Factors Affecting User's Satisfaction of Tourism Board Website and Its Impact on Continuous Intention to Use

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Abstract

The purpose of this study is to examine the associations among knowledge quality, system quality, service quality, perceived ease of use, user satisfaction, and continuous intention to use Jordan Tourism Board (JTB) website. A survey instrument was used to examine the relationships in the proposed model. The collected primary data (n=399) from different users of the website from the University of Jordan students at Aqaba branch located in Aqaba city is conducted to test the relationship between exogenous and endogenous construct expressed in the proposed structural model. By employing SEM (Structural Equation Modeling) analysis, the findings revealed that knowledge quality, system quality, service quality, and perceived ease of use have significant impact on user satisfaction; as well as user satisfaction affected employees' continuous intention to use.

Keywords: knowledge quality, system quality, service quality, perceived ease of use, user satisfaction, continuous intention to use, Aqaba, Jordan, SEM

1. Introduction

Several researchers consider the information systems and in particular the information technology (IT) and its flexibility as an enabler to achieve the desired competitive advantages, and as a crucial support to operational and strategic business decisions (Al Azmi, et al., 2012; Alenezi, et al., 2015; Alkalha, et al., 2012; Almajali & Tarhini, 2016; Altamony et al., 2012; Kateb, et al., 2015; Maqableh & Karajeh, 2014a, 2014b; Masa'deh, 2012, 2013a, 2013b; Masa'deh, et al., 2016; Obeidat, et al., 2013; Shannak, et al., 2010, 2012a, 2012b; Tarhini et al., 2016; Vratskikh, et al., 2016); thus further research is required to examine the role of such IT applications in enhancing the managerial decisions.

Tourism concerns various activities practiced by the tourists in terms of many kinds of activities at many places found in the country of destination among the tourists who are outside the tourist destination site and is available in Jordan. Many online sites that allow a user to the site know what he/she cares and what he/she wants by visiting the various types of places in Jordan and recognize through these kinds of tourism sites and cost of existing activities and which of these sites available in electronic formats.

Jordan Tourism Board (JTB) was established in 1998 as a body founded General administrative and financial independence and under a system designed to unify the promotion and marketing of tourism to the Kingdom of operations and to create demand for the national tourism product. Where a tourism promotion became an urgent necessity in light of the increasing intensity of competition between the states and the evolution of the economic importance of the tourism sector. Body the best marketing strategies are also used to put Jordan on the tourism map of the world and become a major destination for Jordan for tourists in the world markets. And that by employing marketing strategies to promote Jordan as a tourist destination is clear and distinct in the global tourism market. So that has been the adoption of strategies in order to reverse the image of the Jordan tourism product has dimensions of natural and religious civilization in addition to introducing the spirit of adventure and fun for visitors from around the world (JTB, 2016). The website also has information on how roaming Mattel road transport or how to reach

Jordan, airlines, ports; besides brief information regard admission fees, hours of work, education, medical care, and embassies locations. The site has information about the customs and traditions in Jordan Mattel: dining tables, Ramadan, and religion. There is also information about the places worth visiting in Jordan (Petra, the Dead Sea, Wadi Rum, Amman, and so on). There is also a set of accounts on social networking sites to communicate and inquiry.

The diversity of the existence Tourism Website as a Tourism Board is the outcome of the development of the tourism industry and its evolution towards the introduction of economic sectors. In Jordan, tourism has managed to overcome all the crises and experience has shown that they do not mature industry does not disappear, but grow year after year. Tourism is an industry linked to human desire to know and skip the border, some have predicted years ago that the less tourist traffic with the development of the media and the emergence of the Internet, which speeds up the information, images and data and published through which electronic sites but the past has shown that tourism will continue to be the fastest growing and most established industries and despite the entry of states that many in the recent period to the travel and tourism market, but the market can absorb the whole world they are the world industry of the world and to the world (JTB, 2016).

The problem of this study is to answer about the following question:

What are the factors that affect satisfaction for the Website visitors of Tourism Board and its impact on the continuity of use of this site?

Also, the sub-questions are:

1- What is the influence of the quality of information provided by the Website for users to ensure that it will be visited continuously?

