

Factors Influencing Tourists' Revisit Intention: The Effect of Safety and Security, Accessibility, Service Quality, and Destination Image

Abstract

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In the context of the tourism industry, understanding the factors that motivate visitors to revisit a country is crucial for its growth and expansion. This study aims to provide insights into the motivating factors that influence visitors' intentions to revisit following their first encounter, using Jordan as a case study. The complex relationships between safety and security, accessibility, service quality, cognitive image, emotive image, and revisit intention were examined statistically. To do this we employed Structural Equation Modelling (SEM) to create a hypothetical model, and to implement this model the Partial Least Squares (PLS) approach was adopted to evaluate the proposed hypotheses. The findings highlight the importance of these factors in shaping tourists' revisit intentions. Safety and security, accessibility, service quality, and both cognitive and emotive images significantly influence the likelihood of repeat visits. The research topic is original in that it uniquely explores the particular factors influencing tourists' revisit to Jordan focusing on safety and security, accessibility, service quality and destination image. The conceptual framework that was employed by the researchers is considered original through its application of SEM and PLS.

Keywords: Revisit, safety and security, tourism, destination image, Jordan

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Introduction

For many countries today, tourism is the primary economic engine and is viewed as an important source of revenue and jobs (Allameh et al., 2015). Thus, tourism is also one of the new international leaders in the service sector (Fourie & Santana-Gallego, 2011). Tourism's attractions are evident; it provides above all fresh experiences – intellectual, cultural, social, and (often) culinary – that ideally contrast with what visitors encounter in their immediate surroundings in their home countries (Li et al., 2008). Due to these social, cultural, and economic impacts, tourism is at the forefront of what is emerging as the leading service business in the world. As a result, many nations are working to meet the needs of travelers by providing the necessary infrastructure and historical context for their visit (Amiri & Momeni, 2011). Increasingly, there is a demand for a high-quality of experience in the tourist destinations' natural environment. This can directly affect the respective country's ability to compete, thus making the environment a key factor in the tourist offer (Han et al., 2018). However, a country must establish a suitable infrastructure to meet visitor expectations and provide enough tourist facilities, without compromising the natural environment itself. Reconciling these potentially conflicting needs can be profitable for the sector (O'Leary & Deegan, 2003; Libre et al. 2022). As a result of such pressures, there is ever more competition for tourists' attention now as destinations are becoming more and more interchangeable (Jang & Feng, 2007). The internet has, of course, become increasingly important in respect of responding to visitors, and in successfully gathering large amounts of data relating to performance and visitors' experience. Thus, it is vital that those assessing the likelihood of revisiting that they take into account e-data and find effective ways of evaluating such information (Wani et al. 2023). Significantly, one of the other factors influencing developments in the tourism business in the new millennium has been highlighted as the need for safety and security, a factor that is becoming ever-more important and insistent. According to Chan (2007), crises, whether natural or man-made, can significantly affect incoming and outgoing tourist flows. Nonetheless, this paper does not address natural disasters – earthquakes, volcanic eruptions, floods, wildfires, and the like – since these are events over which no one has control as to their timing or severity. Rather, this paper is focused on the more controllable aspects of safety and security for visitors and the tourism industry as a whole, concerns that are of the utmost significance to all (Cohen & Cohen, 2012).

Over the previous decade, safety and security have constantly been identified as one of the top global challenges confronting the tourism industry (Edgell et al. 2008). According to Donaldson & Ferreira (2009), a tourism location must maintain peace, safety, and security to expand, be competitive, and be appealing. Tourist sites that lack safety and security are unable to successfully compete in the tourism industry since potential visitors would avoid such locations. Additionally, Marrocu & Paci (2011) asserted that the ease of access to a tourist destination has a significant impact on regional tourism. As a result, how to deal with this critical factor is a critical issue for tourism destinations, investors, and governments. Understanding the importance of accessibility can help governments and destination management to prioritize tourism and develop effective strategies and plans (Hadad et al. 2012). Image formation may be influenced by service quality, which is based on travelers' experiences (Boyer & Hult, 2005; Quintal & Polczynski, 2010). The majority of studies on the subject of



service quality in the travel and tourism industry focus on the connection between the two factors of visitor behavior, the affective aspect and cognitive satisfaction (Kozak, 2001). However, the effect of service quality on these two contrasting aspects has not previously been well studied. To this end, the researcher must explore how service quality impacts the creation of a destination's cognitive and affective image (Ahmed et al., 2006). For example, it has been found that hotel service quality has a greater impact on corporate image than destination image. This paper seeks to examine how service quality affects cognitive and affective images of a destination (Huei & Easvaralingam, 2012).

