

Applications of Planned Behavior Theory (TPB) in Jordanian Tourism

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Abstract

The goal of this research was to test the sufficiency and application of Theory Planned Behaviour (TPB) the sector of tourism in the Hashemite Kingdom of Jordan. This analytical research intended to investigate the antecedents of the actual visit behaviour as well as the mediating impact of revisit intention in the association between Actual Visit Behavior and Perceived Behavior Control. The sample research included 403 participants in which most of them were international tourists visiting the Hashemite Kingdom of Jordan. The researcher employed Confirmatory Factor Analysis to validate the reliability and validity of the study. Also, the researcher implemented AMOS 20 to measure the Casual Model. The findings of the research showed that there is a strong predictive power of the TPB Model to explicate the behaviors of international tourists in Jordan. In addition, the findings indicated that there is a great significant and positive connection between tourists' behaviors and subjectivity of norms concerning the revisit intention of international tourists in Jordan. On the other hand, the results found out that the association between perceived behaviors' control and actual visit behaviour do not have any mediating impact.

Keywords: Theory of Planned Behavior (TPB), Actual Visit Behavior, Revisit Intention, Tourists Attitude, Subjective Norms, and Perceived Behavior Control.

1. Introduction

During the past few decades, the sector of tourism has developed to be an international industry. It has expanded very rapidly and grown to be one of the most significant sectors in economical development worldwide (Hui et al., 2007). Considering tourists' attitudes, thus, is one of the significant components of development for both destinations and tourism. Because of the value of this industrial sector in the growth of an economical sector in any country, understanding tourism has become the concern of many decision-makers to develop this sector through realizing the attitudes and behaviors of international tourists. This is because understanding tourists' attitudes and behaviors is a significant element to help them take decision regarding their destinations. That is, there is an urgent necessity for understanding tourists' behaviors to improve the tourism sector and expand the economical growth of a country not only in Jordan but worldwide. This means that the behaviors and attitudes of tourists have recently become a basic component of tourism development (Wong and Yeh, 2009). Most past research are connected with the fidelity of the tourists who are concerned with tourists' satisfaction in terms of the services offered to the tourists in a western manner (Riley et al, 2001). This means that, there is inadequate empirical exploration to confirm the causal antecedents of actual visit behaviors and attitudes in Arab countries to be more specific in states such as Jordan.

2. Literature Review

Tourists are considered as the most significant component in the tourism industry not only in Jordan but also in neighboring Arab countries and worldwide. This shows that, understanding international tourists' behaviors by gathering information about their attitudes and services' expectations as an

urgent necessity before departure from their native land has become a priority for most of the international agents in the sector of tourism around the world (Al Muala, 2011). Precisely, the purchasing decisions, for instance, is one of the tourists' behaviors that is based on relevant aspects. As a result, the current research intends to undertake a proposal to further investigate the application of the theory of planned behavior (TPB) in tourism of Jordan by examining the antecedents of revisit intention/actual visit behavior, and the mediating effect of revisit intention in the relationship between perceived behavior control (PBC) and actual visit behavior (ACT) among the tourists. The basic elements of the TPB are a person's own attitude, subjective norms, perceived behavioral control, intentions, and behavior (Ajzen, 1988).

Thus, the connections between these variables is displayed in Figure (1.1) in the next section. As presented in Figure (1.1), it is demonstrated that individual behavior is governed by behavioral intentions in contrast with behavioral intentions that are outcome of tourists' attitudes towards behaviors. Any individual's positive or negative stance about functioning behavior is defined as attitude toward behavior (McIvor and Paton, 2007). But any sign of tourist's readiness to perform a specific behavior or show an attitude is referred to as behavioral intention. Tourist's performance of a specific behavior is demonstrated by the tourist's intention to perform that behaviour or show a certain attitude as stated by TPB (Refer to Figure, 1.1).

