

## FACTORS INFLUENCING THE DECISION OF TOURIST BUSINESSES TO ADOPT DIGITAL MARKETING

**Mohammad Shabeeb KHASAWNEH\*** 

Tourism Management Department, Ajloun College, Al-Balqa Applied University, Irbid, Jordan, e-mail: khasawnehmohammad79@bau.edu

**Khalil Saleh ALADWAN** 

Tourism Management Department, Ajloun College, Al-Balqa Applied University, Amman, Jordan, e-mail: dr\_aladwan@bau.edu.jo.

**Samer Fandi ABABNEH** 

Tourism Management Department, Ajloun College, Al-Balqa Applied University, Ajloun, Jordan, e-mail: Samerfandi2007@bau.edu.jo.

**Issam Mohammad AL-MAKHADMAH** 

Tourism Management Department, Ajloun College, Al-Balqa Applied University, Ramtha, Jordan, e-mail: isammakhadmeh@bau.edu.jo.

**Mohammad Issa ALZOUBI** 

Faculty of Administrative and Financial Sciences, Irbid National University, Ramtha, Jordan, e-mail: Mzoubi@inu.edu.jo

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**Abstract:** The purpose of the current study is to investigate how the views of domestic tourists affect their propensity to adopt platforms and tools for digital marketing. On the basis of the perceived organisational E-readiness and the revised information systems success model, regression analyses were employed to evaluate the assumptions based on 375 self-administered questionnaire surveys done with tourist businesses. The selection of questionnaires was based on a convenience strategy and a stratified proportional sampling method. The results of the research indicate that user satisfaction, system quality, IT infrastructure, information quality, service quality, and top-level management support are substantially associated with the use of digital marketing platforms and tools. The results of this study have practical and policy implications for legislators, marketers, and managers as they design successful and efficient digital marketing strategies to satisfy the requirements and expectations of tourist businesses.

**Key words:** organisational E-readiness, digital marketing, information systems success model, developing country, tourist businesses

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### BACKGROUND TO THE STUDY

The rising usage of the Internet and technical advancements have transformed communication (Jansson, 2022), information collection, and distribution within the tourist business. With the spread of smartphones and other electronic devices, the fast development of technology has digitally empowered visitors, encouraged gratification, and expanded tourist businesses' access to information (Misganaw and Singh, 2020; Zollo et al., 2022). Digital marketing (D-M), a marketing approach that leverages company success on visitors' ubiquitous touchpoints the internet and cellphones was developed as a result of technology's disruption of the business status quo and levelling of the marketing playing field. D-M enables companies to react to technical advancements, including websites, social media, and travel apps that are readily accessible to tourists. D-M methods attempt to entice potential buyers and encourage current customers to continue utilising the seller's services, hence establishing buyer-seller connections (Ababneh, 2022).

Digital marketing's technical mediatization has upset the conventional marketing and purchasing bubble by creating dynamic D-M channels that enable the virtual purchase of tourist items. Travelers are hence no longer apathetic targets of advertising or solitary individuals (Kotoua and Ilkan, 2017; Fan et al., 2019). They now have a role to play in the production, dissemination, and transmission of material (Villamediana et al., 2019). Moreover, when travelling, visitors increasingly communicate and interact digitally with family, friends, employers, service providers, and other tourists via various platforms, including social networks. As a result, it is now commonplace for visitors to discuss their trip experience and submit feedback about service providers through social media (Narangajavana Kaosiri et al., 2019).

Tourism is an experience-rich industry. Visitors cannot anticipate the quality of tourist items based on internet information provided by marketers and other visitors who have tried the goods. However, tourists do utilise the various

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\* Corresponding author

D-M platforms and tools accessible to them in order to obtain tourism-related information (during the tour planning phase, during the tour, and after the tour), and visitors have the independence to choose when, how, or whether to utilise digital marketing platforms and tools. With D-M tools and platforms, tourism businesses could only exist if clients engaged their services, their demands were met, and their satisfaction was exceeded (Sotiriadis, 2021; Yusuf and Tanvir, 2022). Prior studies (Shrestha, 2019; Misganaw and Singh, 2020; Mavis and Tembi, 2023) have attempted to comprehend the behavioural intentions of technology individuals in various circumstances. Shrestha (2019) analyses the several elements impacting the acceptability and utilisation of D-M by the tourist sector. Misganaw and Singh (2020) examine the influence of organisational characteristics on the proliferation of D-M among outbound visitors. The results of Jaafar and Khan's study in 2022 demonstrate that perceptions impact behavioural intentions.