Literature review and hypothesis development

Safety and security

The importance of destination safety in influencing tourist travel decisions has prompted significant discussion of the subject in the literature on destination management (Zou & Meng, 2020). Globally, it has been perceived that the risks associated with travel have been rising in recent years, illustrated, for example (among many others), by the events surrounding political unrest in Thailand, Bird Flu, and SARS epidemics in Asia, terrorist attacks in France, movements against extradition in Hong Kong, and the global effects of the coronavirus pandemic from 2019 (Zenker & Kock 2020; Rittichainuwat et al., 2018). According to Liu and Pratt (2017), attracting tourists to a location requires ensuring their safety. Creating a safe environment at the destination is, therefore, a key concern for destination marketing and management. Given the current state of unpredictability and instability in the world, safety and security can play a significant role in determining a destination's appeal as well as providing a significant competitive advantage. Most of the time, it does not play a major role in the decision-making process for tourists. However, it could influence a traveler's decision to select one location over another, or they might opt to take into account the location with the lowest risk (Santos et al. 2018). While it can be said that moving from one place to another, whether tourism or travel, always requires the highest level of security and safety, concerns related to safety and security in tourism have increased significantly in recent years, reflecting the dramatic change in the perceived and actual threats prevalent in the first quarter of the twenty-first century (Santos et al. 2018). Based on the aspects of safety and security, the safety of tourists at a location can be readily evaluated through existing risk-assessment procedures (Poku & Boakye, 2019; Yen et al., 2021). Situations that create a perception of safety concerns for tourists include unforeseen natural disasters and other preventable and mitigated events comprising destination management-related, natural disaster-related, and tourist-related incidents (Yen et al., 2021). Events involving harm to visitors as a result of others' purposeful behavior are referred to as security occurrences (Pizam & Mansfeld, 2006). Crime, terrorism, conflict, civil unrest, and political upheaval are examples of security occurrences. According to Yen et al. (2021), one of the pillars of the enabling environment is safety and security, which includes the operational costs of violence and crime, the dependability of police services, the business costs of terrorism, the index of terrorist occurrence, and the numbers of murders. In his study, George (2003) detailed how if a tourist feels threatened or endangered when visiting a place, he/she is more likely to form an unfavorable opinion of that place. According to Perić et al. (2018), safety and security have also been shown to be significant components of a tourist experience, and sports tourists appear to be more aware of safety concerns than non-sport tourists. According to Chetthamrongchai (2017), a survey of 400 foreign visitors to Thailand found that the country's safety and security have a favorable effect on its reputation. Similarly, Saiprasert (2011) found that tourists' perceptions of safety and security would favorably influence their perceptions of the image of the place in his study on foreign tourists who were traveling to Thailand for medical reasons. Based on this understanding, the following hypotheses were formulated:

H1: Safety and security have a significant positive impact on the destination's cognitive image

H2: Safety and security have a significant positive impact on the destination's affective image

Accessibility

Certainly, accessibility is one of the major factors that can influence travelers' destination choices (Hooper, 2015; Reitsamer & Brunner-Sperdin, 2017; Park et al., 2019). The concept of accessibility refers to the ease of access to the facilities and infrastructure of the location in terms of time and effort (Zhu & Diao, 2020; Gehrke et al., 2020; Lee et al., 2016). Yen et al. (2021) additionally suggested that accessibility level has an impact on the overall tourist ebb and flow as well as on the wider success of the tourism industry within a particular country. As a result, locations and governments should take this into account and measure both accessibility and accessibility performance. Further, understanding a site's accessibility can assist destination managers and governments in evaluating tourist attractions and implementing relevant initiatives to improve performance. Accessibility can be defined as the ease with which users engage and exchange with the provided facilities and services (Ahuja & Tiwari, 2021), but it can also refer to the ease with which visitors can go to any destination using a certain mode of transportation. Ceccato et al. (2020) showed that the idea of access may be determined by the geographical link between locations, which is enabled by advanced means of transportation. However, the accessibility indicators utilized in these studies may fail to account for the simultaneous accessibility of comparable destinations. This is crucial since the ease of reaching a specific destination encompasses several aspects, such as transportation, lodging, and travel arrangements. Accessibility has recently been regarded in the literature as a component of competitiveness between tourism destinations (Ciaschi et al. 2018), owing to the higher standard of tourist offerings that more accessible surroundings can deliver. Wearing and Darcy (2011) argue that to achieve effective social sustainability, tourism management must adopt more inclusive management principles and practices. In any case, improved accessibility to tourism destinations, in addition to being financially rewarding, can help people fulfill their social aspirations. On the basis of these considerations, the following hypotheses were formulated:



- H3: Accessibility has a significant positive impact on the cognitive image of a destination
H4: Accessibility has a significant positive impact on the affective image of a destination

Service quality

Quality is viewed as a theory that is elusive and ambiguous (Abdullah & Afshar, 2019). It is crucial to distinguish between product quality and service quality. In contrast to the latter, which is an intangible performance, the former is more perceptible as an object (Ali et al., 2021). Being a process rather than a thing is one of the most important and distinctive qualities of services. As a result, service only has interactive processes rather than products and so it is challenging for the provider to disclose them to customers and to be measured (Ali et al., 2021). Various researchers have presented several significant definitions of service quality. The gap between a client's expectations of the service provider and their evaluation of the services is the definition of service quality (Saleh et al. 2021). Service quality is the difference between the expectations and perceptions of customers of the delivered services (Ali et al., 2021). The subjective opinions of visitors about the services they receive, which lead to an increase in tourist visits, are what determine the quality of service, according to Kandampully et al. (2013). If the service is provided or perceived to be provided as expected, the service quality is considered to be acceptable and gratifying; nevertheless, if the service provided surpasses the needs of tourists, the service quality is considered to be very good and of the highest quality. In contrast, if the level of service is below what was anticipated, the level of service is unsatisfactory. According to numerous types of research, there are five aspects of service quality: responsiveness, reliability, tangibles, assurance, and empathy (Bharwana et al. 2013; Krey et al., 2014; Quyet et al. 2015; Tjiptono & Chandra, 2016). In the tourism sector, the specific tools SERVQUAL, created by Parasuraman et al. (1988), and SERVPERF are typically used to measure service quality (Cronin & Taylor, 1992). When visiting tourist attractions, a person's knowledge, ideas, and feelings about a particular site are shaped by their experiences regarding the quality of the services provided there. The antecedents of client or visitor satisfaction, according to Cronin & Taylor (1992), are provided by the quality of the services. Service quality is a significant predictor of destination image in various studies (Jang & Feng, 2007). In this sense, it is asserted that tourist locations with higher service quality might contribute to pleasant individual experiences, leading to more favorable opinions of the cognitive and affective images of a destination (Kumar et al., 2020). To provide an example of this, Silva & Correia (2017) surveyed Alentejo, a geographically, historically, and culturally significant region of Portugal. They discovered that destination image is an effective outcome of service quality as a cognitive understanding. A strong component of the perception of service quality is how successfully the visitors connect with their hosts; a welcoming and effective engagement with visitors will also have positive outcomes in whether visitors remember their stay well and might wish to repeat or enlarge their experience (Khaki et al. 2024). Accordingly, based on the arguments presented above, the study presents the following hypotheses:

- H5: Service quality has a significant positive impact on the cognitive image of a destination
H6: Service quality has a significant positive impact on the affective image of a destination

Destination image (cognitive image and affirmative image)

According to San Martín and del Bosque (2008) and Huete-Alcocer et al. (2019), each traveler's opinion of a destination is unique and influenced by personal thoughts and beliefs. As a result, it is critical to investigate both cognitive and affective elements of destination perception. According to Baloglu (1998), San Martín and del Bosque (2008), Maher and Carter (2011), and Smith et al. (2015) tourists' affective images reflect their emotional reactions, whereas cognitive images represent their understanding and perceptions. A holistic image incorporates both these dimensions. Both cognitive and emotional factors influence overall site perception, with cognitive knowledge influencing perception indirectly through the affective component (Baloglu & McCleary, 1999a). A destination's distinct characteristics can be both tangible, such as beaches or monuments, and intangible, such as traditions, history, foodways, and culture (Huete-Alcocer et al., 2019). In the past, destination images were viewed only cognitively. Recent research has instead evaluated both cognitive and affective images, and in combining the two elements may explain the destination image more effectively. (San Martín & del Bosque, 2008; Chiu et al., 2016). An individual's perceptions and knowledge of the features and qualities of a tourist destination are the cognitive elements. However, the emotional component represents how a person feels about an attraction (Chiu et al., 2016; Kim & Yoon, 2003; Baloglu & Brinberg, 1997). Thus, it is important to note that cognitive image has a substantial impact on the affective image. There is general agreement among researchers that a cognitive component precedes an affective appraisal. More recently, studies using qualitative and quantitative methods have attested to the connection between cognitive image and affective image (Li et al., 2010; Lin, et al., 2007; Ryan & Cave, 2005; San Martín & del Bosque, 2008; Chiu et al., 2016). This would support the cognitive-affective consecutive creation of the final image. Thus, this hypothesis is formulated:

- H7: The cognitive image significantly and positively affects the affective image

Revisit intention

Several studies have defined revisit intentions in the setting of tourist sites (Qu, 2017; Ramukumba, 2018). According to Qu (2017), revisit intentions reflect the chance of tourists returning to a tourist location in the future. Thus, it refers to how well or how poorly a visitor performs in terms of returning to a tourist attraction in the future. Time constraints and the individual's desire have also been connected to revisit intentions. According to Baker and Crompton (2000), a visitor's desire to return to a tourist location within a year characterizes his or her behavior about revisit intentions. Service providers hope to see a visitor

return soon after building a connection through the (presumably) superb service they have provided. Several factors have been linked to revisit intentions including customer satisfaction, consumer loyalty (Park et al., 2017), quality of service (Chen & Chen, 2010), corporate reputation, and affective feelings (Wirtz & Bateson, 1999). In more recent times, the importance of taking into account the online response of visitors to their experience has also been recognized and this is an aspect that will only become even more important over time (Susanto et al. 2024). The importance of revisit intent as a behavior intention has made it a popular topic of study in the field of tourism (Guan et al., 2021; Bui 2022). Some examples of tourist actions are destination choice, post-visit appraisals, and plans to return to that location (Afshardoost & Eshaghi, 2020). Visitor satisfaction and perceived value are the basis for subsequent evaluations, whereas future behavior intentions focus on whether or not a visitor plans to revisit the site and spread the word (Afshardoost & Eshaghi, 2020). Tourists’ repeat visits and positive word of mouth are two of an establishment’s most important revenue generators (Foroudi et al., 2021). The term ‘revisit intention’ describes a traveler’s future plans to visit a specific location (Tosun et al., 2015). Nguyen (2020) identifies four factors—tourism motivation, prior experience, perceived constraint, and attitude—as predictors of a future visit. According to Kim et al. (2012), ‘return intention’ describes a traveler’s wish to return to a certain place or experience. Hence, it can be postulated that:

- H8: The cognitive image has a significant positive impact on revisit intention
- H9: The affective image has a significant positive impact on revisit intention

Stimulus-Organism-Response (S-O-R) theory

Stimulus-organism-response (S-O-R) theory refers to a specific theory of consumer behavior. In the S-O-R paradigm, an individual's reaction behaviors (R) are a result of their internal, organismic, and emotional state (O) being influenced by an environmental stimulus (S) (Mehrabian & Russell, 1974). The SOR technique has been adjusted and integrated with varied components such as cognitive and affective features into the framework because of its broad applicability to the research question (Kim et al., 2020). Chang et al. (2014) emphasized that the SOR model is one of the best frameworks for explaining visitor behavior, as tourism is an intangible industry. S-O-R theory’s focus on the affective or emotion-evoking qualities of the environment offers important insights into how visitors experience their surroundings. Some studies that use emotion either as a motivator or as an organism to investigate visitor behavior offer support to this idea. For example, Qiu et al. (2019) suggested and validated a favorable relationship between cultural heritage visitors’ value cognition (S), emotional attitude (O), and tourism intention (R). The S-O-R-based conceptual model encompasses physical surroundings (S), utilitarian value (cognitive organism), hedonic value (affective organism), and re-visitation (R). This study made a significant contribution to the field by adding these concepts to the S-O-R framework. Cho and his teammates included sentimentality (emotions) as a crucial stimulus that influences tourists’ behavioral intentions in the context of sports tourism, an aspect that we are less concerned with here (Cho et al., 2019; Cho et al., 2020). Earlier studies considered service quality as an environmental stimulus (Deepa & Jayaraman, 2017; Alsaggaf & Althonayan, 2018; Pandey & Sahu, 2020). Others have also revealed that cognitive and affective images are considered organisms (O) due to emotional reactions caused by stimulus elements (Nunthiphatprueksa, 2017). Finally, previous research has highlighted customer behavioral intentions and revisit intention as a response to the organism (Cheng et al., 2018; Afshardoost & Eshaghi, 2020; Isa et al., 2019). Applying this previous paradigm to the current study model (see Figure 1) allows the researchers to visualize revisit intention as a response to the stimuli, safety and security, accessibility, and service quality as components of the destination image - cognitive image and affective image as organism factors impacted by the stimuli. Expressed in a less abstract fashion, travelers who prioritize safety and security, ease of access, and superior services (stimulus) are likely to form positive opinions about the destination's image components (cognitive and affective images) (organism), leading to a corresponding increase in site loyalty (response). Utilizing the cognitive and affective aspects of the destination image as statistical mediators, the researchers looked into how safety and security, accessibility, and service quality affected foreign tourists’ intention to return to a specific destination from different countries of the world.

