IQ	TR	SAT	LOY
PER	0.92	0.95	0.870	1.00						
VA	0.93	0.96	0.858	.831	1.00					
EU	0.91	0.95	0.844	.838	0.868	1.00				
IQ	0.92	0.95	0.747	0.830	0.802	0.850	1.00			
TR	0.95	0.96	0.869	0.846	0.798	0.816	0.792	1.00		
SAT	0.94	0.96	0.871	0.899	0.829	0.850	0.818	0.896	1.00	
LOY	0.94	0.96	0.876	0.792	0.714	0.737	0.755	0.876	0.844	1.00

Additionally, the model's *R*-squared value is 0.829, indicating that it explains 82.9% of the e-loyalty variation.

Moving on to hypotheses H2a, H2b, H2c, and H2d, these proposed that IQ, EU, VA, and PER would significantly and directly affect citizen's e-trust. The results show that personalization has the most substantial effect, with  $t = 7.79$ ,  $P \leq 0.001$ , followed by EU with  $t = 3.26$ ,  $p = 0.001 < 0.01$ , VA with  $t = 2.40 > 1.96$ ,  $p = 0.016 < 0.05$ , and IQ with  $t = 2.38$ ,  $p = 0.017$ . Nevertheless, the *R*-squared value for this model is 0.705, indicating that it accounts for 70.5% of the e-trust variation.

Hypotheses H3b, H3c, and H3d suggested that website quality dimensions EU, VA, and PER significantly and directly impact citizen's e-satisfaction. The results reveal that personalization has the most substantial effect, with

$t = 12.02 > 1.96$ ,  $p = 0.000 < 0.01$ , followed by EU with  $t = 4.10 > 1.96$ ,  $P \leq 0.001$ , and VA with  $t = 2.47 > 1.96$ ,  $p = 0.014 < 0.05$ . In contrast, hypothesis H3a proposed that IQ had no significant effect, with  $t = 1.82 < 1.96$ ,  $p = 0.066 > 0.05$ . Nonetheless, the model explains 82.5% of the e-satisfaction variation based on an *R*-squared value.

Hypotheses H4 and H5 posited that e-trust and e-satisfaction have a significant and positive influence on citizens' loyalty to tourism-related websites. The findings indicate that e-trust exerts a more substantial impact on e-loyalty compared to e-satisfaction, as evidenced by  $t = 14.16 > 1.96$ ,  $p \leq 0.001$  for e-trust and  $t = 7.11 > 1.96$ ,  $p \leq 0.001$  for e-satisfaction.

Hypotheses H6a and H6d proposed that citizens' e-trust mediates the link between website quality dimensions IQ



TABLE 4: Hypothesis testing.

Path	B	S.E	<i>t</i> value	<i>p</i> value	Result
IQ-LOY (H1a)	0.270	.071	3.80	0.000	Supported
EU-LOY (H1b)	0.097	.082	1.20	0.236	Rejected
VA-LOY (H1c)	0.039	.073	0.536	0.592	Rejected
PER-LOY (H1d)	0.464	.067	6.92	0.000	Supported
IQ-trust (H2a)	0.138	.058	2.38	0.017	Supported
EU-trust (H2b)	0.219	.067	3.26	0.001	Supported
VA-trust (H2c)	0.143	.059	2.40	0.016	Supported
PER-trust (H2d)	0.425	.054	7.79	0.000	Supported
IQ-SAT (H3a)	0.088	.048	1.82	0.066	Rejected
EU-SAT (H3b)	0.285	.069	4.10	0.000	Supported
VA-SAT (H3c)	0.121	.049	2.47	0.014	Supported
PER-SAT (H3d)	0.541	.045	12.02	0.000	Supported
TRUST-LOY (H4)	0.617	.044	14.16	.000	Supported
SAT-LOY (H5)	0.305	.043	7.11	.000	Supported
IQ-TRUT-LOY (H6a)	0.085	0.041	2.07	0.038	Supported
PER-TRUT-LOY (H6d)	0.262	0.060	4.40	0.000	Supported
PER-SAT-LOY (H7d)	0.165	0.049	3.37	0.000	Supported

and PER, with  $t = 2.07 > 1.96$ ,  $p = 0.038 < 0.05$  and  $t = 4.40 > 1.96$ ,  $p \leq 0.001$ , respectively. According to the Baron and Kenny model of mediating analysis, the results of hypothesis H7d indicated that satisfaction only mediates the relationship between website personalization and citizens' e-loyalty.

