



## The Role of E-Word of Mouth in the Relationship between Online Destination Image, E-satisfaction, E-Trust & E-Service Quality for International Tourists Perception

### Faisal A. al-Bourini

Ph.D, Associate Professor Department of HR, Business College, Jadara University, Irbid, Jordan. E-mail: bourini@jadara.edu.jo

### Nader Mohammad Aljawarneh

Department of Business Administration & Business College, Jadara University, Irbid, Jordan. E-mail: n.jawarneh@jadara.edu.jo

### Mohammad Fathi Almaaitah

Assistant Professor, Department of HR, Business College, Jadara University, Irbid, Jordan. E-mail: m.maaitah@jadara.edu.jo

### Shadi Altahat

Assistant Professor Department of Business Administration & HR, Business College, Jadara University, Irbid, Jordan. E-mail: shadialtaha@yahoo.com

### Ziyad Saleh Alomari

Department of Business Administration, Business College, Jadara University, Irbid, Jordan. E-mail: zeyado@jadara.edu.jo

### Munsif Sokiyna

Assistant Professor, Department of Management Information system, Faculty of Science & Information Technology, Cyprus International University, Nicosia, Cyprus. E-mail: munsif.Sokiyna@gmail.com

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## Abstract

Destination Image as a development which comprises of interrelated assessments converged with general impressions and convictions dependent on data preparing from an assortment of sources after some time; little research has concentrated on picture arrangement corresponding to this kind of goal, this article explores the mediating role of Online Image on the connection between E-WOM and E-service quality, E-satisfaction, E-trust The result of Structural equation Modelling (AMOS) path analysis affirmed that estimation model fulfilled the necessity and evidence the solidness of things,

builds and correlation. All the four conditions for estimation model was met: things stacking above 0.7; unwavering composite quality (CR) above 0.7; Average Variance Extraction (AVE) above 0.5. The scholastics and industry will profit by the usage of this examination. Likewise, the tourist industry division can draw from these outcomes as references and proposals inside the impediments of the study. Future research headings were proposed to deal with the restrictions.

**Keywords:** E-Word of Mouth; Online Destination Image; E-Trust & E-Service Quality; Online Destination Image.

## Introduction

DI is considered as a well-known idea in the tourist industry research. However, analysts still non-pleasant with an essential meaning of such a concept (Hunter, 2016). A few researchers characterize DI as "the aggregate of convictions, thoughts, and impressions that an individual has of Destination" (Crompton, 1979), which lead to that the formed picture of clients will be founded on their insight, convictions and related data. Different specialists bolster that explanation that DI has an impact when "constrained information dependent on experience and reality" exists (Tasci and Gartner, 2007). Besides, another specialist expressed that a destination's psychological picture is considered more persuasive than realities when choose to go for an Image (Költringer, and Dickinger, 2015). Distinguish DI as a construct which comprises of interrelated assessments converged with general impressions and convictions dependent on data preparing from an assortment of sources after some time (Lluís et al., 2017). The definition of picture goals began by (Gunn's, 1972) he exhibits that a goal picture is a mix of two picture typologies: starting and supported. Voyagers' impressions of a goal mould an underlying view without physically visiting the spot (Aljawarneh & Atan, 2018). Empowered pictures are moulded a particular exertion from other destination advertisers. The web nowadays changes the way of life of advertising (Hunter, 2016). Hunter contended that network and cell phones influence individual with the capacity to get to everything identified with destination abroad.

Additionally, he included that online goal picture may change from client to another contingent upon numerous components, for example, the destination itself, the program and the internet searcher, the language and catchphrase search. Likewise, (Költringer, and Dickinger, 2015) expressed that web's excess of data in various impressions and pictures of

spots by a few electronic assets incorporate content, images, and interactive media segments, sites and online media. DI and fulfillment can likewise achieve e-Loyalty in tourists (Abubakar et al. 2016).

Vijay et al., (2019) stated that a reaction to a positive experience reflected on psychological mind state as an outcome defined as satisfaction. This argument said that customer whatever they experience in term of service or product that experience will, in turn, affect the deep image and future intentions about a specific product or service. Further, this experience where customer involve it might have another context in term of technology.