Notwithstanding past research on the behavioural intentions of individuals, numerous gaps remain in the literature. Numerous research (Adam, 2012; Demeke and Olden, 2012; Acheampong and Siiba, 2020) have examined demographics as predictors of individual intentions. The younger generation has been given a lot of focus recently (Bermeo-Giraldo et al., 2022). Thus, less emphasis has been put on the variety of visitors. Second, the influence of technology on the behaviour of visitors has often been studied (Kurniawan et al., 2019; Nikolić et al., 2022; Seshadri et al., 2023). Several researches have examined social media as a advertising tool (Atshaya and Rungta, 2016; Key, 2017; Agus et al., 2021); the influences of D-M tools (Chamboko-Mpotaringa and Tichaawa, 2021; Anuj et al., 2023); and the influence of digital word of mouth on tourist product and service marketing (Nuseir and Aljumah, 2020; Piñeiro-Otero and Martínez-Rolán, 2016; Pradhan et al., 2020) The researchers did not investigate how different factors affect the acceptance of technology by tourism-related businesses. This research tries to address these limitations.

Furthermore, since the tourism industry's acceptance of technology continues to increase, it is crucial to understand visitors' perspectives on their desire to utilise D-M platforms and tools for tourism objectives. Considering the competitive nature of the industry, tourist firms have demonstrated a growing interest in adopting and implementing D-M. In addition, it is essential to identify the gaps in the literature that must be filled in order to obtain a more comprehensive and refined grasp of where the tourism industry is headed and what academics, practitioners, and policy analysts can do to better comprehend the industry. Utilizing ICT in internationally competitive marketplaces (Jaafar and Khan, 2022; Zollo et al., 2022) provides firms with a substantial competitive advantage. The research employed the DeLone and McLean Information Systems success model (D&M ISSM) and theory of organisational e-readiness to examine the impact of domestic tourism enterprises' usage and anticipated use of D-M platforms and tools. Integrating organisational e-readiness elements with the revised D&M ISSM provides new explanations for uptake of technology and use.

Consequently, the proposed framework contributes to a more complete model that may provide a more explicit explanation of the technology acceptance behaviour of tourist enterprises in D-M, particularly in the setting of developing countries. It is essential for tourism managers, policymakers, and marketers to understand the perspectives of tourist business in D-M. Tourism places that use D-M are able to increase their competitiveness. This is due to the fact that the method by which tourists look for and acquire tourist business goods and services is evolving (Mavis and Tembi, 2021). The purpose of this article is to increase understanding of D-M by examining the information systems success model, the theory of organisational e-readiness, and their uptake in the tourism business, with a focus on developing prospects for Jordan, using an integrated literature review and quantitative analysis as the research methodology. Thus, the objective of this research is to analyse the factors that affect the decision of tourism businesses to adopt D-M platforms and tools.

## **THEORETICAL FRAMEWORK**

### **Updated information systems success model**

The D&M ISSM was established after the previous D&M ISSM (1992) was critically criticised by several researchers (Mason, 1978; Alzoubi et al., 2014). According to the original concept, individual assumptions about the IQ and system come before actual technological usage and satisfaction. Actual utilisation is impacted by satisfaction, which is created by actual technology use, and this has personal and organisational implications (Yel et al., 2020). DeLone and McLean (2003) offered a revised D&M ISSM that incorporated "service quality" and "net benefits" in response to the feedback obtained. The new D&M ISSM consists of the following five aspects: Information Quality (IQ), System Quality (SQ), Service Quality (SeQ), use or intention, user satisfaction, and net benefit. These aspects aid in comprehending customer goals and technological success. Alkawsi et al. (2018) argued that the advantages of new D-M technology are only realised when the novel technology is widely recognised, adopted, and utilised. The effectiveness of D-M tactics used by the tourism industry is contingent upon the usage and acceptance of D-M platforms and tools by visitors. Knowing the many factors that influence a person's willingness to adopt new technologies is crucial for the effectiveness of D-M efforts.