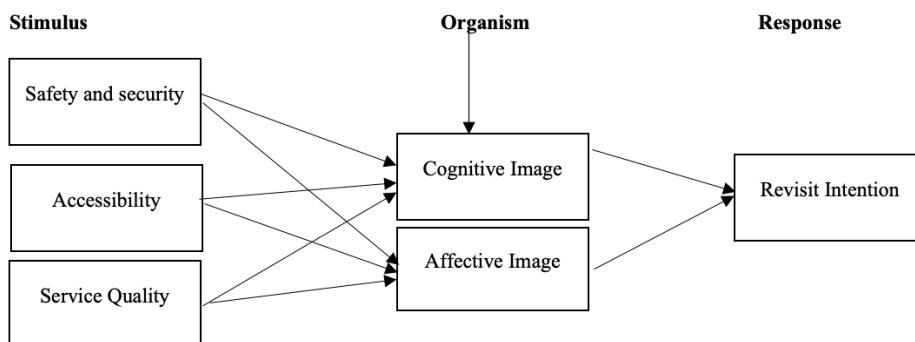


Figure 1. Theoretical framework
 Source: Authors

Research methodology

The researchers adopted a Structural Equation Modeling (SEM) for this study out of the several methods that different authors have employed to examine revisit intention. To evaluate the proposed hypotheses, the researchers discovered that the PLS



(Partial Least Squares) approach was the most effective way to implement the SEM since it is a statistical method that can be used to extract hidden information in raw data. The SEM models thus enable the researcher to contrast theoretical knowledge and hypotheses from the outset with empirical data. These models are therefore regarded as confirmatory rather than exploratory. In S.E.M. models, there are two main parts: the measurement model, which explains the connections between the constructs (in this instance these are safety and security, accessibility, service quality, cognitive image, affective image, and revisit intention), and their indicators, and the structural model, which outlines the connections between the foregoing constructs (Henseler, 2017). This study employed a descriptive quantitative research design. It focused on international and domestic visitors (over 18 years old) who visited Jordan’s tourist sites. This quantitative investigation employed a self-administered questionnaire. A purposive sampling approach was used due to the lack of a complete sampling frame. The questionnaire was written in both English and Arabic. It consisted of three parts: the first section’s questions addressed the demographic profiles of the respondents including age, gender, education level, employment status, and monthly income, while the other parts focused on the study’s variables. The questionnaire items used to test the various constructs were adapted from previous studies. The safety and security dimension and accessibility dimension were measured using a five-item scale adapted from the studies of Cham et al. (2020) and Omar et al. (2015). Six items from Wantara & Irawati (2021) were used to measure the variable of service quality. The cognitive image was measured using five items adapted from the study of Lin et al. (2007). The affective questions, assessing the respondents’ feelings about the destination were measured using four of the 5-point bipolar scales: pleasant – unpleasant; arousing – sleepy; relaxing – distressing; and, exciting – depressing taken from Baloglu & McCleary (1999b). Revisit intention was measured including six items adapted from Hamid et al. (2021). Respondents were asked to complete a 5-point Likert scale with anchors ranging from 1 (strongly disagree) to 5 (strongly agree). To determine the minimum sample, the power of analysis with three predictors was utilized; at a medium effect size of 0.15, confidence level at 0.05, and power of 80% as proposed by Gefen et al. (2011). The prior power analysis using G*Power determined that the number of sufficient respondents was 77. Therefore, to achieve the purpose of the study, a total of 250 respondents will be targeted.

