5.1 INTRODUCTION
This chapter includes detailed results of the analysis the study has revealed about the impact of Integrated Marketing Communication tools over the hotel’s website on developing hotel service market in Jordan.

First two questions in the questionnaire meant to know that hotels do have private website and use IMC tools online. From the data collected by the questionnaire question number one indicates that all hotels included in this study have private websites. The second question shows that IMC tools used online and on the website according to the respondent vary in the percentage of using, where advertising scored the highest 79.1%, sales promotion 77.8%, public relation 73.9, personal selling 67.8%, direct marketing 60% and the lowest is exhibition by 36%.

For the purpose of testing the impact of Integrated Marketing Communication tools over the hotel's website (Internet in IMC) on developing hotel service market in Jordan data was analyse as follows:
First part of the analysis was undertaken after collecting data through primary survey by using questionnaire, this data was analysed by using software package for social sciences (SPSS). Then, Means and Standard Deviations (Descriptive Method) were calculated in order to answer the questions of the study. The Second part of analysis was also undertaken by using statistical regression model (Quantitative Method) so as to examine the significant of hypothesis 1 to 8 and the main hypotheses as mentioned in chapter-IV of this study.

Here, statistical regression was employed as a tool for the analysis of significant differences and relationship between the variables which the study is predominately concerned with. The dependent variables in this model were the number of respondent on Increasing hotel service market share (IHSMS), Providing complete information (PCI), Reducing the cost of service (RCS), Shortening the distribution channels of services (SDCS), Amplifying the hotel IMC tools (AHIMCT), Delivering common and consistent message (DCCM), Improve the hotel services provided to customers (IHSPC), Integrate the Tourism service providers and Hotel management (ITSP&HM). ON the other hand, the Independent variable was Integrated Marketing Communication Tools on the hotel’s website (IMCTOHW). Theses variables are nine in number. All these data are collected from samples of five star hotels in Jordan with the help of questionnaire.

Generally, as per the questionnaire/hypothesis mentioned in Chapter-IV, a cross-sectional relationship between Integrated
Marketing Communication tools on the hotel's website and developing hotel service market in Jordan is expected.

Here, the model involves cross-sectional regression analysis. In this context, the relationship between cross-sectional IMC Tools on hotel's website and number of respondents on developing hotel service market in Jordan have been estimated by fitting two variables simple regression models. In the models, both the dependent and independent variables have taken in simple regression form as below:

Example:
Model: \( Y (\text{IHSMS}) = a + b_1 x_1 (\text{IMCTOW}) + u_1 \ldots \) (All other dependent variables one by one).

In the above functional slope co-efficient \( b_1 \) measure a linear statistical relationship associated with IMC Tools on the hotel's website \( x_1 \) (independent variables) on developing hotel services in terms of increasing hotel service market share. Finally, we have also presented the correlation matrices of the Independent variable with dependent variables in order to understand their Integration-ship as shown in tables 5.2.11.

The study estimated a two variables model as mentioned above and in the previous chapter and then fitted simple regression equations for developing hotel service market one by one as indicated in tables 5.2.10, 5.2.12, 5.2.13, 5.12.14 and 5.2.15 at the end of this chapter with the corresponding statistical values of
standards' t-statistic's $R^2$, $\overline{R}^2$, F-values and the regression coefficient.

5.2 Presenting results related to answer questions and test the hypothesis of the study:

From the data collected by the questionnaire question number one indicates that all hotels included in this study have private websites. The second question shows that IMC tools used online and on the website according to the respondent vary in the percentage of using where advertising scored the highest 79.1%, sales promotion 77.8%, public relation 73.9, personal selling 67.8%, direct marketing 60% and the lowest is exhibition by 36%.

To answer questions and test the hypothesis of the study each one has been taken separately as follows:

Main hypothesis:
"There is no significant difference between using the Integrated Marketing Communication on the Hotel's website and developing hotel service market".

To test the above hypothesis we should know the direction of respondent to developing hotel service market and the consent extent of their answers, for that a descriptive statistical method was used by the researcher, where mean and standard deviation had been calculated to each item from IMC tools on the hotel's website and the results were as in the table (5.2.1).
Table no (5.2.1) Mean, standard deviation and degree to each item of Integrated Marketing Communication Tools on the website.