Anderson and Srinivasan (2003) characterized e-fulfillment as the "satisfaction of the client as for their earlier buying involvement in a given electronic trade firm". An investigation led by (Bai, Law, and Wen, 2008) uncovers that there is a relationship between clients' fulfillment with a specific entrance and buy expectations. Kim and Li (2009) discovered a positive connection between e-fulfilment and e-dependability. Accordingly, considering buy hope as a reliability measurement, it is noticed that web fulfillment improves the likelihood of purchasing (Aljawarneh & Al-Omari, 2018).

Tourism is considered as an essential part of service sectors in Jordan, where it generates more than 19% of Gross Domestic Product. Recently, the tourism sector, and specifically the hotel industry, made significant increases in foreign and domestic investment, with hotels employing approximately 19 employees on average (based on MOTA, 2017).

## Literature Review

### Online Destination Image

Bigné, et al., (2001) an audit of the tourist industry writing has uncovered the connection between DI and tourist fulfillment. A few investigations such as; Chi and Qu, (2008) demonstrates that the more positive the picture of the destination, the more remarkable the degree of fulfillment (Al-Omari et al., 2020). Generously, various assessments on the image of the tourists' destination attest that it is a basic factor in vacationer satisfaction (Huete et al. 2019). For practical promoting of the tourist industry destination, it is needful to see the picture that explorers have as an essential worry about of a particular objective, this is in other to recognize its characteristics and inadequacies (Chen and Uysal, 2002), and to likewise put it efficiently in the business place (Pike and Ryan, 2004). Along these lines, DI is one of the most researched fields in tourist industry research (Gallarza et al., 2002). Regardless, more effort is required to explore the multi-dimensional nature of DI and the centrality of each picture estimation as saw by explorers in the electronic period (Kladou and Mavragani 2015)

DI is a critical factor in adventurers' destination assurance since it impacts their lead (Gunn, 1972; Gartner, 1994; Bigné, Sánchez, and Sánchez, 2001; Carballo et al., 2015). Today, making an isolated destination picture has gotten the principal to hanging out in the tourist industry business as a result of the present overall serious market, where the competition between destinations is exceptional (Qu, Kim, and Im, 2011). At present, it very well may be portrayed as a mental thought encircled from a lot of impressions (Beerli and Martín, 2004). Valls (1992) has a definition from the buyer's point of view, portraying DI as a ton of client observations. Bigné, Sánchez, and Sánchez (2001) have it that the destination picture is the theoretical interpretation of reality by the tourist. As such, the picture explorers have of a destination is all things considered, dynamic since it relies upon the acknowledgements each tourist has of the sum of the objective they have been to or have thought about (Lopes, 2011).

### **Word of Mouth**

WOM is a conversation between individuals separated from the organization's commercial about items and administrations for items or administrations. These discussions can be shared or one-sided exhortation and proposals. (Souiny et al., 2007). Cox expresses that verbal exchange can be said to be something more than discussing items (Najmi, 2009). WOM is perhaps the perfect way people are persuaded to put down explicit help than various attachments since people when in doubt, trust what they hear directly from others. At the point when everything is said in done, there is a prerequisite for information division as a few of our associations and inclination to tune in to allies', relatives', and accomplices' suggestions, more than promotions from wide correspondences (Maisam and Mahsa 2016). E-WOM can be imagined as any declaration valuable or critical made by the customer's experiences about a thing or association, which is made available to a mass of people and foundations using the Internet (Hennig-et al. 2004: (Al-Omari et al., 2018).

Kozinets et al. (2010) against the longing of associations, people, participate in an online visit about an arrangement of things and organizations. Associations constantly don't win with respect to endeavoring to stop open online discussions of their things by the constraint of the use of their associated names and brands in discussion social occasions (Huang, and Chen 2006). WOM in like manner called E-WOM (Electronic Word of Mouth) can be starting in convincing systems: buyer reviews, sites, conversations, and casual associations (Yi-Wen Fan and Yi-Feng Miao 2012). Open principles or substitutes in vigorous frameworks impact the underwriting of e-WOM, generally among standard web customers (Naz, F. 2013).