### **Perceived organisational E-readiness (POER)**

In addition to the perceived benefits of the D-M solution, the readiness of individuals who have access to their jobs is influenced by internal organisational factors. In terms of D-M adoption, scholars identify them according to their Perceived Organisational E-Readiness (POER) (Molla and Licker, 2005; Lokuge et al., 2018; Misganaw and Singh, 2020). This research applies this approach to the adoption of D-M. POER refers to the extent to which workers are eager and able to accept D-M, according to their assessment of the organization's capacity to adopt the innovation. IT infrastructure, Human Resources (HR), and Top Management Support (TMS) are three organisational elements often highlighted in the literature on technology acceptance (Misganaw and Singh, 2020). POER is characterised by its internal desire, preparation, and readiness to accept new technologies (Molla and Licker, 2005). The organisations without such a

capability will be less inclined to adopt new technologies since they lack preparedness, as suggested by Leung et al. (2015). Molla and Licker (2005) observed that enterprises in developing countries lack financial, technical, and HR; therefore, they have little experience conducting business online. Consequently, POER has emerged as the most significant barrier to the adoption and institutionalisation of new technology. However, Lokuge et al. (2018) observed that despite the abundance of new technologies, firms struggle to enjoy their benefits due to inadequate organisational preparation.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### Information quality

QI elicits emotions, generates memorable experiences, and is linked to purpose. With the aid of technology and the internet, clients all over the globe have access to accurate information in today's society. Though tourist businesses have less of an alternative, they should transition to offering QI in an efficient and effective way (Li et al., 2017). QI is multidimensional, as it encompasses format, accuracy, comprehensiveness, reliability, and appropriateness. Mavis and Tembi, (2023) indicate that D-M platforms and tools are virtual gates to destinations that primarily give information to reduce the perceived dangers associated with a visit. Barreto et al. (2020) agree that visitors to destination websites see promoted information as credible. Hence, informational value influences trust (Wengel et al., 2022; Seshadri et al., 2023; Anuj et al., 2023), which influences individuals' intentions. In light of the preceding discussion, the research hypothesised the following:

**H1:** IQ has a significant impact on the usage of/intention to utilise D-M platforms and tools.

**H2:** IQ significantly impacts tourists' business satisfaction.

### System quality

In this research, "system" refers to D-M platforms and tools, including websites, social networking sites, travel apps, and electronic review sites. SQ covers navigation, interface design, visuals, and user interface, according to Dedeke (2016). This research assumes the viewpoint of DeLone and McLean (2003), who contend that SQ incorporates technical elements including usability, navigability, and aesthetics. In D-M, the system's design is a crucial basis for persuasion. The revised D&M ISSM concept is that digital tourism destination marketing strategies are platforms where prospective visitors-to-be obtain destination information and develop their first impressions of the location. If, for instance, the quality of the system is poor, it is predicted that prospective tourists may abandon the system, search for an alternative information source, or even change their vacation destination. Barreto et al. (2020) stated that users' impressions of a visually appealing website elicit positive emotions that may boost their search behaviour. As shown by Li et al.'s (2017) research, one of the goals of destination management organisations is to drive traffic to local tourist firms and their websites. This is done rather than trying to maximise the commercial advantage that destination management organisations get. In light of the preceding discussion, the research hypothesised the following:

**H3:** SQ has a considerable impact on the intention to utilise D-M tools and platforms.

**H4:** SQ has a considerable impact on the overall level of satisfaction experienced by tourists.

### Service quality

Nowadays, the way in which users perceive the delivery of service is essential to the success of the company since it determines the loyalty of clients. However, technology has introduced new metrics for measuring good customer service that did not exist on conventional service delivery platforms, thus altering the conceptual understanding of service quality (Wengel et al., 2022; Tavitiyaman et al., 2022). These factors involve speed, interaction, navigation, and the availability of service providers 24 hours a day, seven days a week. High SeQ is seen when companies give timely service, clients feel engaged while utilising interactive D-M tools, the information supplied is reliable, and businesses react to customer inquiries. Perceived SeQ represents the judgements visitors make based on their demands about product and service quality, which subsequently influences the use intentions of visitors. In light of the preceding discussion, the research hypothesised the following:

**H5:** SeQ has a substantial impact on the intention of D-M platforms and tools.

**H6:** SeQ has a substantial impact on tourists' overall travel satisfaction.

### Satisfaction

D-M provides consumers with a variety of advantages, such as information that is tailored to their specific requirements, interfaces that enable users to utilise mobile devices or desktop computers, and the ability to participate in content development (Du Plessis, 2017). Visitors may freely publish evaluations of their travel experiences in a user-friendly environment, as well as comment, like, and share news stream material (Wang et al., 2020). According to Jiménez-Barreto et al. (2020), technology users are most engaged with systems that are consistent, dynamic, and vibrant. For example, Kuhzady et al. (2020) found that participation leads to familiarity. Visitors have distinct wants and expectations that they anticipate will be met by D-M platforms. For the purposes of this research, expectations indicate the net advantages that consumers anticipate from D-M. The idea of customer satisfaction may also be referred to as consumer fulfilment (Buhalis and Sinarta, 2019), in which tourists are satisfied with the locations they visit. Quality is essential for technology users who have positive, vivid, and familiar pictures of places, as it leads to greater satisfaction and more robust uses and intents of D-M for tourism. Generally, satisfaction has a favourable relationship with usage (Agha et al., 2020). In light of the preceding discussion, the research hypothesised the following:

**H7:** Tourist satisfaction is significantly related to the use and intention to use digital marketing tools and platforms.

**H8:** Tourists, overall satisfaction is significantly related to benefits.

**H9:** The use of/intention to use digital marketing tools and platforms is significantly related to net benefits.

**IT infrastructure Human resource, and top management support**

IT infrastructure is required for a company to accept new systems since it offers the required supporting software, hardware platform, physical facilities, and computer network (Zhu et al., 2004; Oliveira and Martins, 2010; Seshadri et al., 2023; Anuj et al., 2023). Hence, IT infrastructure shows the capacity to build and manage information systems and is a crucial element of corporate competitiveness. The more developed an IT infrastructure is, the simpler it is for a company to use D-M to enhance the performance of its tourism business (Vandewater and Shim, 2007; Xin and Levina, 2008). Human Resource (HR), which refers to the availability and accessibility of workers and employees with certain critical IT skills and expertise necessary to carry out D-M projects and initiatives. Studies revealed that the greater the IT knowledge and expertise of ministry personnel, the greater the likelihood of early acceptance, and vice versa (Heeks, 2002), the absence of resources would result in the failure of D-M technologies. Top Management Support (TMS) for the uptake of a technology is particularly crucial for businesses (Bradford and Florin, 2003), as chief executive officers or their equivalents often have the final word on IT strategy and expenditure. Transitioning from conventional in-house IT operations to the new D-M tools is a strategic choice for the majority of these firms. If the executives comprehend D-M and have a favourable attitude towards the innovation, they will likely support its implementation. In regards to the decision to adopt itself, the extent to which D-M apps will be employed is primarily determined by the degree of executive support (Low et al., 2011). Hence, organisational readiness is a first-order formative construct consisting of IT infrastructure, HR, and TMS. It is a pillar that, like technical readiness, contributes to the establishment of D-M readiness at a higher level. This results in the following assumption:

**H<sub>10</sub>:** IT infrastructure significantly affects the use of/intention to use digital marketing tools and platforms.

**H<sub>11</sub>:** HR significantly affects the use of/intention to use digital marketing tools and platforms.

**H<sub>12</sub>:** The TMS has a significant impact on the usage and intent to utilise digital marketing platforms and tools.

The research provided a framework (Figure 1) that depicts the many variables and the interactions between them. This framework was derived from the literature that was discussed previously. The suggested model used both POER factors and the revised D&M ISSM. The framework hypothesised that IT infrastructure, HR, TMS, SeQ, SQ, IQ, and satisfaction had a substantial impact on the usage and intent to utilise D-M platforms and tools. Consequently, the research contends that SeQ, SQ, and IQ have a considerable impact on the overall pleasure of travellers. Also, the research indicates that visitors' general contentment and usage of D-M platforms and tools are highly associated with net benefits.