<table>
<thead>
<tr>
<th>N</th>
<th>Items</th>
<th>Mean</th>
<th>Std Deviation</th>
<th>Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IMC tools used on the website are given equal attention.</td>
<td>2.26</td>
<td>.634</td>
<td>Positive</td>
</tr>
<tr>
<td>2</td>
<td>Integrated Marketing Communication tools used on the hotel's Website have the same message.</td>
<td>2.21</td>
<td>.553</td>
<td>Positive</td>
</tr>
<tr>
<td>3</td>
<td>IMC tools on the hotel's Website provide linked messages to customers in an integrated form.</td>
<td>2.18</td>
<td>.508</td>
<td>Positive</td>
</tr>
<tr>
<td>4</td>
<td>Message can be stretched across several IMC tools on the website to create more avenues for customers to become fully aware of services provided by the hotel.</td>
<td>2.08</td>
<td>.588</td>
<td>Positive</td>
</tr>
<tr>
<td>5</td>
<td>IMC tools on the Website are being used to guide the customer through each stage of the buying process.</td>
<td>2.50</td>
<td>.502</td>
<td>Positive</td>
</tr>
<tr>
<td>6</td>
<td>Every IMC tool on the Website is a complementary to the rest.</td>
<td>2.52</td>
<td>.513</td>
<td>Positive</td>
</tr>
<tr>
<td>7</td>
<td>Online facility for integrated marketing communication supports the integrity of IMC tools.</td>
<td>2.22</td>
<td>.533</td>
<td>Positive</td>
</tr>
<tr>
<td>8</td>
<td>IMC tools on the Website assist each other achieving the hotel's objectives.</td>
<td>2.11</td>
<td>.544</td>
<td>Positive</td>
</tr>
</tbody>
</table>
The above table shows that the mean value for all questions related to integration of IMC tools over the website is (2.029) that gives a positive indication where it is more than the assumed value (2.00) on all items of IMC tools over the website. The highest two questions from the respondent point of view are 6 (Every IMC tool on the Website is a complementary to the rest.) with (2.52) mean value and 5 (IMC tools on the Website are being used to guide the customer through each stage of the buying process.) with mean value of (2.50) that is more than the assumed value (2.00) indicating appositive sign towards integration of IMC tools over the website.

To test the main hypothesis, the study used regression analysis.

Ho: There is no significant difference between using the Integrated Marketing Communication on the Hotel’s website and developing hotel service market.

Ha: There is a significant difference between using the Integrated Marketing Communication on the Hotel’s website and developing hotel service market.

Model: \( Y_{IMCTOW} = a + b_0 (IMCTOHW) + u_0 \)

Result: \( Y_{IMCTOW} = 6.949 + 0.425 (IMCTOHW) \)
\[ (16.123) \quad (1.824)* \]

\[ R^2 = 0.112 \quad R_c^2 = 0.056 \quad F = 2.027 \]
The above regression equation indicates that Integrated Marketing Communication on the hotel’s website in Jordan is statistically significant at 5% level and has positive influence on the determination of developing hotel service market.

The $R^2$ indicates that the independent variable (IMCT on the hotel’s website) explains 11.2 percent variation on developing hotel service market. F-value is significant which indicates positive influence between the variables for the whole result.

This result states clearly that, there was a statistical difference at 0.05 levels between Integrated Marketing Communication on the Hotel’s website and developing hotel service market in Jordan. The difference was moderate with positive influence and that leads us to reject the main null hypothesis (Ho) which indicated that there was no significant difference at 0.05 level and accept the alternative one( Ha).

Furthermore, Pearson Correlation was used to find the integration-ship between dependent variables (increasing hotel service market share, providing complete information, reducing the cost of service, shortening the distribution channels of services, amplifying the hotel IMC tools, delivering common and consistent message, improve the hotel services provided to customers, integrate the tourism service providers and hotel management) and the independent variable (IMC tools over the web site), as in table number (5.2.11) at the end of this chapter.
Table (5.2.11) shows that there is an integration-ship between the dependent variables with the independent variable, where the integration-ship value between increase hotel service market share and IMC tools over the website is (20%), providing complete information also shows an integration-ship with IMC tools over the website with value of (16.8%), followed by integration-ship value of (16.2%) between reducing the cost of service and IMC tools over the website, amplify the hotel’s IMC tools indicate (20.1%) integration-ship with IMC tools over the website, delivering common and consistent message and improve the hotel services provided to customers show (18.4% and 16.4) integration-ship value with IMC tools over the website. Both shortening the distribution channels of services and Integrating the Tourism service providers and Hotel management shows insignificant integration-ship with IMC tools over the website.