### **E-satisfaction**

Considering Zeithaml and Bitner's (2000) definition, E-S is the purchasers' assessment of a thing or organization in an online stage similar to whether that thing or organization has satisfied their necessities and wants. There is an evident association between fulfillment and loyalty, and this effect occurs in an online space too (Al-Jawarneh, 2016). The web makes it simple for business associations for marketing their great and administrations. E-marketing gives purchasers an alternate shopping experience from that which they experience from the physical marketing and deals stages which incorporate accommodation, search cost, conveyance, and value (Palmer 2000). Online marketing has encountered fast development because of this (Chen and He, 2003). Buyers' impression of online assistance quality has encountered a fall because of boundaries emerging from protection and security issues since web clients have been kept from utilizing online marketing. Shankar et al. (2003) noticed that the impact of fulfilment on loyalty determined online is undeniably more solid than that gotten offline. Clients who are fulfilled consistently will in general cause higher use of administrations, to have all the more buying intentions, and regularly prescribe the item or administration to others around them. The forerunner estimating procedure of E-S is both dangerous and dubious somewhat (Sharma, G. 2017). The hypothetical foundation of a client's loyalty to an association or organization of the web is like those of customary responsibility (Allagui and Temessek 2005). The possibility of obligation is vital to marketing research. (Kim, Jin and Swinney 2009). As showed by Tjiptono (2005) Customers, fulfillment/loyalty is the means by which the customer responds to the appraisal of proof obvious between starting wants before the buyer, or other execution gauges saw and real execution after use. Given Engel et al. (1990) Definition of CS; it takes after an evaluation wherein elective is picked at any rate approach or outperform customer wants, after-purchase. While frustration happened when the results got don't meet customer wants (Al-Da'abseh et al., 2018).

### **E-Trust**

In recent times, electronic commerce has, in one way or another, had a significant influence on most industries and people daily. However, the tourism industry has been one of the sectors where E-Commerce has been more apparent. Using the internet and some media as such as; Facebook, Instagram and Amazon, a tourist centre, can reach out to customers and tourists. E-Commerce is another sort of channel where a travel industry focus contacts its clients. Along these lines, in the marketing region, researchers have considered trust as one of the basic builds of relationship marketing (Ghane et al., 2011). Therefore, E-T can be characterized as a client's enduring desire that wants to keep up an esteemed relationship with a store. (Ghane et al., 2011). Trust can be described as a degree of conviction or affirmation the customer has choices consequently. As such, E-trust can be depicted as the degree of conviction customers have in online exchanges or online exchange channels. (Ghane et al., 2011). In this way, E-T is relied upon not exclusively to affect E-Loyalty yet, besides directly,

to have a backhanded impact through E-Satisfaction. From specific examinations for the most part from created nations, trust is observationally seen as a reliable indicator of fulfillment in online settings (Chang and Chen, 2009). Razzaque and Boon (2003), for example, found a noteworthy impact of trust on attainment with regards to channel connections. Following the past contentions, we recommend that confidence ought to be built up all together for the clients to be happy with the vacationer communities.

### **E-Service Quality**

Concerning the nature of e-service conveyance in the virtual commercial centre, electronic service quality (e-SQ) is progressively significant in impacting customer assessments and decisions. The e-SQ is profoundly worried because it exceptionally identified with the achievement or disappointment of a web-based organization; for example, online traveler manages locales. The exchanges between online customers and online retailers are led through sites, and an elevated level of e-SQ accomplishes the smooth transactions. Site quality or e-SQ can, like this, be characterized as "the degree to which a site encourages productive and viable the tourist industry guide and administrations to voyagers" (Ting et al., 2016). Webpage quality assumes a fundamental activity in choosing the web comprehension of explorers. In a manner of speaking, a webpage is a significant part of the time one of the instruments online guest's aide's use for passing on ESQ to its customers on the web. (Ting et al., 2016).

The point of view on the nature of administration is a result of evaluation between what customers consider the association ought to be and their observations about the exact execution offered by the ace network According to Parasuraman, Berry, and Zeithmal (1985). Administration quality and when everything is said in done fulfillment join issues, for example, regard discernment, which is normally just felt rather than unbiasedly quantifiable. The question supporting help quality as a past of fulfillment is that explorers don't come by and large go with the most radiant assistance, yet may in like way measure comfort cost and transparency factors. While e-association quality estimations are to a great extent observed as causing e-persistence extremely, an increasingly noteworthy bit of studies believes them to be going before of e-fulfillment (Chang and Chen, 2009), for example, satisfaction is conceptualized as a go-between of the relationship among quality and steadfastness.