According to TPB as stated in Figure 1.1 below, it is assumed that tourist's behaviour (ATT) in relevance to the target behavior, subjective norms (SN) about engaging in the behavior, and perceived behavior control (PBC) are said to affect the revisit intention (INT) and actual visit behavior (ACT). Perceived behavioral control (PBC) is well-versed by beliefs about the tourist's control of the prospects and assets required to connect with the behavior (Ajzen, 1991).TPB has been implemented differently in varied research areas such as Internet purchasing behavior (Celik, 2008; George, 2002; Jarvenpaa and Todd, 1997; Limayen and Khalifa 2003) as well as in relevant literature such as information systems (Mathieson, 1991; Taylor and Todd, 1995). Conversely, because of the relative context, the TPB model may possibly include Western literary predispositions (Javalgi et al. 2005). In addition, there are inadequate empirical research studies on TPB in middle east region particularly Jordan.

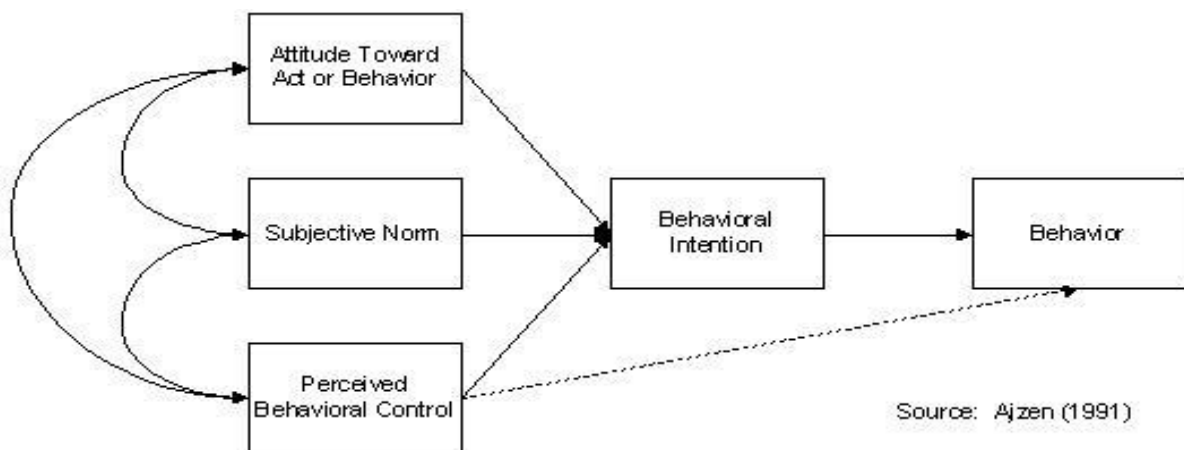


Figure 1.1: Theory of planned behavior (TPB)

3. Methodology

The researcher deployed systemic random sampling processes to select the participants of the study. This research included international tourists 403 as participants of the study who settled in 20 different international hotels in Jordan as tourists during the period 10/Nov/2013 – 20/Dec/2013. Out of 403 questionnaires distributed, 304 were complete and the remaining were recorded as missing and incomplete. The researcher used a questionnaire survey to elicit data from the respondents who recorded 75% rate of the overall responses of the population. The questionnaire included 4 paragraphs (1) demographic variables (12 items); (2) tourist attitude (6 items), subjective norm (6 items) and perceived behavior control (6 items), and all items were adapted from Cannier et al. (2008); (3) revisit intention 5 items adapted from Al Muala et al. (2012); and (4) Actual visit Behavior (5 items) which were adapted Shih, 2004 and Raman (2008).

Hypotheses formulation

Based on the objective of the study, six hypotheses were developed:

H1 *Revisit Intention is positively related with Actual visit Behavior.*

H2 *Tourist Attitude is positively related with Revisit Intention.*

H3 *Subject Norm is positively related with Revisit Intention.*

H4 *Perceived Behavior Control is positively related with Revisit Intention.*

H5 *Perceived Behavior Control positively related with Actual visit Behavior.*

H6 *Revisit Intention mediates the relationship between Perceived Behavior Control and Actual visit Behavior.*