**First hypothesis:**

“There is no significant difference between using the Integrated Marketing Communication on the Hotel’s website and increasing hotel service market”

To test the above hypothesis we should know the direction of respondent to increasing hotel’s service market share and the consent extent of their answers, for that a descriptive statistical used by the researcher, where mean and standard deviation had been calculated to each item from increasing hotel’s service market share and the results were as in the table (5.2.2).
Table no (5.2.2) Mean and standard deviation to each item from increasing hotel's service market share.

<table>
<thead>
<tr>
<th>N</th>
<th>Items</th>
<th>Mean</th>
<th>Std Deviation</th>
<th>Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The number of customers who book services through the hotel's website increases annually.</td>
<td>3.88</td>
<td>1.005</td>
<td>High</td>
</tr>
<tr>
<td>2</td>
<td>The online IMC tools attract more customers towards the hotel's services.</td>
<td>4.25</td>
<td>.697</td>
<td>High</td>
</tr>
<tr>
<td>3</td>
<td>The percentage of customers using the traditional methods to access the service decrease annually.</td>
<td>3.58</td>
<td>1.018</td>
<td>Medium</td>
</tr>
<tr>
<td>4</td>
<td>Customers who get to know about all kind of services provided by the hotel through online integrated marketing communications tools increase annually.</td>
<td>3.89</td>
<td>.762</td>
<td>High</td>
</tr>
<tr>
<td>5</td>
<td>Online Integrated marketing communications tools increase service market.</td>
<td>4.08</td>
<td>.786</td>
<td>High</td>
</tr>
<tr>
<td>6</td>
<td>IMC tools over the internet helps in building a strong relationship with customers.</td>
<td>3.89</td>
<td>.854</td>
<td>High</td>
</tr>
<tr>
<td>7</td>
<td>Online marketing communication mix enhances the hotel image</td>
<td>4.02</td>
<td>.895</td>
<td>High</td>
</tr>
</tbody>
</table>
The above table (5.2.2) shows that the mean value for all questions related to increasing hotel service market share is 3.94 that gives a positive indication where it is more than the assumed value (3.6) on all items of increasing hotel service market share. Only one question number 3 (The percentage of customers using the traditional methods to access the service decrease annually) shows a minimum degree with mean value of 3.58 which is more than 2.33 but less than 3.66. The highest two questions from the respondent point of view are question number 2 (The online IMC tools attract more customers towards the hotel's services) with 4.25 mean value and question number 5 (Online Integrated marketing communications tools increase service market) with mean value of 4.08 that is more than the estimated value 3.66 which indicates appositive sign towards increasing hotel's service market share.

To test the first sub-main hypothesis the study used regression analysis.

Ho: There is no significant difference between using the Integrated Marketing Communication on the Hotel's website and increasing hotel's service market share.

Ha: There is a significant difference between using the Integrated Marketing Communication on the Hotel's website and increasing hotel's service market share.
Model: \( Y_{\text{IHSMs}} = a + b_1 \text{ (IMCTOHW)} + u_1 \)

Result: \( Y_{\text{IHSMs}} = 7.211 + 0.339 \text{ (IMCTOHW)} \)

\[ (3.527) \ (2.710)^* \]

\[ R^2 = 0.144 \quad R^2 = 0.068 \quad F = 7.342 \]

The above regression equation indicates that Integrated Marketing Communication on the hotel's website in Jordan is statistically significant at 5% level and has positive influence on the determination of increasing hotel service market share. The \( R^2 \) indicates that the independent variable (IMCT on the hotel's website) explains 14.4 percent variation on increasing hotel service market share. F-value is significant which indicates positive influence between the variables for the whole result.

This result states clearly that, there was a statistical difference at 0.05 level between Integrated Marketing Communication tools on the Hotel's website and increasing hotel service market share in Jordan. The statistical difference was moderate with positive influence and that leads us to reject the first null hypothesis (Ho) which indicated that there was no significant difference at 0.05 level and accept the alternative one (Ha).