### **Online Destination Images, E-Word of Mouth and E-Quality Service**

Cai (2002) Defined DI as a helpful apparatus that shoppers use in separating one destination from another it is "the procedure used to build up a remarkable character and character that is not quite the same as all other contending destinations" that is the marking procedure of a destination is (Morrison and Anderson, 2002 referred to in Trost et al., 2012). It is the choice

of the correct blend of components to distinguish and separate a destination, adding to building a positive image of it (Herle, 2018).

Crompton (1979, referred to in Ekinici, 2003) Defined DI as "the aggregate of convictions, thoughts, and impressions a purchaser has about a destination." Cai (2002) has a comparable methodology which suggests: "recognitions about a spot reflected by existing relationship in the brain of the buyer." Other creators upheld the possibility that destination image is "multidimensional, with psychological and full of feeling circles, a mix of information, emotions, convictions, suppositions, thoughts, desires, assessments and impressions that individuals have about a given destination " (Henderson, 2007 referred to in Stăncioiu et al., 2011). As per Stăncioiu et al. (2011) in any case, to completely assess the image of a destination, it must be concentrated from the tourists' perspective, just as the observation that the inhabitants have concerning that specific destination. (Herle, 2018). As per (Abubakar and Ilkan, 2016) DI has generally affected the visit Intention of tourists to go to the travel industry focus. Tourist's choices to visit a specific tourist industry place are essentially impacted by the online destination image possessed by a tourist community (Prayogo et al. 2016). This investigation finds that there is a positive connection between e-WOM and destination, however irrelevant. In any case, the connection between e-WOM and destination image can be summed up in different fields which are considered. This can be clarified from the way that there is e-WOM on the data of a tourist destination which legitimately influences DI (Prayogo et al. 2016).

**H1:** Online Destination Images mediates the relationship between E-Word of Mouth and E-Quality Service.

### **Online Destination Images, E-Word of Mouth and E-satisfaction**

Pictures are utilized in various down to earth approaches to pass on thoughts and messages; they serve multiple capacities at a wide range of levels. These are mainly functional territories where advancement, through the travel industry symbolism and portrayal, assumes an essential job in a severe and continually evolving commercial centre. In this manner, ODI believes a psychological position between e-WOM and e-Satisfaction. According to investigate by Pearce (1982), ODI is unquestionably a choosing component of a guest buying conduct. In business the centrality of Word of Mouth (WOM) has been for the most part analyzed and researched, generally as the world has broadly received IT, which has reformed the dissemination and impact of WOM, (Woo et al., 2015). Litvin et al., (2008) along these lines tourists who utilize the web for scanning for data purposes and to lead online exchanges have expanded because of the advancement and development of IT (Prayogo et al. 2016).

(Iliachenko, 2006) Defined Customer fulfillment in the online market space as a "long haul, creating develop affected by clients' e-service desires and quality observations changing

after some time, in light of new purchaser experience and information". Likewise, E-Satisfaction is depicted as the "delight of a client concerning their earlier buying commitment in a given electronic trade firm" (Anderson and Srinivasan, 2003). As indicated by (Cho and Agrusa, 2006) different parts sway tourists' fulfillment toward advancement office destinations and online travel working environments, for example, Data Factor, Technology and Usability Factors, Price Factor, Convenience Factor, and Brand Name Factor (Mohammed et al. 2016).

**H2:** Online Destination Images mediates the relationship between E-Word of Mouth and E-satisfaction.

### **Online Destination Images, E-Word of Mouth and E-Trust**

Cai, (2002) Defined DI as a helpful apparatus that shoppers use in separating one destination from another, it is "the procedure used to build up a one of a kind character and character that is not the same as all other contending destinations" that is the marking procedure of a destination is (Morrison and Anderson, 2002 referred to in Trost et al., 2012). It is the choice of the correct blend of components to recognize and separate a destination, adding to building a positive image of it (Herle, 2018) as per (Abubakar and Ilkan, 2016) DI has principally impacted the visit Intention of tourists to go to the travel industry focus. Tourist's choices to visit a specific the travel industry place is altogether impacted by the online destination image claimed by a tourist community (Prayogo et al. 2016). As of late, electronic trade has, somehow, affected most businesses and individuals day by day. Be that as it may, the travel industry has been one of the segments where E-Commerce has been progressively evident. Utilizing the web and a few media as, for example, Facebook, Instagram, and Amazon, a tourist community, can connect with clients and tourists. Online business is another kind of channel where a movement industry centres around arrive at its customers. Along these lines, in the advancing locale researchers have considered trust as one of the basic advancement of related promoting. As needs are, E-Trust can be characterized as a customer's enduring that needs to keep up a regarded relationship with a business association (Ghaneet each of 2011).