4. Results

4.1 Demographic Profile of the Respondents

The ages of participants varied from 20 to 50 years old. The percentages of male participants recorded 66.6% compared to female participants who recorded 33.4%. Most of the participants were married demonstrating 64.4%, and 26.7% were unmarried. Most of the tourists were of European nationalities (37.9%), followed by Africa (25.7%), Asia (17.6%), Australia (3.4%), and Russia (0.8%). Most of them were workers in public sector (39.7%), whilst 21.9% of them were workers in private sectors. High percentage of the tourists recorded an annual income of less than 1000 USD. Most tourists spent less than USD100 (63.6%), followed by between USD101 to 200 (32.6%) and more than USD 200 (3.8%). The most significant rationale for them to visit Jordan is for recreation (68.2%), medical treatment (11.3%), and others (20.5%). Most of them stayed in hotels (53.2 %) within the duration period between 2 to 10 days (84.2 %). They came to Jordan by air (50.6%), sea (26.1) and land route (23.3%), either by using tourists' coaches (25.7%), rental car (25.1%), taxi (20.6%), public transportation (10.7%) and others (17.8%).

4.2 Descriptive Analysis of Variables

The research framework included three exogenous (tourist attitude, subjective norm, and perceived behavior control) and two endogenous variables (revisit intention and actual visit behavior) (Table 1.1). Every construct shows Cronbach alpha readings of acceptable values of above 0.60 (Nunnally, 1970).

Table 1.1: Descriptive statistics of variables

Construct	Original Items	Total Mean	Standard Deviation	Items after CFA	Cronbach Alpha after CFA	Composite Reliability
The Attitudes of the Tourist	6	6.09	.604	4	.82	.90
Tourist Revisit Intention	5	6.04	.751	4	.88	.91
Subject Norm	6	5.92	.792	4	.85	.93
Perceived Behavior Control	6	5.68	.718	4	.60	.87
Tourist Actual visit behavior	5	5.33	.772	4	.61	.78

4.3 Confirmatory Factor Analysis (CFA) Results

Based on the confirmatory factor analysis in Table 1.2, it is noticed that the factor loadings of all represented variables or items are satisfactory ranging from 0.46 to 0.92. In this research, the "cut-off" point selected for important loading is 0.30, the minimum level needed for a sample size of 350 and above as proposed by (Hair et al. 2006, p 128). This demonstrated that all the constructs obey to the construct validity test. As shown in Table 1.2, the remaining numbers of items for each construct are as follows: Attitude (4 items), Subjective norms (4 items), Perceived behavior control (4 items), intention (4 items), and actual visit behavior (4 items), and the totals of items are 20.

Table 1.2: Final Confirmatory Factor Analysis Results of Construct Variables

Variables	Code	Attributes	Factor Loading
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Tourist Attitude	ATT 1	• I Visiting Jordan to me is Exciting.	.81
	ATT 2	• Visiting Jordan to me is Important.	.80
	ATT 3	• Visiting Jordan to me is Pleasant.	.80
	ATT 5	• Visiting Jordan to me is A good idea	.53
Subject Norm	SN 2	• Friends who influence my behavior consider it a good idea if we visit Jordan at least once in the near future.	.78
	SN 3		
	SN 4	• Friends who influence my behavior will visit Jordan at least once in the near future	.92
	SN 6	• My friends approve that I visit Jordan at least once in a life time.	.79
Perceived Behavior Control		• Family members who influence my behavior approve that I visit Jordan in the near future.	.55
	PBC 1	• I fully depend on me whether I will visit Jordan at least once in the near future	.75
	PBC 2		
	PBC 3	• I fully control the fact that I visit Jordan at least once in the near future.	.73
Revisit Intention	PBC 4	• During my visit to Jordan I felt confused.	.59
		• During my visit to Jordan I felt calm.	.72
	INT 2	• I would like to stay in Jordan again if I have another chance in future.	.71
	INT 3	• I intend to revisit Jordan again in the future.	
Actual Visit Behavior	INT 4	• I am willing to pay more for vacationing in Jordan in the future.	.80
	INT 5	• I am willing to visit Jordan more frequently.	.86
			.85
	ACT 1	• I find visiting of Jordan is useful and enjoyment for me	
Total	ACT 2	• I believe visiting of Jordan is an easy and safe way to visit Arab countries	.59
	ACT 4	• I feel fast and easy access to services and transportation during visiting Jordan	.61
	ACT 5	• Many times I visited Jordan	.59
			.46
Total	20		