The study attempted to forecast the connection between variables in the research model by analyzing the data using Smart PLS (Ringle et al., 2015), which is a covariance-based Structural Equation Modeling (SEM) technique. The current research referenced Hair et al. (2019) and utilized a two-stage approach: (1) evaluating the measurement model for convergent and discriminant validity, and (2) analyzing the structural model through the bootstrapping method with 5,000 resampling strategies (Hair et al., 2019) to test the hypotheses. To ensure that the data used in Smart-PLS for analysis is not significantly abnormal and to avoid distorted results, it is advisable to conduct a normality test prior to data analysis (Hair et al., 2017). In line with this recommendation, the authors assessed the multivariate skewness and kurtosis of the data. As demonstrated by significant Mardia’s multivariate skewness ($b = 6.289527, p < 0.01$) and multivariate kurtosis ($b = 50.358677, p < 0.01$), the results showed that the collected data did not exhibit multivariate normality. This confirms that our data aligns with the requirements of Smart-PLS as a non-parametric software for data analysis (Hair et al., 2017). The results of the full collinearity testing in Table 1 demonstrate that the VIF value was below the threshold value of 3.3, suggesting that CMV was not a concern in the study.

Table 1: Full collinearity testing

Construct	CI	AI	RI	ACC	SQ	SS
VIF	1.292	1.98	2.375	1.675	1.436	1.483

Notes: CI = Cognitive image, AI = Affective, RI = Revisit intention, ACC = Accessibility, SQ = Service quality, SS = Safety and security.

Results

Measurement model assessment

A two-step technique was used to evaluate the hypothesis, which included a measurement model and a structural model. The measurement model analyzes the relationships between study elements and constructs, while the structural model evaluates the relationships between external and internal constructs in the study model (Nghah et al., 2014).

Table 2: Convergent validity

Construct	Item	Loading	CR	AVE
AI	AI1	0.938	0.965	0.874
	AI2	0.956		
	AI3	0.938		
	AI4	0.905		
ACC	ACC2	0.763	0.772	0.531
	ACC3	0.666		
	ACC4	0.753		
	CI1	0.953		
CI	CI2	0.916	0.939	0.758
	CI3	0.909		
	CI4	0.842		
	CI5	0.713		
	RI1	0.928		
RI	RI2	0.952	0.962	0.809
	RI3	0.925		
	RI4	0.738		
	RI5	0.949		
	RI6	0.887		
	RI6	0.887		
SQ	SQ2	0.836	0.821	0.607
	SQ3	0.825		
	SQ6	0.663		
	SS2	0.732		
SS	SS3	0.783	0.858	0.602
	SS4	0.778		
	SS5	0.810		
	SS5	0.810		



To establish the validity and reliability of the reflective measurement, the loading and average variances extracted (AVE) should be equal to or greater than 0.5, and the composite reliability should be higher than 0.7 (Hair et al., 2017). According to Table 2, all the criteria for establishing convergent validity were met, indicating that convergent validity was not a concern in this study. Note: ACC1, ACC5, SQ1, SQ4, SQ5, and SS1 were deleted due to low loading. The heterotrait-monotrait ratio of correlations (HTMT) was employed to demonstrate discriminant validity, as proposed by Henseler et al. (2015). Table 3 illustrates that every HTMT value was less than 0.85, signifying the determination of discriminant validity (Franke & Sarstedt, 2019).

Table 3: Discriminant validity (HTMT)

Construct	AI	ACC	CI	RI	SQ	SS
AI						
ACC	0.366					
CI	0.195	0.542				
RI	0.726	0.600	0.329			
SQ	0.209	0.743	0.387	0.416		
SS	0.208	0.713	0.413	0.358	0.575	

Structural model assessment

The study's hypotheses were tested using a bootstrapping technique using a 5000 resampling procedure, as suggested by Hair et al. (2019). If the t-value is > 1.645 and the p-value is < 0.05, the beta value is in the same direction as the hypothesis, and there is no zero in the straddle between the LL and UL confidence intervals; hence, the hypothesis is supported. Table 4 summarizes the study's hypotheses and criteria, with a focus on the direct effect, while Table 5 displays the mediating effects. Out of the eight hypotheses that were evaluated, only two were found to be unsupported by the direct hypothesis.