**H3:** Online Destination Images mediates the relationship between E-Word of Mouth and E-Trust

### **Methodology**

This current research investigates the potential effect of perception of international tourists of online destination image on E-satisfaction. The researchers distributed a self-administrated questionnaire (Alwagfi et al., 2020).

A deductive approach was adapted to collect specific quantitative information to accept or reject the hypothesis. Data were collected by using a questionnaire from a sample of

several customers. Convenience sampling was utilized on the international tourist who came to Jordan by using the internet for booking and identifying the destinations of visit in Jordan. Jordan was chosen among other countries in the current study due to its many tourist attractions, from north to south. In particular, this example of representatives was the focal point of the present investigation because of their rich wellsprings of data about examined develops, The populace secured by the current examination joins 15 five-star hotels in Jordan dependent on insights recovered from the Tourism and Antiquities Ministry (2017).

An example was chosen dependent on the most prominent five-star hotels regarding the number of rooms apportioned in Jordan. The complete name of places is 8,095 inside an instance of three five-star lodgings that speak to the most noteworthy number of rooms. In particular, the three accommodations speak to 7,293 apartments, which speaks to 90% of the absolute number of places among the entirety of the five-star, out of 350 respondents from 15 five-star hotels in Jordan that talked to the reviewed populace 325 filled and restored the overview instruments regulated to them, giving a reaction pace of (92.8%). An aggregate of 20 polls was disposed of from studies on two significant grounds. Right off the bat, 12 surveys were avoided from the study since they were deficient as a few missing information for each case has been watched. Also, eight multivariate anomalies were recognized and prevented from further investigation too. Expelling these quantities of surveys from the study is essential as they don't speak to the example (Hair et al., 2010). In the long run, the case for this study was comprised of an absolute number of 305 compelling reactions utilized for additional research.

**Table 1. Correlations, Standard deviation, and means among variables**

Variables	1	2	3	4	5	M	SD
1. Online Image	1	0.439**	0.373 **	0.059**	-.048	3.91	0.546
2. E- Word of Mouth	0.439**	1	0.757**	0.024	0.075	4.06	0.593
3. E-satisfaction	0.373 **	0.757**	1	0.059	0.082	3.99	0.589
4-E-Trust	0.059	0.024	0.059	1	0.079	3.53	0.744
5-E-Service Quality	-.048	0.075	0.082	0.079	1	3.35	0.761

Table 1 above is the (Mean, Std deviation and Correlation) among variables. As expected, E- Word of Mouth was positively correlated with E-satisfaction ( $r = 0.757$ ), Also, positively related to E-Trust ( $r = 0.024$ ) and positively correlated with E-Service Quality ( $r = 0.075$ ) furthermore, E-satisfaction g was positively correlated with E-Trust ( $r = 0.059$ ). And positively correlated with- E-Service Quality( $r = 0.079$ ).

**Table 2. Reliability, Composite unwavering quality (CR), Average difference extracts (AVE), Cronbach's  $\alpha$  among variables**

Variables	E- Word of Mouth	E-satisfaction	E-Trust	E-Service Quality	Online Imag
Composite reliability (CR)	0.933	0.905	0.925	0.961	0.986
Cronbach's $\alpha$	0.932	0.896	0.925	0.964	0.972
Average variance extract (AVE)	0.670	0.648	0.611	0.831	0.554

Table 2 above illustrated that ( $\alpha$ ) was above (0.60). Likewise, the merged legitimacy of the estimation model was experienced, and "composite reliability" (CR) was above the (0.70) on the scale items (Hair, Anderson, Tatham & Black, 1998). as well, the "average variance extract" (AVE) was above the (0.50). (Fornell & Larcker, 1981).