4.4 Discriminant Validity of Constructs

Validity of Discriminant relates to observed of constructs that should not be related to each other. In short, noticed to not be connected to each other (Campbell & Fiske, 1959). Table 1.3 indicates the findings of the calculated variance extracted (VE) to maintain Constructs' Discriminant Validity. Average variance extracted (AVE) is the average VE values of two constructs (Table 1.4). The AVE derived from the calculation of variance extracted using the following equation:

$$\text{Variance Extracted} = \frac{\sum (s \text{ standardized } SMC^2)}{\sum (s \text{ standardized } SMC^2) + \varepsilon \sum j}$$

According to Fornell & Larcker (1981), average variance extracted (AVE) should be more than the correlation squared of the two constructs to support discriminant validity (compare Table 1.4 and Table 1.5). Each AVE value is found to be more than correlation square, thus discriminant validity is supported or Multicollinearity is absent.

Table 1.3: Variance Extracted of Variables

Observed Variables	SMC	SMC 2	Measurement Error	Variance Extracted
PATT 2	.75	.56	.086	.85
PATT 3	.54	.29	.065	
Tourist Attitude (total)	1.29	.85	.151	
PSN 3	.81	.66	.066	.90
PSN 4	.65	.42	.052	
Subject Norm (total)	1.46	1.06	.118	
BC 1	.60	.36	.091	.78
BC 2	.54	.29	.083	
Perceived Behavior Control (total)	1.14	.65	.180	
RINT 2	.68	.46	.069	.87
RINT 3	.65	.42	.064	
Revisit Intention (total)	1.33	.88	.133	
ACT 2	.35	.12	.105	.55
ACT 4	.38	.14	.107	
Actual Visit Behavior (total)	.73	.26	.212	

(Code after transformation of constructs; PATT, PSN, RINT, BC)

Table 1.4: Average variance extracted (AVE) matrix of exogenous variables

Variable Name	ATT	SN	PBC	INT	ACT
ATT	1				
SN	.88	1			
PBC	.82	.84	1		
INT	.86	.89	.83	1	
ACT	.70	.73	.67	.71	1

Table 1.5: Correlation & correlation square matrix among exogenous variables

Variable Name	ATT	SN	PBC	INT	ACT
ATT	1				
SN	.527 (.28)	1			
PBC	.551 (.30)	.539 (.29)	1		
INT	.535 (.29)	.583 (.34)	.482 (.23)	1	
ACT	.529 (.28)	.639 (.41)	.478 (.23)	.645 (.42)	1

** Correlation is significant at 0.01 level (2-tailed), values in brackets indicate correlation squared.

4.4.1 Goodness of Fit Indices

Confirmatory factor analysis was conducted on every construct and measurement models (see Table 1.6). All CFAs of constructs produced a relatively good fit as indicated by the goodness of fit indices such as CMIN/df ratio (<2); p-value (>0.05); Goodness of Fit Index (GFI) of >.95; and root mean square error of approximation (RMSEA) of values less than .08 (<.08) (Hair et al., 2006). The measurement model has a good fit with the data based on assessment criteria such as GFI, CFI, TLI, RMSEA (Bagozzi and Yi, 1988). Table 1.6 shows that the goodness of fit of generated or re-specified model is better compared to the hypothesized model.

Table 1.6: Goodness of fit analysis-confirmatory factor analysis (CFA) (N =304)

Variables	Tourist Attitude	Subjective Norm	Perceived Behavior Control	Revisit Intention	Actual Behavior	Exogenous: Attitude & Norm & perceived behavior	Endogenous: Intention & Behavior	Hypothesized Model	Generating Model
Items Remain	4	4	4	4	4	9	7	28	10
CMIN	2.544	6.670	27.747	41.635	19.187	15.894	16.046	1202.875	35.962
DF	2	2	2	2	2	11	13	342	26
CMIN/DF	1.272	3.335	13.874	20.818	9.594	1.445	1.234	3.517	1.383
P-value	.0280	0.036	0.000	0.000	0.000	0.145	0.247	0.000	0.092
GFI	0.997	0.994	0.975	0.958	0.982	0.991	0.991	0.845	0.986
CFI	0.999	0.995	0.956	0.964	0.931	0.996	0.997	0.877	0.994
TLI		0.985	0.869	0.892	0.974	0.992	0.995	0.864	0.990
NFI	0.997	0.993	0.953	0.962	0.925	0.987	0.984	0.836	0.980
RMSEA	0.023	0.069	0.162	0.200	0.132	0.030	0.022	0.071	0.028