## 5. Discussion

Based on the data analysis presented in Table 1, the results indicated that citizens' e-loyalty toward the governmental tourism-related website provided by the MOTA in Jordan is moderate, indicating that citizens are generally comfortable with the e-services provided. The results indicated that the average participant responses regarding the factors influencing citizens' website loyalty ranged from moderate to high. Personalization received the lowest mean score, while ease of use received the highest mean score. In addition, participants held moderately positive attitudes toward e-trust and e-satisfaction with regard to e-loyalty.

The finding of the first hypothesis H1 indicated a significant positive direct effect of website quality dimensions (information quality and personalization) on citizens' e-loyalty toward the tourism-related website ([www.jannah.jo](http://www.jannah.jo)). Similarly, Ranganathan et al. [51] and Mohd Sam and Tahir [72] found a direct effect of website information quality and website personalization on customers' e-loyalty toward tourism websites and online ticketing contexts, respectively. The results indicated no direct effect of both website quality dimensions (ease of use and visual appearance) on citizens' e-loyalty. The findings contradict [24], which found that website ease of use has a direct impact on customers' e-loyalty in the Vietnam tourism sector, and agree with the same study regarding website visual appearance, which led to the conclusion that there is no immediate impact on e-loyalty. These results may be explained by navigation chal-

lenges that citizens had while browsing the website and the lack of attractive media that discouraged citizens from rating VA and EU as significant elements to create their e-loyalty toward the tourism-related website.

The data highlights the significant impact of personalization on citizens' e-loyalty, which can be further clarified by examining the level of benefit citizens derive from tailored e-government services. Furthermore, the results show that information quality has a direct and substantial effect on citizens' loyalty, as they place importance on the quality of information provided by government websites. While website quality dimensions EU and VA are key factors influencing trust and satisfaction with e-services, citizens in the tourism sector do not consider them as predictors of their e-service loyalty. This can be attributed to citizens prioritizing features that cater to their individual needs over attractive but less relevant attributes.

The findings from the second hypothesis (H2), which suggested a positive and substantial impact of website quality dimensions on citizens' e-trust toward government websites in the Jordanian tourism sector, are supported by SEM analysis. Personalization has the greatest effect, followed by EU, VA, and IQ, respectively. The finding aligns with the findings of Masri et al. [52], Qalati et al. [15], and Rahahleh et al. [26], all of whom identified a direct, positive, and statistically significant connection between website quality dimensions and customers' e-trust within the research context. The significance of e-trust in an online context originates from the fact that trust is critical in online interactions since there is no direct contact between customers and service providers, and the relationship is entirely dependent on the website's quality dimensions and reliability.

The results of hypothesis H3, which predicted a positive and significant impact of website quality dimensions (information quality, ease of use, visual appearance, and

personalization) on citizens' e-satisfaction with government websites in Jordan's tourism sector, demonstrated a direct positive and significant relationship between website quality dimensions (ease of use, visual appearance, and personalization) and citizens' e-satisfaction. This finding is consistent with prior research [11, 13, 18], which observed a positive and significant influence of website quality dimensions on e-satisfaction in a variety of online contexts. In contrast, the results demonstrated no direct effect of website information quality on citizens' e-satisfaction, contradicting the findings of Albayrak et al. [53] and Wibowo [54], who found a direct effect of website information quality on consumers' e-satisfaction in various online settings. This result may be attributable to a lack of information on the website, which may negatively impact the e-satisfaction of citizens.

Hypotheses H4 and H5 predicted a positive and statistically significant effect of citizens' e-trust and e-satisfaction, respectively, on citizens' e-loyalty to the tourism-related website in Jordan's domestic tourism sector. E-trust influences citizens' e-loyalty more than their e-satisfaction. The findings of these two hypotheses are in line with those of Mahdin et al. [13]; Rahahleh et al. [26]; Hasouneh and Abu Alzeat [35]; Alrwajfah et al. [73]; Rita et al. [10]; and Masa'deh et al. [74], who confirmed the positive and significant effect of both e-trust and e-satisfaction on customers' e-loyalty in online contexts, mainly in the online tourism sector. The research confirmed that citizens' trust has a significant impact on their e-loyalty. This conclusion demonstrates the critical relevance of public confidence in the e-services offered by the government, which results in citizen e-loyalty and commitment toward the provided e-services.

In Jordan's tourism sector, it is hypothesized that e-trust mediates the relationship between website quality and citizens' e-loyalty toward government websites. The results indicated that e-trust mediates the relationship between website quality dimensions (specifically information quality and website personalization) and citizens' e-loyalty in Jordan's domestic tourism industry.

Hypothesis H7, which hypothesized a mediating effect of e-satisfaction on the relationship between website quality and citizens' e-loyalty toward government websites in the tourism sector in Jordan, revealed that citizens' e-satisfaction mediated the relationship between website quality dimension (personalization) and citizens' e-loyalty but had no effect on the relationship between website quality dimensions (information) and citizens' e-loyalty.