**Table 3. Confirmatory Factor Analysis (CFA)**

Variable	Item	Loading	M	SD
Online image	Q1_privacy_securitye	0.923	3.88	0.684
	Q2_privacy_securitye	0.842	3.97	0.711
	Q3_privacy_securitye	0.716	3.91	0.715
	Q4_privacy_securitye	0.657	3.89	0.743
	Q5_privacy_securitye	0.786	3.92	0.715
	Q6_Customization	0.709	3.85	0.777
	Q7_Customization	0.762	3.90	0.718
	Q8_Customization	0.85	3.93	0.682
	Q9_Reliability	0.749	3.92	0.711
	Q10_Reliability	0.914	3.88	0.681
	Q11_Reliability	0.711	3.90	0.702
	Q12_Reliability	0.736	3.89	0.718
	Q13_Reliability	0.678	3.92	0.706
	Q14_Interaction_quality	0.785	3.86	0.704
	Q15_Interaction_quality	0.609	4.01	0.785
	Q16_Interaction_quality	0.924	3.96	0.688
	Q17_Perceived_ease_use	0.684	3.95	0.679
	Q18_Perceived_ease_use	0.618	3.86	0.734
	Q19_Perceived_ease_use	0.847	3.93	0.678
	Q20_Perceived_ease_use	0.578	3.91	0.71
	Q21_Perceived_ease_use	0.761	3.88	0.697
	Q22_Perceived_ease_use	0.768	4.00	0.737
	Q23_value_information	0.864	3.85	0.691
	Q24_value_information	0.874	3.95	0.712
	Q25_value_information	0.726	3.84	0.681

Variable	Item	Loading	M	SD
	Q26_value_information	0.562	4.00	0.758
E-word of mouth	Q1_E_WORD_MOUTH	0.908	4.12	.707
	Q2_E_WORD_MOUTH	0.936	4.07	.701
	Q3_E_WORD_MOUTH	0.861	4.14	.693
	Q4_E_WORD_MOUTH	0.666	4.07	.687
	Q5_E_WORD_MOUTH	0.861	4.06	.717
	Q6_E_WORD_MOUTH	0.776	3.96	.753
	Q7_E_WORD_MOUTH	0.682	3.99	.674
E-trust	Q1_E_trust	0.799	3.53	.957
	Q2_E_trust	0.783	3.50	.930
	Q3_E_trust	0.866	3.51	.904
	Q4_E_trust	0.844	3.41	.950
	Q5_E_trust	0.864	3.46	.918
	Q6_E_trust	0.77	3.50	.907
	Q7_E_trust	0.7	3.55	.843
	Q8_E_trust	0.59	3.77	.929
E-Satisfaction	Q1_E_satisfaction	0.573	4.02	.722
	Q2_E_satisfaction	0.933	4.01	.702
	Q3_E_satisfaction	0.819	4.02	.706
	Q4_E_satisfaction	0.895	3.98	.711
	Q5_E_satisfaction	0.721	3.97	.665
E-Service Quality	Q1_E_Service_quality	0.971	3.34	.796
	Q2_E_Service_quality	0.855	3.35	.828
	Q3_E_Service_quality	0.915	3.38	.794
	Q4_E_Service_quality	0.897	3.30	.851
	Q5_E_Service_quality	0.918	3.37	.801

Table 3 above demonstrates “Confirmatory Factor Analysis” (CFA) that was tested to investigate “factor loadings” (Browne & Cudeck, 1993). The “factor loadings” displayed from 0.56 to 0.97, and all factors loadings were significant and acceptable.

**Table 4. Goodness of fit for the proposed model.**

“Measurement Model”	“Structural Model”	“Cut-Off Points”
$\chi^2 = 2997.400$	$\chi^2 = 3001.060$	
Df = 1207, $p = 0.000$	Df = 1211, $p = 0.000$	
GFI = 0.753	GFI = 0.752	“1 = perfect fit (Tanaka & Huba, 1985)”
NFI = 0.858	NFI = 0.858	“1 = perfect fit [Bentler & Bonett, 1980]”
CFI = 0.910	CFI = 0.910	“1 = perfect fit (McDonald & Marsh, 1990)”
RMSEA = 0.062	RMSEA = 0.062	“Good fit < 0.08 (Browne & Cudeck, 1993)”
CMIN/df = 2.483	CMIN/df = 2.478	“Good fit between 1 and 5 [Marsh & Hocevar, 1985]”
SRMR = 0.0508	SRMR = .0522	“Good fit < 0.08 [Hu & Bentler, 1990]”
CMP = 0.349		“Does not affect study’s data < 0.50 [Podsakoff, MacKenzie & Podsakoff, 2003]”

(GFI)= Goodness of fit, (CFI)= comparative fit index, (NFI)= normed fit index, CMIN/df =relative  $\chi^2$ , (RMSEA)=root mean square error of approximation, (SRMR)= Standardized Root Mean Square, (CMB)=Common method bias.

