

تقييم جودة الخدمات في المنتجعات السياحية الأردنية (دراسة تطبيقية)

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Cronbach's Alpha

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ABSTRACT:

The purpose of this study is to identify the Jordanian destinations attendees assessments about the quality of services Jordanian destinations offer. It also aimed at identifying the differences in Jordanian destinations attendees in evaluating to the quality of services in Jordanian destinations attributed to a number of demographic variables. The researcher adopted two types of data in this study,: The first was the data gleaned from books, studies and previous research, the second was the field study, which included: designing and distributing a questionnaire to collect data from attendees of Jordanian destinations tourist. The questionnaire includes two parts: the first: the general characteristics of the sample of the study, included: sex, educational qualification, monthly income. The second: data on the subject of study: a measure to assess the quality of services in the tourist Jordanian destinations. Cronbach's Alpha reliability test was performed to determine the reliability of the questionnaire as a tool of collecting data. The population of the study represents the attendees of the nine Jordanian destinations tourist (Amman, Jerash, Ajloun, Um Qais, the Dead Sea, Karak, Petra, Aqaba, Wadi Rum). A comprehensive survey of the population of the study has been used. A set of results has been found, and can be summarized as follows: The Jordanian destinations attendees assessments to the quality of services provided were positive. There is no

differences in Jordanian destinations attendees in evaluating to the quality of services in Jordanian destinations tourist attributed to sex, and educational qualification. There is a difference in Jordanian destinations attendees in evaluating to the quality of services in Jordanian destinations tourist attributed to the monthly income.

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| | Product Retated Services |
| | Pure Service (labor-intensive) |

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A service-Profit Chain

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Internal Marketing :

Interactive Marketing

External Marketing

:Service Life Cycle

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:Introduction Stage

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:Growth Stage

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:Maturity Stage

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:Decline Stage

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One Way ANOVA

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One Sample T-Test

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: Ho4

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| نتيجة الفرضية العدمية HO | F SIG | F الجدولية | F المحسوبة |
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