2- What is the effect of the quality of systems itself in attracting high quality users for the site which leads to the continuity?

3- What is the quality of the services provided by the site to ensure the continuity of visiting?

4- What is the importance of the easy usage of the website and how much it affects the users' satisfaction to ensure their continuous visiting?

5- What is the quality of the information, product, service, and ease of usage to ensure the continuous visiting of the site?

In addition, the importance of the study of the site Tourism Board to examine how the quality of information and the services provided on the website itself and see how the visitor's desire for continuity entering the site and explore all that is new and unique in the site. The satisfaction of tourists has great importance in the promotion of tourism to the country, which meant in turn helps in achieving economic goals because that Jordan is characterized by the natural and cultural tourism.

2. Literature Review

2.1 Knowledge Quality and User's Satisfaction

Scholars (e.g. Masa'deh, et al. 2008; Hunaiti, et al., 2009; Masa'deh & Kuk, 2009; Alshurideh, et al., 2012; Hajir, et al., 2015; Kannan & Gharibeh, 2013; Masa'deh & Shannak, 2012; Masa'deh, et al. 2013; Masa'deh, et al. 2015a, 2015b, 2015c; Masa'deh, et al. 2017; Obeidat, et al., 2012, 2016; Shannak & Alkour, 2012; Tarhini, et al., 2015a, 2015b) emphasize the need for large firms to integrate their IT systems with their KM strategies and processes in order to survive in their highly competitive business environments, which in turn could accelerate the managerial decisions as well.

According to Lee (2001), this study provides in recent studies, there are much interest in knowledge sharing between the service receiver and provider through an outsourcing. This study examines the relationship between knowledge sharing and outsourcing success. The effect of the ability of the service receiver to absorb the needed knowledge and of companies to build a partnership on these relationships is modeled and hypotheses defined. Whereas according to Lin (2007), business-to-consumer electronic commerce deals with both Web-based information systems and marketing activities. Based on the information systems and marketing literature. This study purposes a research model for understanding the influences of website quality dimensions (system quality, information quality, and service quality) on customer satisfaction. There are two systems quality variables (website design and interactivity), information quality variables (in formativeness and security), and three service quality variables (responsiveness, trust, and empathy) are identified as critical variables that have an impact on customer satisfaction. Confirmatory

factor analysis was conducted to test the validity of the measurement model, and the structural model also was analyzed to examine the associations hypothesized in the research model. The analytical results showed that website design, interactivity, in formativeness, security responsiveness, and trust affect customer satisfaction, while empathy does not have a statistically significant effect on customer satisfaction. Overall, system quality, information quality, and service quality are important antecedents of customer satisfaction. Finally, the findings in this study are expected to provide helpful guidelines to both practitioners and researchers. Hence, the following hypothesis is proposed:

H1: Knowledge Quality positively affects User's Satisfaction.

2.2 System Quality and User's Satisfaction

Hsu (2010) in his study aims to previous research has established that interpersonal trust and system trust are critical in shaping individual behavior in virtual settings, the two perspectives have not been examined by IS researchers in virtual communities simultaneously. The study shows that trust in members and trust in system have significant influences on knowledge sharing intention. Also, it indicates that knowledge growth, perceived responsiveness and shared vision affect trust in members positively, while knowledge quality influences trust in system significantly. The study discusses the theoretical and managerial implications of this study and proposes several future research directions.

Chiu, et al. (2006) conducted a study aimed at exploring the success depends on largely of user satisfaction and other factors that eventually increase users' intentions to continue using the service. The study integrates the IS success model and fairness theory to construct a model for investigating the motivations behind learners' intentions to continue using Web-based learning. Our model theorizes that the three dimensions of quality (i.e. information, system and service) and the three dimensions of fairness affect learners' satisfaction. We also argue that satisfaction and the three dimensions of fairness will influence learners' intention to continue using Web-based learning. The hypothesized model is validated empirically learning service. The results show that information quality, system quality, system use, distributive fairness and interactional fairness exhibit significant positive effects on satisfaction. Also, satisfaction plays significant roles in shaping intention to continue using Web-based learning. Therefore, the current research stated the second hypothesis:

H2: System Quality positively affects User's Satisfaction.