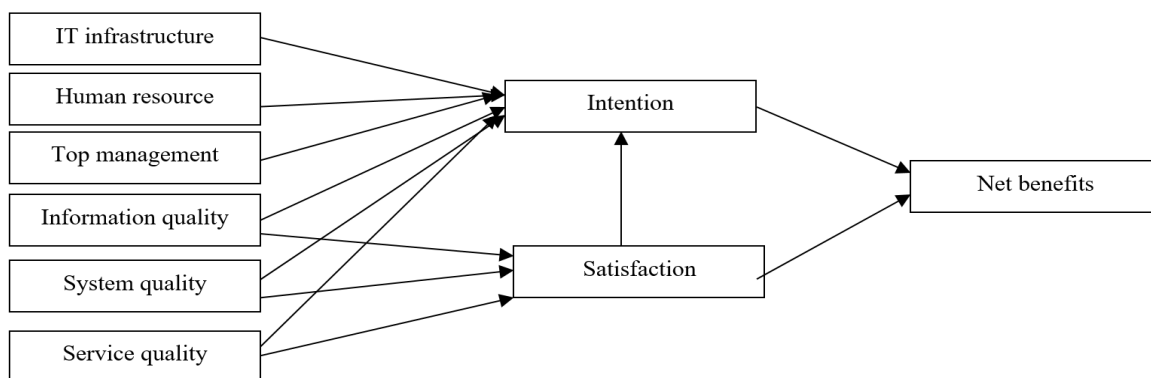


Figure 1. Proposed model for analysing the adoption of D-M platforms and tools

**METHODOLOGY**

This study used a quantitative research methodology. A questionnaire was constructed to test the study constructs based on an in-depth evaluation of the relevant literature. The first portion of the survey requested respondents' demographic information. The following sections included questions related to the study's constructs. In this research, a five-point Likert scale survey was employed. Research factors include IT infrastructure, HR, TMS, SeQ, SQ, and IQ. The POER factor measurements were generated in accordance with Misganaw and Singh's (2020) research, while the D&M ISSM evaluations were largely developed and modified from Mavis and Tembi (2023).

After completing the data analysis, the present research drew conclusions and made recommendations on the topic of study (Figure 2). Before conducting the full-scale study, the survey employed in this study was pilot-tested on a sample of tourist businesses, including hotels and tour and travel businesses, to determine its ease of administration, appropriateness, reliability, and validity. To achieve high-quality responses, the author describes the questionnaire's criteria. In addition, the various questions were designed to categorise tourist businesses.

From November to December 2022, 395 questionnaires were sent to the various tourist businesses. After the conclusion of data gathering, 375 valid questionnaires were deemed to have contributed to the findings. Due to the fact that 20 of the surveys were missing information, they were declared worthless and deleted from the study. On the gathered data, descriptive and inferential statistics were conducted. Version 19 of SPSS was used to analyse the data. To evaluate the factors, descriptive and regression analyses were conducted to test hypotheses in the study.

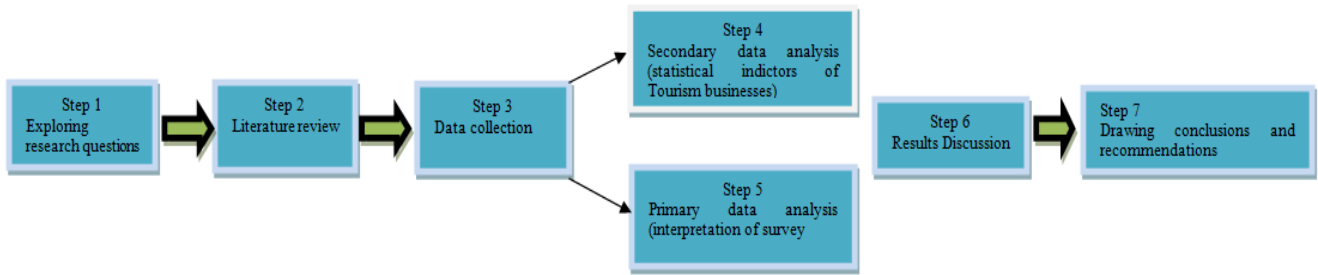


Figure 2. Methodology flowchart

**Sample description**

As indicated in Table 1, of the 375 completed surveys, the majority of participants were young (73.3%), falling between the ages of 18 and 39. Regarding occupation, it was discovered that around 77.6% of participants were managers (marketing, sales, reservation, and general managers). In addition, the rest, 22.3% of respondents, were active e-marketing owners and employees. In regards to gender, 80.2% of participants were male. The majority of tourist businesses (84%) have corporate websites and are linked to the internet infrastructure.

**Reliability of the constructs**

The components' reliability was determined employing Cronbach's alpha, a well-known approach for assessing research involving multiple Likert scales. The sample's adequacy was evaluated using the Kaiser-Meyer-Olkin (KMO) and Bartlett tests. The Cronbach's alpha reliability findings indicated that the constructs are trustworthy with a minimum score of 0.833, suggesting internal consistency and dependability. The findings are presented in Table 2.