Table 4: Hypothesis testing

Hypotheses	Relationship	Beta	SE	T value	P value	LL	UL	R2	F2	VIF	Decision
H1	SS -> CI	0.193	0.06	3.22	0.001	0.091	0.289		0.033	1.43	Supported
H2	SS -> AI	0.067	0.059	1.133	0.129	-0.034	0.161		-	1.43	Unsupported
H3	ACC -> CI	0.262	0.061	4.332	0.000	0.156	0.358	0.213	0.059	1.473	Supported
H4	ACC -> AI	0.213	0.065	3.285	0.001	0.108	0.322		0.034	1.473	Supported
H5	SQ -> CI	0.109	0.061	1.795	0.036	0.007	0.205		0.011	1.388	Supported
H6	SQ -> AI	0.044	0.068	0.654	0.257	-0.069	0.154	0.078	-	1.388	Unsupported
H7	CI -> RI	0.187	0.038	4.97	0.000	0.123	0.248		0.071	1.037	Supported
H8	AI -> RI	0.664	0.029	23.222	0.000	0.615	0.709	0.523	0.893	1.037	Supported

Note: LL=Lower level, UL=Upper level

Table 5 Mediation analysis (indirect effect)

Hypothesis	Relationship	Beta	SE	T value	P value	LL	UL	Support
H9	SS -> CI -> RI	0.036	0.013	2.759	0.003	0.017	0.06	Yes
H10	SS -> AI -> RI	0.045	0.04	1.128	0.13	-0.022	0.107	No
H11	ACC -> CI -> RI	0.049	0.016	3.069	0.001	0.026	0.079	Yes
H12	ACC -> AI -> RI	0.142	0.044	3.217	0.001	0.07	0.215	Yes
H13	SQ -> CI -> RI	0.02	0.013	1.588	0.056	0.002	0.044	No
H14	SQ -> AI -> RI	0.03	0.045	0.652	0.257	-0.046	0.103	No

The findings regarding the direct impact indicate that safety and security, accessibility, and service quality have a positive correlation with cognitive image. Specifically, safety and security ($\beta = 0.193, p < 0.001$), accessibility ($\beta = 0.262, p < 0.000$), and service quality ($\beta = 0.109, p < 0.036$) were all found to be significantly related to cognitive image, which supports hypotheses H1, H3, and H5. However, in terms of affective image, the results indicate that safety and security ($\beta = 0.067, p < 0.129$) and service quality ($\beta = 0.044, p < 0.257$) do not have a significant effect on the affective image, leading to the rejection of hypotheses H2 and H6. On the other hand, accessibility ($\beta = 0.213, p < 0.001$) was found to have a positive association with affective image, supporting hypothesis H4. As for the relationship between cognitive image and revisit intention ($\beta = 0.187, p < 0.000$), as well as affective image and revisit intention ($\beta = 0.664, p < 0.000$), both were found to have a positive correlation with revisit intention, providing support for hypotheses H7 and H8. The R2 values obtained in this study are 0.213 for CI, 0.078 for AI, and 0.523 for RI. These numbers show that the variables used in this analysis can account for 21.3%, 7.8%, and 52.3% of the variation in the degree of coordination. Regarding the analysis of effect size, the F2 statistic quantifies the extent of change in the R2 value when a particular construct is excluded from the model. According to Cohen (1992), effect sizes of 0.02, 0.15, and 0.35 are considered small, medium, and large, respectively. As shown in Table 4, all of the supported hypotheses exhibit a small effect size in their respective relationships, except for H8, which demonstrates a large effect size. However, H5 has an effect size below 0.02.

PLS predict

The researchers employed the Partial Least Squares (PLS) method, following the approach of Shmueli et al. (2019), to predict measurement errors in light of the limitations of the blindfolding procedure. They compared the root mean square error (RMSE) of the PLS method with that of linear modeling (LM). The strength of the predictive power of the model was determined based on the differences between the PLS and LM RMSE values. If all the differences were below 0, the model was considered to have strong predictive power. If most of the differences were below 0, the predictive power was considered moderate. A minority of values below 0 indicated low predictability. On the other hand, if all the values were above 0, it suggested that the predictive power was not confirmed. Since the majority of values for all the exogenous variables were lower than the values obtained from linear modeling, it can be confirmed that the model has moderate predictive power. The analysis of PLS prediction is presented in Table 6.