2.3 Service Quality and User's Satisfaction

Brogowicz et al. (1990) conducted based on study Synthesised Service Quality Model with Managerial Implications that management must determine both what customers expect and how they expect to get it. Management must plan, implement and control the service offering to limit, reduce, or eliminate service quality gaps and the model presents the overall service quality gap as a result of both technical and functional quality gaps. As for Cronin et al. (2000) study is assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions. The results are further suggest that the indirect effects of the service quality and value constructs enhanced their impact on behavioral intentions and synthesizes and builds on the efforts , satisfaction, and value on consumers' behavioral intentions. The study builds on recent advances in services marketing theory and assesses the relationships between the identified constructs across multiple service industries she concluded. The idea that are reported including the empirical verification that service quality, service value, and satisfaction may all be directly related to behavioral intentions when all of these variables are considered collectively.

Brady & Cronin (2001) found new thoughts on conceptualizing quality that the service quality construct conforms to the structure of factor model that ties service quality perceptions to distinct and actionable dimensions: outcome, interaction, and environmental quality. The authors further suggest that for each of these sub dimensions to contribute to improved service quality perceptions, the quality received by consumers must be perceived to be reliable.

Through previous studies, this research suggested the following hypothesis:

H3: Service Quality positively affects User's Satisfaction.

2.4 Perceived Ease of Use and User's Satisfaction

According to Corritore, et al. (2005), the study was based on measuring online Trust of Websites: credibility perceived ease of use, and risk. This paper presents a new instrument for use in studying, trust of an individual in a given website. And instrument was tested with two different websites in an experiment conducted in a controlled setting the items in the instrument analyzed the use of the web for ecommerce and information access continues to expand, user trust of websites has come under this process resulted of high reliability.

Calisir & Calisir (2004) this topic has been chosen for the study in usability characteristics perceived usefulness, and perceived ease of use to end-user satisfaction with enterprise resource planning (ERP) systems over the past few years, firms around the world have implemented enterprise resource planning (ERP) systems to have a standardized information system (IS) previous research indicates that potential users may still not use them this study. As for companies, the companies examines on various usability factors affecting8 end-user satisfaction with (ERP) systems, the results indicate that end-user satisfaction in addition ease of use. Therefore, the following hypothesis is proposed:

H4: Perceived Ease of Use positively affects User's Satisfaction.

2.5 User's Satisfaction and Continuous Intention to Use

Flavián, et al. (2006) argued that the importance of performed study to determine the influence that perceived usability has on the user's loyalty to websites that they visit. The results confirmed that the trust of the user increases when the user perceived that the system was usable and that there was a consequent increase in the degree of website loyalty. Therefore, verification from factors influencing user satisfaction in information retrieval occurred. It is evident from this study that user satisfaction is a subjective variable, which can be influenced by several factors such as system effectiveness, user effectiveness, user effort, and user characteristics and expectations. Therefore, retrieval of evaluators and should consider all these factors in obtaining user satisfaction and in using it as a criterion of system effectiveness. Previous studies have conflicting conclusions on the relationship between user satisfaction and system effectiveness; this study has substantiated these findings and supports using user satisfaction as a criterion of system effectiveness.

Some researchers Courney (1994) stressed the importance of studying the behaviors of users and their intention to use conditions. Agag & El-Masry (2016) presented a study which aimed to the growing presence of online travel communities is leading to great developments in the travel industry. Grounded in the innovation diffusion, this paper seek to improve and empirically and develop test a comprehensive framework to examine the antecedents of customers' intention to participate in online travel community. The results indicate that innovation diffusion theory and (TAM) with trust provide an appropriate model for explaining consumers' intention to participate; this intention in turn has a positive influence on intention to purchase positive Furthermore, religiosity plays an important role in understanding consumers' behavioral intention. The results offer important implications for online service provider and are likely to stimulate further research in the area of online travel community.