Table 1. Respondents' demographic information (Source: Researchers survey, 2022)

Variables	data
Age	18-29 (N=104; 27.7%)
	30-39 (N=171; 45.6%)
	40-49 (N=75; 20%)
Gender	Above 50 (N=25; 6.6%)
	Male (N=301; 80.2%)
	Female (N=74; 19.7%)
company websites	Yes (N=315; 84%)
	No (N=60; 16%)
Job title	Mangers (N=291; 77.6%)
	Owners (N=55; 14.6%)
	Employee (N=29; 7.7%)

Table 2. Reliability results (Source: Researchers survey, 2022)

Variables	No of items	Cronbach's alpha
IT infrastructure	5	0.911
HR	5	0.903
TMS	6	0.941
SeQ	5	0.859
SQ	4	0.875
IQ	3	0.901
Satisfaction	3	0.833
Intention	9	0.925
Net benefits	5	0.943

Table.3 KOM and Bartlett's test (Source: Researchers survey, 2022)

KMO	0.819	
Bartlett's test of sphericity	Approximate Chi-square	4233.656
	Df	169
	Sig.	0.00

According to Table 3, the computed KMO for the scale variables was 0.819 percent more than the suggested value of 0.6. (Hair et al., 1998). Bartlett's test of sphericity determined Chi-Square = 4233.656, P 0.00, showing that it is statistically significant, hence supporting the study's sample size of 375. To examine the statistical significance of the variables, regression analyses were conducted. The items were evaluated for multicollinearity using collinearity statistics, namely tolerance and Variance Inflation Factor (VIF). The statistical significance of the factors was determined by regression analysis. The hypotheses were tested for multicollinearity using collinearity statistics, namely tolerance and Variance Inflation Factor (VIF). According to Table 4, the obtained tolerance values varied between 0.29 and 0.64. Tolerance levels less than 0.70 are judged appropriate since they imply no multicollinearity problems. The Variance Inflation Factor (VIF) was less than five, suggesting that there were no collinearity issues.

Table.4 Multicollinearity and Correlation analysis (Source: Researchers survey, 2022)

Independent	Path	Dependent	Correlation	Tolerance	VIF
IT	→	Intention	0.645	0.354	3.656
HR	→	Intention	0.439	0.297	4.254
TMS	→	Intention	0.712	0.352	3.540
SeQ	→	Intention	0.534	0.341	3.452
SQ	→	Intention	0.654	0.643	2.147
IQ	→	Intention	0.687	0.524	2.635
Satisfaction	→	Intention	0.577	0.478	2.81
SQ	→	Satisfaction	0.498	0.468	4.39
IQ	→	Satisfaction	0.589	0.542	4.25
SeQ	→	Satisfaction	0.645	0.391	3.26
Intention	→	Net benefits	0.761	0.376	3.79
Satisfaction	→	Net benefits	0.684	0.421	4.51

Table 5 displays the outcomes of model 1. The multiple regression analyses were undertaken to determine the impact of seven perception factors on visitors' usage of digital marketing platforms and tools for tourism businesses. The model describes 41.2% ( $R^2 = 0.412$ ) of the variation in the intention to use D-M for tourism business objectives across tourism businesses. Six of the seven perception factors are significantly connected to visitors' usage of D-M for tourism objectives in Model 1: IT ( $\beta=0.464$ ;  $t=4.709$ ;  $p=.000$ ); TMS ( $\beta=0.380$ ;  $t=6.241$ ;  $p=.000$ ); IQ ( $\beta=0.321$ ;  $t=0.433$ ;  $p=.000$ ); SQ ( $\beta=0.233$ ;  $t=5.554$ ;  $p=.000$ ); service quality ( $\beta=0.257$ ;  $t=5.849$ ;  $p<.000$ ) and satisfaction ( $\beta=0.214$ ;  $t=0.485$ ;  $p=.001$ ).