Hypotheses results

Since the hypothesized model (Figure 1.2) did not achieve model fit ($p < .000$), hence, the explanation of hypotheses result is based on Generating Model (GM) (Table 1.8 and Figure 1.3). Based on the finding, Table 1.8 decided three hypotheses significant through C.R. values and acceptable because they are above than ± 1.96 C.R (H1, H2, H3 and H5). In contrast there is one hypotheses (H4) did not have significant direct effects on revisit intention (critical ratio (CR) < 1.96 ; $p > .05$).

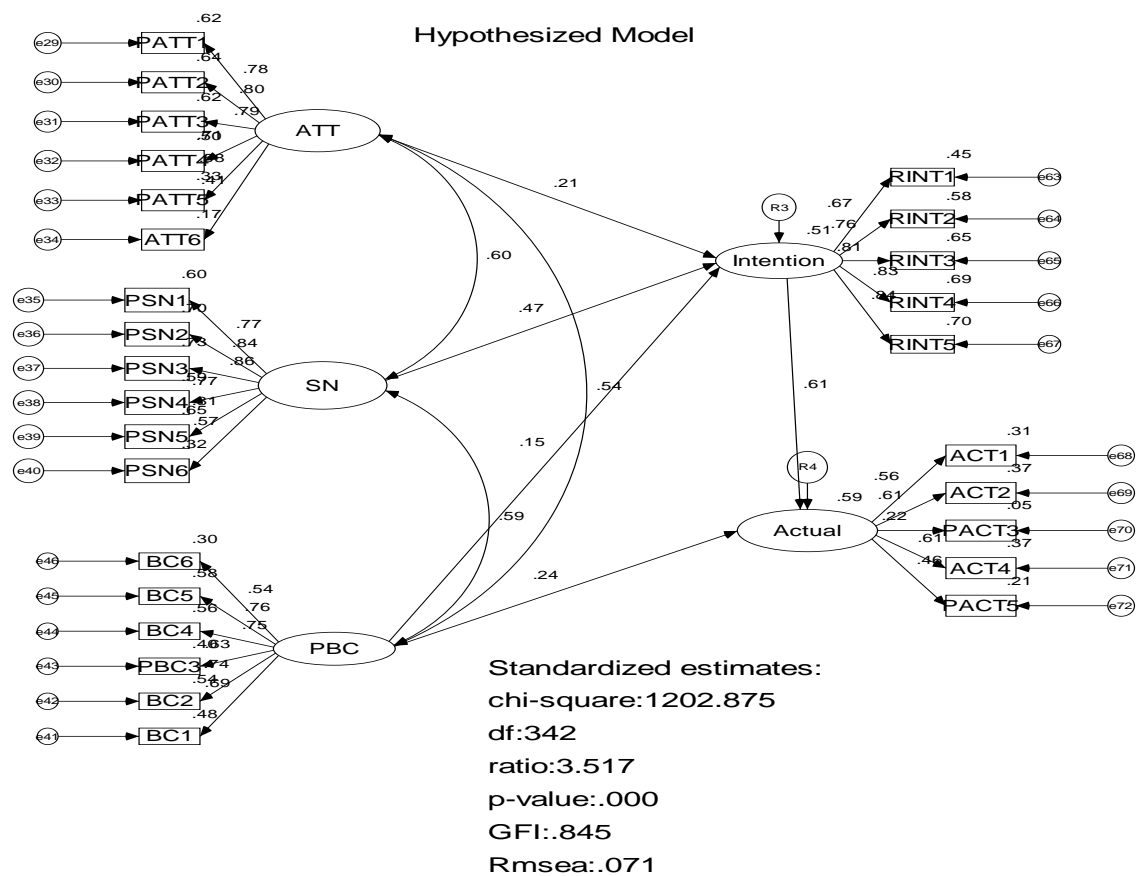


Figure 1.2: Hypothesized Models (SC)

The Generating Model (GM) generates a new path to be directly influencing behavior:

Subjective norm to actual visit behavior (H3a), result found a positive relationship and significant C.R >1.96 and p-value <.05.