According to the research of Almahamid & Abu Rub (2011) that titled with factors that determine continuance intention to use e-learning system: an empirical investigation "The results also show there are positive relationships between system quality, information quality, service quality, internet self-efficacy, perceived usefulness, user satisfaction, and continuing intention to use e-learning system". In returning to the previous point, we can conclude that this positive relationship might also help effectively in the tourism sector. As if there was a quality of the electronic system, this will help us to serve the tourism an appropriately. Therefore, the following hypothesis is proposed:

H5: User's Satisfaction positively affects Continuous Intention to Use.

3. Research Methodology

This section provides the methodology applied in the current study. It consists of the research model, operational definitions of the study's independent, mediating and dependent variables; research hypotheses, besides data collection tool and research population and sample.

3.1 Research Model

The elements of this research are established based on preceding literature, either theoretically or empirically. Indeed, this study used variables that are common in tourism and hotel management literature. Adapted from Hsu, et al. (2011), Alali & Salim (2013), and Alenezi et al. (2016); the current research considers knowledge quality, system quality, service quality, perceived ease of use, user satisfaction, and continuous intention to use; which were measured in the research questionnaire through 22 items. Figure 1 represents a model for the study that shows the relationships among the research variables.
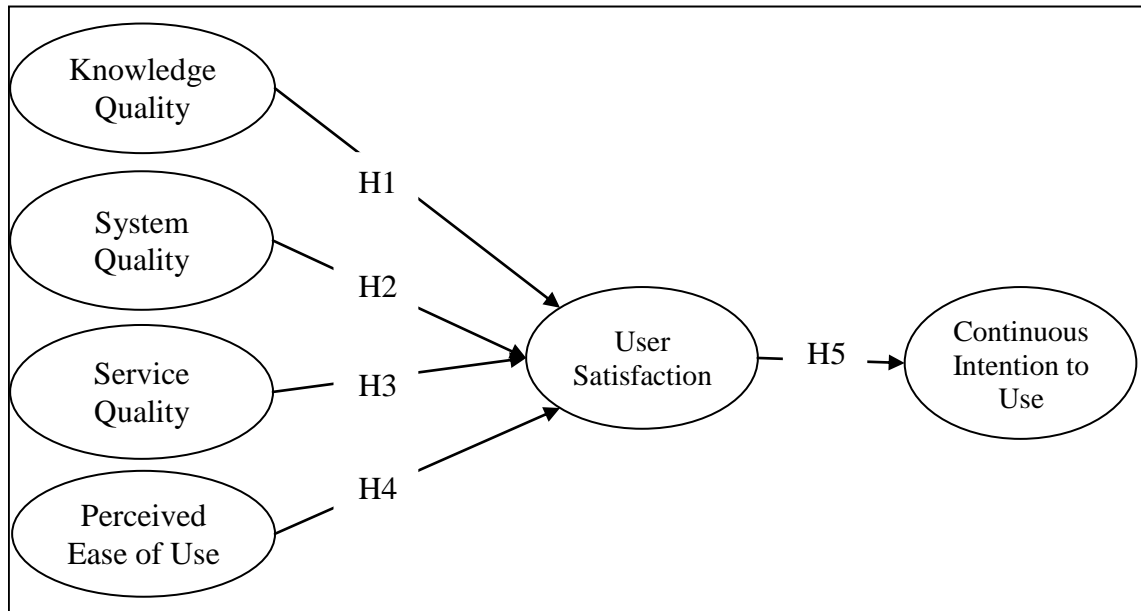
Figure 3. Research Model

3.2 Population and Sampling

Empirical data for this study was collected through paper-based survey in Aqaba city in Jordan. Specifically, a survey questionnaire was used to gather data for hypotheses testing from students at the University of Jordan. Before implementing the surveys, the instrument was reviewed by three lecturers who are specialized in the tourism and hotel management discipline in order to identify problems with wording, content, and question ambiguity. After some changes were made based on their suggestions, the modified questionnaire was piloted on ten students who are familiar with Jordan Tourism Board (JTB) website. Based on the feedback of this pilot study, minor edits were introduced to the survey questions, and the questionnaires were distributed to the participants. As per ethics policies, all potential participants were briefed about the nature of the work and were requested to provide explicit approval. The population of this study consists of all students at the University of Jordan located in Aqaba, which counts of more than 1400 according to the university's registration department, and according to Morgan Table data, 302 students should be reached as the size of statistical sample of this research (Sekaran & Bougie, 2013). However, the sample size of this study was determined based on the rules of thumb for using SEM within AMOS 21 in order to obtain reliable and valid results. Kline (2010) suggested that a sample of 200 or larger is suitable for a complicated path model. Furthermore, after eliminating the incomplete surveys, our sample size 399 from students met the recommended guidelines of (Kline, 2010), (Krejcie & Morgan 1970) and (Pallant, 2005). The demographic data of the respondents are reported in Table 1.