The examination analyzed the (proposed model) on CFA and (SEM), with the "AMOS" to verified the "goodness of fit" of the suggested model. As it had appeared in Table 4, the (basic model) and (measurement model) were reviewed to affirm the "goodness of fit" (Anderson and Gerbing, 1988). Online image, E-word of mouth, E-trust, E-Satisfaction and E-Service Quality the five latent variables included in the measurement model, and 51 pointers ( 26 for Online image, 7 for E-word of mouth, 8 for E-trust, 5 for E-Satisfaction and 5 for E-Service Quality). The measurement and Structural Model showed a solid match. This proposed model didn't achieve any noticeable improvement in fit more than the "incompletely intervened model" when the interceded variable (online image) applied on the connection between the e-WOM exchange and e-service quality, So, the "generally interceded model" is a superior fitting model for examining this connection. In concurrence with (Baron and Kenny's) strategy Also, The suggested module indicated a strong match when we applied the "completely intervened model"(online picture) on the connection between the e-casual exchange and e-trust, besides when we used the intervened variable online image on the connection between the e-casual exchange and e-fulfilment, the outcome demonstrated that Online picture didn't happen this relationship, so H2 had not gotten any help and H1, H2 received support.

The result, as seen above, verified that the "path coefficient" between E-WOM and E-satisfaction ( $b = 0.078$ ,  $p \leq 0.001$ ) was positive and significant.  $R^2 = 57\%$  of the variance. Also, the result confirmed that E-word of mouth affected E-Service Quality( $b = 0.16$ ,  $p \leq 0.001$ )  $R^2 = 6\%$  of the variance; it was positive and significant. Also, there is no effect of - word of mouth on the e-Trust ( $b = 0.00$ ),  $R^2 = 0\%$  of the variance.

**Table 5. Direct, indirect and total effects of the study variables**

“Exogenous Variables”	“Endogenous Variables”	Total Effect	Direct Effect	Indirect Effect
E-satisfaction	E-word of mouth	0.783	0.784	-0.001
E-Trust	E-word of mouth	0.017	-0.003	0.020
E-Service Quality	E-word of mouth	0.101	0.162	-0.061
Online Image	E-word of mouth	0.442	0.442	0.000
E-Service Quality	Online Image	-0.139	-0.139	0.000
E-Trust	Online Image	0.046	0.046	0.000
E-satisfaction	Online Image	-0.002	-0.002	0.000

Hypothesis 1 predicted that Online Destination Images mediates the relationship between E-WOM and E-Quality Service when the online image (the mediator variable) was added to the model, the result showed that direct effect ( $b = 0.162$ ,  $p \leq 0.001$ ) and indirect effect ( $b = -0.061$ ,  $p \leq 0.001$ ) fractional mediator, so mostly mediated model received help as indicated by (Baron and Kenny, 1986's) procedure, which affirms that H1 received help. Hypothesis 2 predicted that ODI mediates the relationship between E-WOM and E-satisfaction when the Online image (the mediator variable) was added to the model. ( $b = -0.00$ ). So H2 didn't receive any help. Hypothesis 3 predicted that Online Destination Images mediates the correlation between E-WOM, and E-Trust, the result showed that direct effect ( $b = -0.003$ ,  $p \leq 0.001$ ) and indirect effect ( $b = -0.020$ ,  $p \leq 0.001$ ) full mediator, So H3 receive support.