Table 1.7: Direct impact Generating Model (GM): Standardized Regression Weights

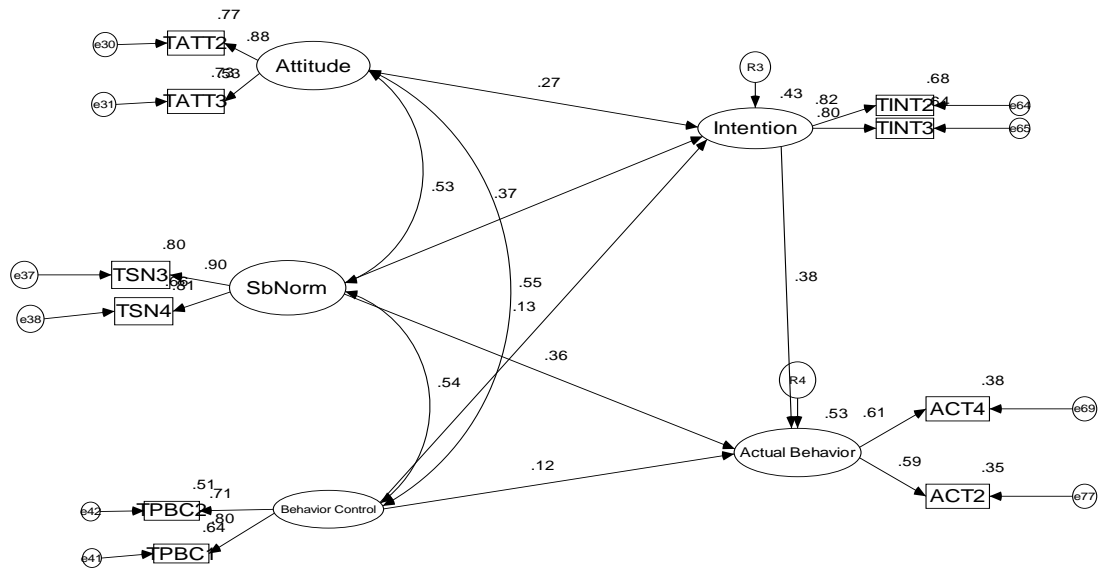
H.	Regression Weights		Estimate	SE	C.R.	P	Hypothesis support
	From	To					
H1	INT	ACT	.449	.252	3.880	***	Yes
H2	ATT	INT	.181	.068	2.863	.004	Yes
H3	SN	INT	.531	0.094	6.280	***	Yes
H4	PBC	INT	7.072	.070	1.128	.259	No
H5	PBC	ACT	.229	.239	2.298	.022	Yes
H3a (new path)	SN	ACT	.259	.238	19.909	***	Yes

This structural path model result is depicted diagrammatically in Figure 1.3. Table 1.8 indicates that the three exogenous variables (attitude, subjective norms, and perceived behavior control) jointly explained 42.6% variance in intention. Subsequently, intention, attitude, subjective norm, perceived behavior control collectively explained 53.5 % variance in behavior.

Table 1.8: Squared Multiple Correlation Results

Endogenous Variable	Squared multiple correlation (SMC) = R ²
Revisit Intention	.426
Actual Visit Behavior	.535

Generating Model



Standardized estimates:

chi-square:35.962

df:26

ratio:1.383

p-value:.092

GFI:.986

Rmse:.028

Figure 1.3: Generating Model (GM)

Mediating Effect Analysis of Generating Model (GM)

The mediating effect is generated when an intervention is caused between a third variable and two other related constructs. Concerning the Generating Model (GM) there is one mediating effect of revisit intention, as demonstrated in Table 1.9, the mediating effects of revisit intention in the relationship between perceived behavior control and revisit behavior is tested.