Table 1. Description of the respondents' demographic profiles

Category	Category	Frequency	Percentage%
Gender	Male	236	59.1
	Female	163	40.9
	Total	399	100
Age	From 18 to less than 25 years	314	78.7
	From 25 to less than 30 years	70	17.5
	From 30 to less than 40 years	13	3.3
	More than 40 years	2	0.5
	Total	399	100

Education year (BSc)	1st year	75	18.8
	2nd year	78	19.5
	3rd year	112	28.1
	4th year	113	28.3
	More than 4 years	21	5.3
	Total	399	100

As indicated in Table 1, the demographic profile of the respondents for this study showed that they are typically males, most of them 18-less than 30 years old, the majorities in their 3rd and 4th year of the bachelor degree.

4. Data Analysis and Results

In order to explore the associations among knowledge quality, system quality, service quality, perceived ease of use, user satisfaction, and continuous intention to use Jordan Tourism Board (JTB) website, in which these variables have been measured using 5-points Likert scale that varies between strongly disagree =1 and strongly agree =5; reliability and validity analyses were conducted, descriptive analysis was used to describe the characteristic of sample and the respondent to the questionnaires besides the independent and dependent variables. Also, SEM analysis was employed to test the research hypotheses. Table 2 shows the measured constructs and the items measuring each construct.

Table 2. Constructs and measurement items

Construct	Measurement Items
Knowledge Quality (KQ)	KQ1: The JTB website provides up-to-date knowledge.
	KQ2: The JTB website provides sufficient knowledge.
	KQ3: The knowledge provided by JTB is meaningful and understandable.
	KQ4: The knowledge or information provided by JTB is important and helpful for my work.
System Quality (SQ)	SQ1: JTB website operates reliably.
	SQ2: When I click on any bottom in JTB website, it quickly responds to my requests.
	SQ3: In general, I would give a high rating to the system quality of JTB website.
Service Quality (SR)	SR1: JTB website is visually appealing.
	SR2: JTB website is trustworthy.
	SR3: JTB website shows a sincere interest in solving member problems.
	SR4: JTB website gives prompt service.
Perceived Ease of Use (PE)	PE1: In JTB website everything is easy to find.
	PE2: The structure and contents of JTB website are easy to understand.
	PE3: It is easy to navigate JTB website.
User Satisfaction (US)	US1: I am pleased about my overall experience in using JTB website.
	US2: I am delighted about my overall experience in using JTB website.
	US3: I am satisfied with my interaction with other members in JTB website.
	US4: The topics and contributions content of JTB website meet my needs.
	US5: I am satisfied with JTB website on the whole.
Continuous Intention to Use (CI)	CI1: I intend to continue using JTB website in the future.
	CI2: I intend to increase my use of JTB website in the future.
	CI3: If I could, I would like to continue my use of JTB website.

4.1 Descriptive Analysis

In order to describe the responses and thus the attitude of the respondents toward each question they were asked in the survey, the mean and the standard deviation were estimated. While the mean shows the central tendency of the data, the standard deviation measures the dispersion which offers an index of the spread or variability in the data (Pallant, 2005; Sekaran & Bougie, 2013). In other words, a small standard deviation for a set of values reveals that these values are clustered closely about the mean or located close to it; a large standard deviation indicates the opposite. The level of each item was determined by the following formula: (highest point in Likert scale - lowest point in Likert scale) / the number of the levels used = (5-1) / 5 = 0.80, where 1-1.80 reflected by "very low", 1.81-2.60 reflected by "low", 2.61-3.40 reflected by "moderate", 3.41-4.20 reflected by "high", and 4.21-5 reflected by "very high". Then the items were being ordered based on their means. Tables 3 and 4 show the results.