The research findings regarding hypotheses H6 and H7 are consistent with previous research [13, 26, 35, 54, 56, 59, 74]. These studies confirmed the mediation roles of e-trust and e-satisfaction in the relationship between website quality dimensions and customers' e-loyalty in numerous online contexts, such as online tourism. Chen et al. [62] found no influence of e-trust on customers' e-loyalty in the context of shopping online in Thailand and Taiwan. In contrast, our findings contradict Chen et al. Regarding the mediation effect of e-satisfaction in the relationship between website quality dimensions (specifically information quality) and customers' e-loyalty, the findings contradicted the majority of research [11–13, 43, 54, 62, 67], which asserted

that e-satisfaction mediates this relationship in various online contexts, including online tourism.

Evidently, the quality of a website's dimensions influences citizens' e-satisfaction, e-trust, and subsequently their e-loyalty toward government websites. Citizens' e-trust was positively and significantly affected by the website dimensions IQ, EU, VA, and PER. Depending on the level of citizen confidence in the benefits they receive from using government e-services, this result could be more obvious. The significant effect of website quality dimension personalization (PER) on citizens' e-trust reflects the level to which e-services are customized to their preferences and requirements. In addition, the impact of website quality dimensions on citizens' e-satisfaction was moderate. These findings are consistent with Oliver's (1999) loyalty formation model, which suggests that cognitive evaluation of website dimensions precedes the affective phase, which in this study includes trust and satisfaction. In conclusion, the findings validate Oliver's (1999) loyalty formation model and demonstrate substantial compliance with the D&M model regarding the relationship between e-satisfaction and website quality among citizens. According to the findings, e-satisfaction and e-trust are crucial to the success of the relationship between website quality and e-loyalty among Jordanian citizens in the context of domestic tourism.

## 6. Research Contribution

The findings of this study have significant contributions to the field of research since they provide additional support for studies examining the direct relationship between website quality dimensions and e-loyalty, as well as the indirect relationship mediated by e-trust and e-satisfaction. While prior research has examined the relationships between website quality factors and customer e-loyalty, as well as the relationships between website quality, customer e-satisfaction, and e-trust, or the interplay between customer e-satisfaction, e-trust, and e-loyalty, few studies have integrated all of these variables, especially within the domestic tourism sector in Jordan.

For the Jordanian government to encourage domestic tourism, it is crucial to enhance the tourism-related website, which influences citizens' behavioral intentions. Such enhancements will increase profitability and improve the promotion of the tourism sector, mainly at the domestic level. The website quality attributes assist in establishing a good experience for customers, which affects their emotional and attitudinal feelings toward the service quality. Among the concerns that hinder technology adoption are the perceived risks citizens may consider while making decisions about whether to adopt or not. Therefore, creating citizens' trust in service quality can omit such fears and concerns. Hence, insisting on a high priority to increase citizens' e-trust becomes more necessary to motivate citizens' loyalty to government tourism-related websites in Jordan. Furthermore, when citizens find tourist websites unsatisfactory, they may not use or continue to use them, regardless of their aesthetic appeal. As a result, the website's quality must match users' expectations to ensure their satisfaction and motivate

them to recommend it. Therefore, the current study enriches theoretical knowledge of these factors. It assists governmental institutions and the tourism sector in considering the results to improve tourism websites. This study also provides empirical insights for Jordanian tourism policymakers to establish high-quality websites that appeal to customers and promote the Jordanian domestic tourism sector.

When it comes to establishing ICT infrastructure, the initial expenses are high, but the subsequent benefits are substantial. This encourages the Jordanian government to expand its e-services to citizens, as this will make transactions easier and allow individuals to save more time, effort, and expenses when conducting online transactions. In order to build tourists' trust, Jordanian tourism managers should, according to research findings, demonstrate a strategy to respond to citizens' needs and promptly answer questions. Online businesses should demonstrate real concern for resolving citizens' transactional matters and assisting them in achieving e-trust and e-satisfaction, thus gaining a competitive advantage to increase citizens' e-loyalty to e-government services.

Finally, this study concludes that information quality, ease of use, appearance, and personalization are crucial and significant dimensions of website quality in the domestic tourism sector. This conclusion demonstrates that MOTAs must place a higher premium on website dimensions that contribute to citizen e-loyalty, e-satisfaction, and e-trust. Additionally, the findings assist policymakers and managers in the tourism sector in their efforts to adopt (ICT) strategies that expedite transactions and encourage citizens to engage in online and e-government activities.