Table 1.9: Mediating Effect of Revisit Intention

Hypothesis	From	Mediation	To	Direct effect	Indirect effect	Total Effect	Mediating
H6	PBC	INT	ACT	0.229	0.032	0.261	Not Mediating
H3m (new path)	SN	INT	ACT	.259	.238	.497	Not Mediating

Note: Standardized path estimates are reported

Table 1.9 shows the indirect effect estimates to test the mediating effects of revisit intention on each hypothesized paths. The findings of the research showed that revisit intention does not create any mediating effect in the rapport between perceived behavior control and actual visit behavior (H6). This

is revealed in Table 1.9 whereby direct effect is 0.229, which is more than indirect effect of only 0.032. In contrast, the Generating Model (GM) produces a new indirect path from subjective norm to actual visit behavior. Result of the finding showed that the revisit intention does not contain mediating effect in the relationship between subjective norm and actual visit behavior. This result is supported by Mateos et al. (2002) who examined intention as the mediating factor between exogenous variables and actual behavior. Results of their study asserted that the behavior intention does not have mediating effect.

4.4.2 Overall Comparison between Structural Models

The findings of the study indicated that hypothesized model does not attain model fit (p value=.000, $p < .001$). This shows that hypothesized model was not maintained. Even though hypothesized model generated more important direct effects, it could not be comprehensive due to non-achievement of p -value ($p < .05$). Table 1.10 displays that hypothesized model supports five (5) significant direct impacts while Generating Model (GM) achieved fit model, and supported four direct impacts. Conversely, the path from perceived behavior control to revisit intention is constantly irrelevant in Generating Model (GM). The mediating effect of revisit intention in the association between perceived behavior control and revisit behavior (H6), was not supported because direct effect valued more than indirect effect. However, indirect effect and direct effect were insignificant. That is, that revisit intention does not intervene in the connection between perceived behavior control and revisit behavior. In contrast, the Generating Model (GM) generates a new indirect path from subjective norm to actual visit behavior (H3m). Thus, the findings indicated that the revisit intention does not compose the mediating effect in the relationship between subjective norm and actual visit behavior.

Table 1.10: Comparison between Hypothesized Model and Generating Model (M)

Hypothesis	From	Mediation	To	Hypothesis model			Generating Model (GM)		
				Estimate	P	Hypothesis Asserted	Estimate	P	Hypothesis Asserted
H1	INT	--	ACT	1.848	***	Yes	.979	***	Yes
H2	ATT	--	INT	.088	***	Yes	.195	.004	Yes
H3	SN	--	INT	.545	***	Yes	.591	***	Yes
H4	PBC	--	INT	.139	.007	Yes	.079	.259	NO
H5	PBC	--	ACT	.706	***	Yes	.549	.022	Yes
H3a	SN	-	ACT	-	-	-	.629	.047	Yes
							Indirect Effect	Direct Effect	Mediating
H6	PBC	INT	ACT	-	-	-	.032	.229	Not Mediating
H3m	SN	INT	ACT				.238	.259	Not Mediating

Among the structural models, Generating Model (GM) accomplished the higher square multiple correlation (SMC) or (R^2). Table 1.11 shows that the Generating Model (GM) explains 53.5 % variance in actual visit behavior; 42.6 % variance in revisit intention. On the other hand, the hypothesis model explains 58.9 % variance in actual visit behavior, 51.5% % variance in revisit intention.

Table 1.11: Comparison between Hypothesized Model and Generating Model (GM)

Goodness-of-fit	Goodness-of-fit Hypothesized Model	Goodness-of-fit Generating Model (GM)
CMIN	<i>1202.875</i>	<i>52.578</i>
CMIN change		<i>1150.297</i>
df	<i>342</i>	<i>45</i>
Df change		<i>297</i>
CMIN/df	<i>3.517</i>	<i>1.168</i>
GFI	<i>0.845</i>	<i>.983</i>
RMSEA	<i>0.071</i>	<i>.018</i>
TLI	<i>0.864</i>	<i>.994</i>
CFI	<i>0.877</i>	<i>.996</i>
P-value	<i>0.000</i>	<i>.204</i>
SMC (R²)		
actual visit behavior	<i>.589</i>	<i>.535</i>
Revisit Intention	<i>.515</i>	<i>.426</i>