This result also clearly states that there was a statistical relationship between the Integrated Marketing communication tools on the hotel's website and increasing hotel service market share (first domain) in Jordan.
Second hypothesis:

"There is no significant difference between using the Integrated Marketing Communication on the Hotel’s website and providing complete information to customers in Jordan.

To test the above hypothesis we should know the direction of respondent to providing complete information to customers in Jordan and the extent of consent of their answers, for that a descriptive statistical method used by the researcher, where mean and standard deviation had been calculated to each item from providing complete information to customers in Jordan and the results were as in the table (5.2.3).

Table no (5.2.3) shows mean and standard deviation to each item of providing complete information to customers in Jordan.

<table>
<thead>
<tr>
<th>N</th>
<th>Items</th>
<th>Mean</th>
<th>Std Deviation</th>
<th>Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Reaching customers through the use of different IMC tools and providing them with all required information.</td>
<td>4.53</td>
<td>.570</td>
<td>High</td>
</tr>
<tr>
<td>9</td>
<td>Providing information and explanation about the hotel and its services.</td>
<td>4.45</td>
<td>.558</td>
<td>High</td>
</tr>
<tr>
<td>10</td>
<td>Responding to customer queries throughout 24 hours.</td>
<td>4.16</td>
<td>.860</td>
<td>High</td>
</tr>
<tr>
<td>11</td>
<td>Putting forward the solution towards the customer’s complaints and</td>
<td>3.98</td>
<td>.835</td>
<td>High</td>
</tr>
</tbody>
</table>
The above table (5.2.3) indicates that all the questions related to providing complete information to customers are positive with referring to the mean value which is 4.25 and it is more than the assumed value (3.6) on all items. The highest question is number 8 (Reaching customers through the use of different IMC tools and providing them with all required information) with mean value of 4.53 followed by the second highest question number 9 (Providing information and explanation about the hotel and its services) with 4.45 mean value and that is more than the assumed value which is 3.66.

Thus, it can be noticed that all the questions show a positive indication toward providing complete information to customers with help of the internet especially number 8, 9 according to the respondent.

To test the second sub-main hypothesis the study used regression analysis.

Ho: There is no significant difference between using the Integrated Marketing Communication on the Hotel's website and providing complete information to customers in Jordan
Ha: There is no significant difference between using the Integrated Marketing Communication on the Hotel’s website and providing complete information to customers in Jordan.

Model: $Y_{PCI} = a + b_1 \times (IMCTOHW) + u_1$

Result: $Y_{PCI} = 3.324 + 0.242 \times (IMCTOHW)$

(2.494) (2.964)*

$R^2 = 0.152 \quad R^2 = 0.086 \quad F = 8.787$

The result indicates that Integrated Marketing Communication on the hotel’s website in Jordan is statistically significant at 5% level and has positive influence on the determination of providing complete information. The $R^2$ indicates that the independent variable (IMCT on the hotel’s website) explains 15.2 percent difference on providing complete information. F-value is also significant which indicates positive influence between the variables for the whole result.

This results states that, there was a statistical difference at 0.05 levels between Integrated Marketing Communication on the Hotel’s website and providing complete information. This leads us to reject the second null hypothesis (Ho) which stated that there was no significant difference at 0.05 levels and accept the alternative one Ha.

This result also clearly states that there was a statistical relationship between the Integrated Marketing communication tools on the hotel’s website and providing complete information (second domain) in Jordan.
Third hypothesis:
"There is no significant difference between using the Integrated Marketing Communication on the Hotel's website and reducing the cost of hotel's services in Jordan".

To test the above hypothesis we should know the direction of respondent to reducing the cost of services in Jordan and the consent extent of their answers, for that a descriptive statistical method used by the researcher, where mean and standard deviation have been calculated to each item of reducing the cost of services in Jordan and the results were as in table (4.2.4).

Table no (4.2.4) shows mean and standard deviation to each item of reducing the cost of hotel's services in Jordan.