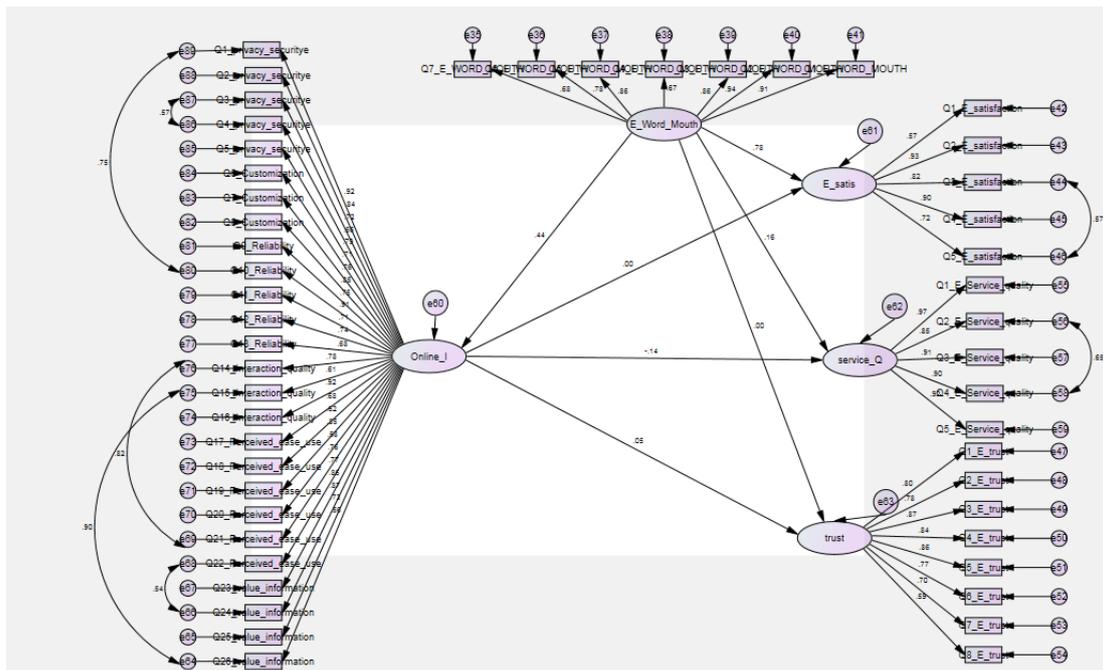


Figure 1. Structural Model

## Conclusion

At the end of this research work, the researchers conclude that Online Destination Images mediates the relationship between E-WOM and E-Quality Service and mediates the relationship between E-WOM and E-satisfaction and also mediates the relationship between E-WOM. E-trust based on the developed hypotheses and this agrees with the study of (Anderson & Gerbing, 1988) which corresponds with the study of (Költringer, and Dickinger, 2015), which states that Indeed destination image as a development which comprises of interrelated assessments converged with general impressions and convictions dependent on data preparing from an assortment of sources after some time. Therefore E-WOM based on this research work is an independent variable which is considered as an evolution from traditional-interpersonal communication to cyberspace; Tourists can find as much information as they need before purchasing the help of information technology (Andriani et al. 2019). ODI is also known for its effective marketing of tourism destinations, which therefore results in ESQ and ES. Chen and Uysal, (2002), It is important to perceive the picture that vacationers have at the top of the priority list about a specific destination, this is in other to recognize its qualities and shortcomings and to too put it efficiently in the commercial centre. Subsequently, DI is one of the most researched areas in travel industry research. (Pike and Ryan, 2004).

## Recommendation & Implications

The researchers recommend that five stars' hotels in Jordan should lay more emphases on E-WOM because of the role it plays on ODI, E-S and E-T through this tourist are attracted to a particular destination through the role played by the ODI via the website design and internet which at the results to ES-Q and E-Loyalty. Researchers recommend that five stars hotels and tourists' centres in Jordan should adopt the implementation of E-WOM because of the role it plays in tourism in the world at large. Tourism is considered as an essential part of service sectors in Jordan, where it generates more than 19% of Gross Domestic Product. Recently, the tourism sector, and specifically the hotel industry, generated significant increases in foreign and domestic investment, with hotels employing approximately 19 employees on average based on MOTA (2017). Bigné et al., (2001) an audit of the tourist industry literature has uncovered the connection between DI and tourist satisfaction. Based on some research by Chi and Qu, (2008) it has been demonstrated that the more positive the picture of the destination, the more prominent the degree of satisfaction. Thus, different studies on tourists' destination picture affirm that DI is a basic factor in visitor satisfaction.

E-WOM is a term that will be beneficial not just to hotels or tourist's centres who consider its application but to also the Jordanian government and educational sector at large because when E-WOM is applied for example to or in a hotel or tourist centre, it enables tourists to have easy access to their tourism destination via the use ODI and this enables or enhances studies due to it as well turns out to be a topic of research for higher-level students. E-WOM is beneficial to the government because it allows government officials to their services to the citizens using the internet, just like the application of the term E-government. Therefore, this agrees with the study of Naz, (2013) which states that E-WOM is a system two non-beneficial individuals adopt in communication about a product and services of a company.

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