Table 5. Results of Model 1 (Source: Researchers survey, 2022)

Dependent variable: Intention							
Goodness of fit: R=0.725, $R^2=0.412$ , Adjusted R <sup>2</sup> =0.356, estimate= 0.701							
Analysis of variance		Df		Sum of squares		Mean square	
Regression		7		145.723		19.547	
Residual		295		199.811		0.513	
<i>F</i> static=40.478							
Significant <i>F</i> =.000							
	Independent variables	Unstandardized coefficients		Standardized coefficient Beta	<i>t-Value</i>	Sig.	supported
		B	Standard error				
Intention		1.425	0.166		9.015	.000	
	IT	0.464	0.078	0.389	4.709	.000	Yes
	HR	0.023	0.071	0.402	3.541	.162	No
	TMS	0.380	0.099	0.347	6.241	.000	Yes
	SeQ	0.257	0.033	0.198	5.849	.000	Yes
	SQ	0.233	0.087	0.273	5.554	.000	Yes
	IQ	0.321	0.046	0.072	0.433	.000	Yes
	Satisfaction	0.214	0.056	0.064	0.485	.000	Yes

Table 6. Results of Model 2 (Source: Researchers survey, 2022)

Dependent variable: satisfaction							
Goodness of fit: R=0.691, $R^2=0.409$ , Adjusted R <sup>2</sup> =0.338, estimate= 0.95							
Analysis of variance		Df		Sum of squares		Mean square	
Regression		5		184.625		25.608	
Residual		287		205.907		0.668	
<i>F</i> static=74.479							
Significant <i>F</i> =.000							
	Independent variables	Unstandardized coefficients		Standardized coefficient Beta	<i>t-Value</i>	Sig.	supported
		B	Standard error				
Satisfaction		1.516	0.159		7.245	.000	
	SQ	0.327	0.078	0.344	6.564	.000	Yes
	IQ	0.177	0.059	0.173	0.203	.000	Yes
	SeQ	0.219	0.071	0.240	0.891	.000	Yes

Table 7. Results of Model 3 (Source: Researchers survey, 2022)

Dependent variable: Net benefits							
Goodness of fit: R=0.711, $R^2=0.510$ , Adjusted R <sup>2</sup> =0.352, estimate= 0.89							
Analysis of variance		Df		Sum of squares		Mean square	
Regression		3		165.719		35.658	
Residual		317		255.609		0.689	
<i>F</i> static=91.589							
Significant <i>F</i> =.000							
	Independent variables	Unstandardized coefficients		Standardized coefficient Beta	<i>t-Value</i>	Sig.	supported
		B	Standard error				
Benefits		0.494	0.139		2.941	.000	
	Intention	0.334	0.259	0.164=7	0.239	.000	Yes
	Satisfaction	0.221	0.083	0.654	0.987	.000	Yes

The model describes 41.2% ( $R^2 = 0.412$ ) of the variation in the intention to use D-M for tourism business objectives across tourism businesses. Six of the seven perception factors are significantly connected to visitors' usage of D-M for tourism objectives in Model 1: IT ( $\beta=0.464$ ;  $t=4.709$ ;  $p=.000$ ); TMS ( $\beta=0.380$ ;  $t=6.241$ ;  $p=.000$ ); IQ ( $\beta=0.321$ ;  $t=0.433$ ;  $p=.000$ ); SQ ( $\beta=0.233$ ;  $t=5.554$ ;  $p=.000$ ); service quality ( $\beta=0.257$ ;  $t=5.849$ ;  $p<.000$ ) and satisfaction ( $\beta=0.214$ ;  $t=0.485$ ;  $p=.001$ ). The IT infrastructure has the highest impact ( $\beta=0.464$ ) on usage/intention, followed by TMS ( $\beta=.380$ ). In light of the findings (Table 7), the hypotheses H1, H3, H5, H7, H10, and H12 were confirmed, whereas H11 was rejected.

Three perceived quality factors were integrated into Model 2 (Table 6) to examine their impact on total visitor satisfaction. 41% ( $R^2 =.41$ ) of the variation in visitors' overall satisfaction after utilising D-M for tourism objectives may be described by tourists' judgements of the IQ, SeQ, and SQ, according to Model 2. Statistically, the model is significant ( $p = 0.00$ ), as are the three quality-related perceptual factors: IQ ( $= 0.177$ ;  $t = 0.203$ ;  $p = .000$ ), SQ ( $= -0.327$ ;  $t = 6.564$ ;  $p = .000$ ), and SeQ ( $= 0.219$ ;  $t = 0.891$ ;  $p = .000$ ). According to the initial model, it was discovered that SQ had the greatest

impact ( $\beta=0.327$ ) on total satisfaction. According to the results (Table 6), H2, H4, and H6 have been verified. Model 3 evaluated the significance of intention to employ D-M platforms and tools, as well as satisfaction about net benefits.