Table 3. Overall mean and standard deviation of the study's variables

Type of Variable	Variables	Mean	Standard Deviation	Level	Order
Independent Variables	Knowledge Quality	3.18	0.71	Moderate	4
	System Quality	3.19	0.75	Moderate	3
	Service Quality	3.25	0.69	Moderate	1
	Perceived Ease of Use	3.22	0.79	Moderate	2
Mediating Variable	User Satisfaction	3.26	0.72	Moderate	
Dependent Variable	Continuous Intention to Use	3.61	0.90	High	

As presented in Table 3, data analysis results have shown that service quality, perceived ease of use, system quality and knowledge quality in Aqaba hotels do exist moderately and respectively. Also, user satisfaction and continuous intention to use Jordan Tourism Board (JTB) website are applied to a greater extent. Table 4 demonstrates the mean, standard deviations, level, and order scores for items to each variable.

Table 4. Mean and standard deviation of the study's items

Knowledge Quality	Mean	SD	Level	Order
QK1	2.98	1.097	Moderate	4
QK2	3.18	0.882	Moderate	3
QK3	3.30	0.910	Moderate	1
QK4	3.28	0.863	Moderate	2
System Quality	**Mean**	**SD**	**Level**	**Order**
SQ1	3.24	1.044	Moderate	1
SQ2	3.12	0.886	Moderate	3
SQ3	3.19	0.964	Moderate	2
Service Quality	**Mean**	**SD**	**Level**	**Order**
SR1	3.21	1.092	Moderate	3
SR2	3.28	0.902	Moderate	2
SR3	3.31	0.879	Moderate	1
SR4	3.21	0.902	Moderate	3
Perceived Ease of Use	**Mean**	**SD**	**Level**	**Order**
PE1	3.21	1.033	Moderate	3
PE2	3.23	0.914	Moderate	2

PE3		3.24	0.994	Moderate	1
User Satisfaction		**Mean**	**SD**	**Level**	**Order**
US1		3.31	0.982	Moderate	1
US2		3.20	0.909	Moderate	4
US3		3.28	0.952	Moderate	2
US4		3.21	0.976	Moderate	3
US5		3.28	0.982	Moderate	2
Continuous Intention to Use		**Mean**	**SD**	**Level**	**Order**
CI1		3.51	1.109	High	3
CI2		3.63	0.983	High	2
CI3		3.71	1.020	High	1

4.2 Measurement Model

Confirmatory factor analysis (CFA) was conducted to check the properties of the instrument items. Indeed, the measurement model indicates how latent variables or hypothetical constructs are assessed in terms of observed variables; and embodies the validity and reliability of the observed variables responses for the latent variables (Bagozzi & Yi, 1988; Hair, et al., 2006). Table 5 shows different types of goodness of fit indices in assessing this study initial specified model. Because the initial CFA model did provide an acceptable fit (i.e. the items' standardized loadings were above 0.50), all items were considered for the measurement model. The results of the CFA indicated that the chi-square (x^2) value of the model was 517.481, with 194 degrees of freedom (p < 0.05), which implies that the measurement did fit the data well. The other model fit indices used for this study were the x^2/df (517.481/194 = 2.667; threshold less 3 for a serious viewpoint or less 5 for acceptable criteria), the Incremental Fit Index (IFI) of 0.90, Tucker- Lewis Index (TLI) of 0.87, Comparative Fit Index (CFI) of 0.90, the Goodness-of-Fit Index (GFI) of 0.77, the Adjusted Goodness-of-Fit Index (AGFI) of 0.81, the Normed Fit Index (NFI) of 0.88, the Root Mean Square Error of Approximation (RMSEA) of 0.065, and the Standardized Root Mean Square.

Table 5

Model	x^2	df	x^2/df	IFI	TLI	CFI	GFI	AGFI	RMSEA
Final Model	517.48	194	2.667	0.90	0.87	0.90	0.77	0.81	0.065

Table 6 shows the factor loadings, Cronbach alpha, composite reliability, and Average Variance Extracted (AVE) for the variables. All of the indicators of the factor loadings exceeded 0.50, thus constitute evidence of convergent validity (Bagozzi & Yi, 1988; Creswell, 2009). Indeed, while the measurement reached convergent validity at the item level because all of the factor loadings went above 0.50, all of the composite reliability values exceeded 0.60, demonstrating a high level of internal consistency for the latent variables. In addition, since each value of AVE exceeded 0.50 (Bagozzi & Yi, 1988; Hair, et al., 2006), the convergent validity was proved.