4.5 Discussion

This research intends to investigate the goodness of fit of the hypothesized structural model by incorporating tourist's attitude, subjective norm, and perceived behavior control. As predicted, the hypothesized model does not achieve model fit ($p\text{-value}=0.000$, $p<0.001$). This infers that hypothesized model is not supported. However, the Generating Model (GM) complete model fits and supports four (4) direct effects. Firstly, tourist attitude was revealed to contain a direct significant impact on revisit intention. Past studies have achieved similar result (Celik, 2008; Karami, 2006; George, 2002; Chai and Pavlou, 2004; Nik Mat and Sentosa, 2008). Those who enclosed positive attitude about revisit intention are expected to have actual visit behavior, means that the tourists encompass positive attitude towards visit Jordan in future. Second, subjective norms comprise a direct momentous effect on intention. Chang (1998), Chai and Pavlou (2004) and Nik Mat and Sentosa (2008) have shown comparable finding. This could entail that families, friends and referent of others could have definite amount of influence on revisit intention rather than on the actual purchasing behavior. This could be particularly accurate amongst international tourists since they may enclose purpose to actual visit behavior but could be stalled by friends' opinions and involvement. Third, the relationship between Perceived Behavior Control and Revisit Intention is a found to be a positive relationship which contains similar to prior research findings of Karami's (2006) and Gopi and Ramayah's (2007). Thus, a positive relationship between Perceived Behavior Control and Revisit Intention will amplify the possibility of revisit intention. Fourth, the relationship between perceived behavior control and actual visit behavior is also an important and positive relationship (George, 2004; Fusilier and Durlabhji, 2005). Finally, revisit intention involve a direct important effect on actual visit behavior. This is supported by frequent research (Ajzen, 1985; Ajzen, 1991; Amoroso, 2004; Eagly and Chaiken, 1993; Kim et al., 2008; George 2002; Venkatesh, 2000).

In the Generating model (GM), intention was not a mediator between perceived behavior control and actual visit behavior. This means that in most cases international tourists are possible to visit directly once they have the opportunity to visit Jordan. In addition, the Generating Model (GM) generates a new indirect path from subjective norm to actual visit behavior. The result also found that revisit intention does not reveal any mediating effect in the relationship between subjective norm and actual visit behavior. This result supported by Mateos et al. (2002) which inspect intention as the mediating effect between exogenous variables and actual behavior. Results from their study declared that the behavior intention does not mediate the relationship. The study established planned behavior theory (TPB) through the examination of the model fit as an interaction to help better explain, analyze and understand international tourists' behavior.

4.6 Suggestion for Future Research

Future research should investigate the model in a diverse contexts in Jordan such as in middle region or northern region. Therefore, much research to be conducted on these fields and other neighboring regions or countries in order to determine and examine the international tourists' behavior in the Middle East countries. To generate broader view on this country's prospective in attracting international tourists, other determinant factors require to be considered in future research such as technological factors i.e. Internet, social-economic factors, and marketing strategies. More significantly, the Ministry of Jordan should shed more light on the protection of tourists and the positive representation of the country, ease of access to tourist destinations, availability of modern facilities, growth of better infrastructures that could help tourists to have a faster access to all religious and historical sites, and tourist destinations. Improving product and service qualities, speed of delivery, and other quality competencies are among the key factors that support service excellence. Consequently, it will result in the growth of tourists' satisfactions to the destination. This is growing to be an ever-increasingly vital factor to tourists' contentment.

4.7 Conclusion

The research investigates the antecedents of intention/behavior (model TPB). Several direct paths are found to be significantly related to either intention or behavior. The model however fails to assert the mediating effect of intention in the relationship between perceived behavior control and actual visit behavior. In contrast, the Generating Model (GM) is the best model to explain the international tourists' behavior as compared to the Hypothesized Models. Lastly, the Generating Model (GM) generates a new indirect path from subjective norm to actual visit behavior. The result implicates that revisit intention does not have any mediating effect in the relationship between subjective norm and actual visit behavior.

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