The findings are summarised in Table 7. Model 3 is significant statistical ( $p<0.00$ ), with tourist overall satisfaction ( $\beta=0.221$ ;  $t=0.987$ ;  $p=0.000$ ) and use of or desire to use significant ( $\beta=0.334$ ;  $t=0.239$ ;  $p=0.000$ ) variables strongly connected to net benefits. The findings demonstrate that the use/intention of visitors ( $\beta=0.423$ ) is a more accurate predictor of expectations than overall satisfaction ( $\beta=0.221$ ). Following the results (Table 7), hypotheses H8 and H9 were accepted. By evaluating the structural links between the various constructs, eleven of the twelve hypothesised correlations were confirmed to be substantiated by empirical evidence (Tables 5–7). The pathways were favourable.

## RESULTS AND DISCUSSION

The primary objective of the research was to determine the impact of domestic tourism businesses on their usage and intent to utilise D-M platforms and tools. To accomplish this, a theoretical framework, including POER and the revised D&M ISSM, was used. The findings revealed that integrating widely accepted models as described in the literature yields an all-encompassing model that may aid in comprehending technology use and the uptake of D-M by tourism businesses. According to the findings of the study, the intention to employ D-M platforms and tools for tourist businesses was impacted by D-M aspects. It was discovered that IQ, SQ, SeQ, TMS, IT, and tourists' overall satisfaction were important predictors of the propensity to employ D-M for tourism-related business purposes.

According to the study's findings, IT and TMS are the most significant influences on D-M among tourism businesses. Similarly with the findings of Alzoubi et al. (2014), Arghya et al. (2020), Tavitiyaman et al. (2022), Mavis and Tembi (2023), which emphasise the importance of views in technological innovations, these findings highlight the importance of views in the adoption of new technology. The impact of perceived quality in terms of IQ, SQ, and SeQ on visitors' overall satisfaction was another significant finding of the research. Tourist satisfaction is subjective and technical, and it is determined by their specific exposure to available information. Prause, (2019) emphasises that the highest-quality D-M could be satisfying if it matches the user's requirements and prevents user unhappiness. Remarkably, of the three factors, SQ factors had the most impact on the overall satisfaction of travellers. Hence, SQ was a more accurate predictor than the other factors. These results concur with those of previous researchers (Yang et al., 2013; Udoka et al., 2022;), who contend that SQ is a reaction to meeting user requirements. SQ is a significant predictor of usage in the tourist business. While using D-M, tourist businesses already have expectations and realise net benefits in our digitally advanced environment. The research revealed a correlation between the usage of or intention to utilise D-M and the expected net advantages for visitors. Prior research demonstrated a favourable association between visitors' overall satisfaction, their desire to utilise the facility, and their expectations being met (Jeng et al., 2017).

## CONCLUSIONS AND RECOMMENDATIONS

The research demonstrated the effect of perceptions as a psychological process behind the intention of visitors to utilize D-M and expanded the applicability of the POER and the revised ISSM inside the D-M environment. The research reveals that tourists' views impact their intentions to use D-M platforms and tools. The research elucidated how IQ, SQ, SeQ, IT, TMS, and tourists' overall satisfaction serve as significant determinants in the use and adoption of D-M. Moreover, the research claims that tourists' perceptions of IQ, SQ, and SeQ have a substantial impact on their overall satisfaction as well as their usage of or desire to utilise D-M in the future.

Furthermore, the research reveals that tourists' satisfaction and usage of D-M, as well as their desire to employ them in the future, are highly connected to their net benefits and expectations. This research has contributed to the existing literature on the use and acceptance of D-M platforms and tools in the tourism business. The ongoing advancement of technological innovation necessitates the regular updating of information. The research provides a complete knowledge of the impact of views on tourists' desires to utilise D-M platforms and tools for tourism. Furthermore, the constructed, verified, and statistically validated model adds to the existing body of knowledge. Considering measurement quality parameters including reliability, validity, multicollinearity, and fit, the constructed model was determined to be statistically robust. Despite the researchers' best efforts, the study had several drawbacks. Due to the effects of the pandemic, the survey was confined to domestic tourism businesses only. The survey respondents were restricted to the Jordan province of Aqaba. By performing the study in several municipalities, towns, and tourist destinations around the province, the constraint was mitigated. Notwithstanding its limitations, the study sets the path for future research on the adoption of D-M that might concentrate on disruptive technology in developing countries.

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