Table 6. Properties of the final measurement model

Constructs and Indicators	Factor Loadings	Std. Error	Square Multiple Correlation	Error Variance	Cronbach Alpha	Composite Reliability*	AVE**
Knowledge Quality					0.757	0.80	0.51
KQ1	0.735	***	0.541	0.451			
KQ2	0.671	0.734	0.450	0.427			
KQ3	0.683	0.771	0.467	0.441			

KQ4	0.566	0.605	0.320	0.405			
System Quality					0.690	0.75	0.50
SQ1	0.683	***	0.466	0.480			
SQ2	0.627	0.075	0.393	0.375			
SQ3	0.654	0.082	0.427	0.431			
Service Quality					0.710	0.80	0.51
SR1	0.688	***	0.473	0.427			
SR2	0.588	0.072	0.345	0.332			
SR3	0.697	0.073	0.486	0.396			
SR4	0.530	0.071	0.281	0.384			
Perceived Ease of Use					0.740	0.75	0.51
PE1	0.768	***	0.590	0.437			
PE2	0.581	0.065	0.338	0.551			
PE3	0.741	0.075	0.550	0.443			
User Satisfaction					0.810	0.77	0.51
US1	0.680	***	0.462	0.418			
US2	0.710	0.080	0.504	0.408			
US3	0.706	0.084	0.499	0.454			
US4	0.666	0.085	0.444	0.429			
US5	0.639	0.086	0.409	0.468			
Continuous Intention to Use					0.848	0.84	0.64
CI1	0.832	***	0.693	0.377			
CI2	0.812	0.052	0.659	0.328			
CI3	0.776	0.054	0.602	0.413			

* Employing Fronell and Larcker's (1981) formula, the composite reliability calculation is expressed by the following equation:

Composite Reliability = $(\Sigma \, Li)^2 / ((\Sigma \, Li)^2 + \Sigma \, Var \, (Ei))$

where Li is the standardized factor loadings for each indicator, and Var (Ei) is the error variance associated with the individual indicator variables.

** The formula for the variance extracted is:

Average Variance Extracted = $\Sigma \, Li^2 / (\Sigma \, Li^2 + \Sigma \, Var \, (Ei))$

where Li is the standardized factor loadings for each indicator, and Var (Ei) is the error variance associated with the individual indicator variables.

4.3 Structural Model

The SEM analysis revealed that knowledge quality, system quality, service quality, and perceived ease of use directly, positively, and significantly affected user satisfaction; thus, H1, H2, H3, and H4 were accepted (see Table 7). Also, user satisfaction found to be directly and positively impacted continuous intention to use; thus, H5 was accepted. Furthermore, the coefficient of determination (R^2) for the research endogenous variables for user satisfaction, and continuous intention to use were 0.24, and 0.15 respectively, which indicates that the model does account for the variation of the proposed model.

Table 7. Summary of proposed results for the theoretical model

Research Proposed Paths	Coefficient Value	t-value	p-value	Empirical Evidence
H1: KQ → US	0.190	4.847	0.000	Supported
H2: SQ → US	0.129	3.489	0.000	Supported
H3: SR → US	0.176	4.365	0.000	Supported
H4: PE → US	0.290	8.204	0.000	Supported
H5: US → CI	0.532	8.264	0.000	Supported

KQ: Knowledge Quality; SQ: System Quality; SR: Service Quality; PE: Perceived Ease of Use; US: User Satisfaction; CI: Continuous Intention to Use.

5. Discussion and Conclusions

This study shows that the quality of knowledge and user's satisfaction for site Tourism Board has positively affected through how to use the site and what is content and its theme, and the amount of benefit from it. These results show through the exchange of information and knowledge among users in terms of the quality of information and services available on-site, and affect larger in whether this information is clearly of available and understandable for the user of the Site and ease of browsing the site.