## 7. Research Recommendations

The government should prioritize the quality of electronic services provided to its citizens. According to the data in Table 2, the results show that 78% of the research sample has previously used government websites, demonstrating that Jordanians have an intention and interest in utilizing government e-services that simplify their lives and interactions. Confidence in the e-service supplied is demonstrated to be reasonable. The government has to take its responsibility for strengthening the ICT infrastructure and enhancing electronic services, as it is apparent that Jordanian citizens desire and have a high capacity to adopt electronic services offered by the government and its related businesses and institutions. The governmental entities have to continue their efforts in adopting e-services in the major fields especially those that facilitate the citizen's demands and needs. The world nowadays became a small village due to the rapid evolution of ICT and its applications that make communication faster and easier and in turn, make the competition in high level.

Moreover, the Ministry of Tourism and Antiquities has to take its responsibility to enhance the tourism-related websites and services, such as online payment and direct reservations, as well as visual aesthetics through the use of multimedia and videos to promote tourists' products and services. In addition, MOTAs has to prioritize the quality of

information presented on its website in order to provide citizens with all the necessary information and eliminate any confusion regarding the services offered to them. Additionally, the government may conduct a survey on its websites to determine what factors are necessary from the citizens' perspective to improve the delivered e-services and to take their viewpoints into account. Finally, the government should prioritize public awareness campaigns to encourage citizens to participate effectively in e-service practicalities and to concentrate on employee training programs to improve the e-services provided, thereby increasing both trust and satisfaction with the government's services and programs.

## 8. Conclusion

The purpose of the study was to examine comprehensively the relationship between website quality, e-trust, e-satisfaction, and e-loyalty. Therefore, based on Oliver's (1999) and Delone and Mclean's [29] models, an integrated model for citizens' e-loyalty in the domestic tourism sector in Jordan was proposed and analyzed. The study yielded valuable results. Firstly, measurement instruments were used to assess the Jordanian context, which were adapted from previous research serving as a reference for future studies on behavioral intention in domestic tourism. Secondly, it was found that individual users' intention to promote positive purchase intention and word of mouth on tourism websites was primarily motivated by e-trust, e-satisfaction, and website quality. Furthermore, e-loyalty was indirectly affected by website quality through e-trust and e-satisfaction. This research also uncovered new relationships between website quality and other factors in the context of Jordanian domestic tourism. In relation to online tourism promotion, four aspects of website quality, including information quality, ease of use, visual appeal, and personalization, were evaluated. Jordanian citizens' e-loyalty was significantly influenced by the information quality and personalization of websites, according to the findings of this study. Moreover, e-satisfaction and e-trust had a significant effect on e-loyalty, with e-trust having a stronger impact. In Jordan's domestic tourism context, both e-trust and e-satisfaction partially mediated the relationship between website quality attributes and citizens' e-loyalty.

## 9. Research Limitations and Areas for Future Research

A constraint in the present research is that its cross-sectional design is not as robust as some other approaches, such as surveys covering multiple time periods (longitudinal research). This research was undertaken within a constrained timeframe, limiting further investigation in order to provoke additional responses. Additionally, owing to the unavailability of a sample frame, the size of the represented research sample is determined by a convenience approach, which minimizes the chances of generalizing the results to the entire research population. Moreover, this current study was conducted during the corona outbreak, which may have

impacted citizens' activities due to curfew times and in turn impacted their transportation and raised their fear of participating actively in tourism activities. Finally, because the website utilized in this survey was built very recently, its judgment by citizens may be unbalanced, as their experience with the website is still in its infancy, requiring further time for citizens to provide an accurate evaluation.

Future studies may include evaluating and comparing the outcomes of another website's quality dimensions that may influence (citizens' e-trust, e-satisfaction, and e-loyalty) in the tourism sector, such as customer service, privacy, and security. Also, other mediating variables may be involved to investigate the impact on the connection between website quality dimensions and citizens' e-loyalty, like e-commitment, enjoyment, and perceived value.

Further, the current research model could be applied to another context in Jordan, like online shopping, medical tourism, and online education, to compare the results and add more practical and theoretical contributions to a variety of online services. In addition, future studies may benefit from employing a qualitative approach instead of a quantitative one. This would allow for a thorough examination of enhancing government e-services in the tourism industry, emphasizing on the perspectives of decision-makers through personal interviews. Future research may study the link between website quality and citizens' e-loyalty in the tourism sector by adding and studying the effect of some moderating variables such as monthly income, experience in using e-government services, and Internet availability.

## Data Availability

The data underpinning the conclusions of this research can be obtained from the author upon request (Raghed2001@gmail.com).

## Conflicts of Interest

The authors declare no conflict of interest.

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