Table 6: PLS predict

Item	Q ² predict	PLS-SEM_RMSE	LM_RMSE	PLS-LM	Decision
AI1	0.021	1.422	1.442	-0.02	High
AI2	0.066	1.211	1.233	-0.022	
AI3	0.045	1.202	1.217	-0.015	
AI4	0.077	1.205	1.22	-0.015	
CI1	0.145	0.897	0.907	-0.01	High
CI2	0.089	0.903	0.915	-0.012	
CI3	0.238	1.169	1.172	-0.003	
CI4	0.076	0.681	0.688	-0.007	
CI5	0.131	0.613	0.626	-0.013	Low
RI1	0.163	1.206	1.185	0.021	
RI2	0.157	1.023	1.007	0.016	
RI3	0.087	1.162	1.174	-0.012	
RI4	0.086	0.97	0.974	-0.004	
RI5	0.15	0.973	0.969	0.004	
RI6	0.199	0.957	0.917	0.04	

Discussion and conclusion

The outcomes of this research have provided insight into the positive correlation between safety and security, accessibility, and service quality with cognitive image. Safety and security, accessibility, and service quality were significantly related to cognitive image, supporting hypotheses H1, H3, and H5. However, safety, security, and service quality did not significantly affect the affective image, rejecting hypotheses H2 and H6. According to hypothesis H4, accessibility, and affective image were positively correlated. Cognitive image and revisit intention also showed a positive correlation, supporting hypotheses H7 and H8. The study's R² values were 0.213 for CI, 0.078 for AI, and 0.523 for RI. This research outlines the complex interaction of several variables related to visitors' perceptions of Jordan. Tourism-related cognitive image is greatly dependent on accessibility, security, and service quality; it helps underline Jordan as a customer-focused, secure, and welcoming country. The results are in line with the emphasis of other research, which states that better services, security, and accessibility can enhance the cognitive perception of a place. Further research into how travel destinations are triggered by emotions is needed since this study shows that these characteristics do not substantially change the affective image and might be controlled by other factors rather than cognitive judgments, which are triggered by safety and excellence in service (Chen & Chen, 2010). Conversely, accessibility and affective image are positively correlated—that is, accessibility improves emotional bonding with a place. This highlights the importance of improving infrastructure and transportation connectivity to encourage visitors' positive emotional and affective evaluations. This study highlights the relationship between revisit intention, affective image, and cognitive image, emphasizing the significance of visitors' overall perceptions in influencing their behavioral intentions. Jordan's cognitive assessment as a travel destination is positive, with a positive correlation between revisit intention and cognitive image. This emphasizes the importance of destination feature regulation to enhance visitor experiences and encourage revisits. Concerning the explanatory power, the study's R² values revealed how well the model explained the variation in visitors' perceptions and intentions to return. The predictive power of this model is validated by the comparatively higher R² values for revisit intention and cognitive image; however, the lower R² value for affective image suggests that factors other than those investigated in this study may also influence tourists' emotional reactions to the destination.

In the context of Jordan's tourism industry, this study provides valuable insights into the complex relationships between safety and security, accessibility, service quality, cognitive image, emotive image, in addition to the revisit intention. It also underlines the need for destination stakeholders to closely monitor and improve these factors to foster positive visitor attitudes and encourage repeat visits, which will, in turn, help the growth and expansion of Jordan's tourism business at the longer-term. Accordingly, further studies in this context in particular and also in the context of examining the interconnections of other aspects are needed. To conclude, this study has shed light on the various factors that influence tourists' revisit to Jordan. An analysis of safety and security, accessibility, service quality, and destination image reveal that each aspect has a considerable influence on how tourists perceive and plan their travels. The findings underline the importance of maintaining high service standards, improving accessibility, projecting a positive destination image, and providing a safe and secure environment to attract repeat visits. Thus, a detailed approach to deal properly with these elements can help the sustainability of the tourism industry in Jordan. In addition, it is crucial to attempt to understand and overcome any potential obstacles confronting the success and competitiveness of Jordan as both a regional and international destination. Moreover, the study recommends further research and strategic efforts to be conducted in this context as these will ultimately improve the visitor experience and foster long-term relationships with the country, fully exploiting Jordan's natural beauty and rich cultural heritage, and encouraging revisits.

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