Factors that are to succeed site JTB be a good and modern in terms of tourist sites in Jordan provide information, and so that the information be rich trustworthy, leading to the complete satisfaction of the user form. The concept of user satisfaction The website past experience for the Services provided in other tourist sites, and through this experience the user can assess the effectiveness of information and the extent of satisfaction with the (JTB) Expresses satisfaction site user behavior and practice assessment carried out by the user to the service provided, the larger the available services are better able to meet the needs of users and tourists were satisfied tourists has increased.

Things that do not affect the visitor to attract his attention to the website is the existence of many links that follow him as advertisements and images is important in some cases and could be unreliable from a particular source and become the site over the slow of the process of loading pages, in contrast, the presence of such links at the site of the (JTB) affect on the amount of trust existing between the site visitor and the site itself and the amount of important information that will attract visitor.

"Service Quality" as the third important variable results shows that in the study of Brogowicz, et al. (1990) that management must determine both what customers expect and how they expect to get it reduce, or eliminate service quality. As for Cronin, et al. (2000) study is assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions. The results are further suggest service quality, service value, and satisfaction may all be directly related to behavioral intentions when all of these variables are considered collectively. The quality of service for websites degrees to facilitate Web site for the purchase, storage, delivery of goods or service and the relationship between quality of service and satisfaction used a strong relationship because they affect the behavior of the user, whether positive or negative as some have said indicate that customer satisfaction does play a mediating role in the effect of service quality on service loyalty.

Also, perceived ease of use the fourth most important ease of use to end-user satisfaction with enterprise resource planning variable where it must be designed websites and the evolution of a can for all people access to it, regardless of their mental abilities, linguistic or surrounding and easily browse the website conditions is a necessary requirement to be able to access to the information on the website and signals the study that there is the impact of the ease of use of the site and satisfaction consumer. Calisir & Calisir (2004) this topic has been chosen for the study in usability characteristics perceived usefulness, and perceived Website is often the principal means by which the customer interacts with the trademark, or buy a product or service they are looking for. And it requires that the site is organized, and striking, and clear, and simple, and brows able to allow access to information easily, should also be possible to download it and access it over the Internet quickly and have to deal with user errors and avoid them - and this is very important for companies that want to increase sales and strengthen the positive reputation put ease of use of the site into consideration when building websites contributes to the reduction of approximately 80% of the maintenance costs of relapsing websites for reasons not to enable the site to meet user requirements. Studies have also shown that the site re-design in order to use increase conversion rate (sales) increased by 100%. Easy to use Web-site presence gives visitors a positive impression, and encourages them to brand experience.

This study shows that user satisfaction affects the intention of the use of electronic social networking sites and sites of educational and knowledge and information belonging to the tourist sites included in the JTB, which describes all the information and unify the promotion and marketing operations through the use of the Internet and electronic sites and Internet use him a significant role in user satisfaction and increased interest and continue to use the electronic sites and increase the use of electronic sites and desire to continue the use of electronic sites and results obtained by Almahamid & Abu Rub (2011) and Luo & Zhang (2016) results indicate that there is a positive relationship between the quality system, the quality of information and quality of service and online self-efficacy, perceived, and user satisfaction.

5.1 Recommendation and Future Research

The following are some of the study's recommendations:

1- JTB should seek to work on the development and modernization of Information continuously.

2- JTB should focus on work to be the information on the website of the confidence that the information be high quality.

3- Working on the continuity of the development on the site additions and more photos of tourist sites and events that occur in Jordan, and that the website provides quick services.

4- The work of annual assessment of the satisfaction the website users and that there is a suggestions for users. The establishment of the electronic network groups on Facebook in order to new segments of the Arab youth and the targeting of the most important aspects of foreign tourism to Jordan.

5- Reaching excellence and how to organize tourist trips affordable to Jordan and action monthly bulletins of the most important developments in the field of tourism.

6- Pursuing policies encouraging the use of the website of the Tourism Promotion Authority in cooperation with the hotels and airlines to work discounts on flights and accommodation for the promotion of tourism in Jordan.

7- Raising the efficiency of site Tourism Board and focus on the main goal of the website.

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