<table>
<thead>
<tr>
<th>N</th>
<th>Items</th>
<th>Mean</th>
<th>Std Deviation</th>
<th>Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>The cost of getting various services over the internet is more than the cost of getting the same services through the traditional channels.</td>
<td>2.66</td>
<td>.964</td>
<td>Medium</td>
</tr>
<tr>
<td>14</td>
<td>Advertisement cost on the internet is very high.</td>
<td>3.54</td>
<td>.841</td>
<td>Medium</td>
</tr>
<tr>
<td>15</td>
<td>The cost of equipments, software and systems needed to implement IMC tools online are higher than implementing them offline.</td>
<td>2.90</td>
<td>.989</td>
<td>Medium</td>
</tr>
<tr>
<td></td>
<td>Description</td>
<td>Average</td>
<td>Standard Deviation</td>
<td>Degree</td>
</tr>
<tr>
<td>---</td>
<td>-----------------------------------------------------------------------------</td>
<td>--------</td>
<td>--------------------</td>
<td>--------</td>
</tr>
<tr>
<td>16</td>
<td>Maintenance and development cost of IMC tools online are very high.</td>
<td>2.98</td>
<td>.864</td>
<td>Medium</td>
</tr>
<tr>
<td>17</td>
<td>The adoption of online technology does increase the cost of service.</td>
<td>2.70</td>
<td>.904</td>
<td>Medium</td>
</tr>
<tr>
<td>18</td>
<td>The cost of getting services over the internet is less than the cost through the traditional channels.</td>
<td>3.49</td>
<td>.819</td>
<td>Medium</td>
</tr>
<tr>
<td>19</td>
<td>The special cost of Telecommunication and prints can be managed.</td>
<td>4.04</td>
<td>.597</td>
<td>High</td>
</tr>
<tr>
<td>20</td>
<td>Annual reports, sales and technical literature can be distributed with the help of online IMC tools and its techniques which cause service cost saving.</td>
<td>4.13</td>
<td>.758</td>
<td>High</td>
</tr>
<tr>
<td>21</td>
<td>Online facility for integrated marketing communication tools decreases the number of letters, faxes and phone calls.</td>
<td>4.14</td>
<td>.728</td>
<td>High</td>
</tr>
<tr>
<td>22</td>
<td>Cost saving results through reduced brochure printing and distribution cost.</td>
<td>4.07</td>
<td>.690</td>
<td>High</td>
</tr>
<tr>
<td>23</td>
<td>Text based advertising using E-mail saves post charges.</td>
<td>3.93</td>
<td>.733</td>
<td>High</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>3.508</td>
<td>.311</td>
<td></td>
</tr>
</tbody>
</table>

The above table (4.2.4) shows that question number 13, 14, 15, 16, 17 and 18 have a medium degree where the mean value of
these questions are more than 2.33 but less than 3.66 and the rest of the questions 19, 20, 21, 22, and 23 shows a high degree where the mean value is more than the assumed value (3.66). Question number 21 (Online facility for integrated marketing communication tools decreases the number of letters, faxes and phone calls) with mean value of 4.14 is the highest.

To test the third sub-main hypothesis regression analysis used.

\[
Ho: \text{There is no significant difference between using the Integrated Marketing Communication on the Hotel's website and reducing the cost of hotel's services in Jordan.}
\]

\[
Ha: \text{There is no significant difference between using the Integrated Marketing Communication on the Hotel's website and reducing the cost of hotel's services in Jordan.}
\]

Model: \( Y_{RCS} = a + b_1 (IMCTOHW) + u_1 \)

Result: \( Y_{RCS} = 25.851 - 0.020 (IMCTOHW) \)

\[\begin{align*}
(10.753) & \quad (-0.136)
\end{align*}\]

\[\begin{align*}
R^2 &= 0.011 \\
\bar{R}^2 &= 0.000 \\
F &= 0.018
\end{align*}\]

The result suggests that Integrated Marketing Communication on the hotel's website in Jordan is statistically insignificant and has negative influence on the determination of reducing the cost of service. \( R^2 \) points 1.1 differences. \( \bar{R}^2 \) is insignificant which indicates that the independent variable (IMC on the hotel's website) explains zero variation on reducing the cost of service. F-value is also insignificant which indicates no significant difference between the variables for the whole result. Thus, this leads us to
accept the third null hypothesis (Ho) which states that there was no significant difference at 0.05 level.

This result also clearly states that there was no statistical relationship between the Integrated Marketing communication tools on the hotel's website and reducing the cost of service (third domain) in Jordan.

**Fourth hypothesis:**

"There is no significant difference between using the Integrated Marketing Communication on the Hotel's website and shortening the distribution channels (intermediaries) of services".

To test the above hypothesis we should know the direction of respondent to shortening the distribution channels (intermediaries) of services and the consent extent of their answers, for that a descriptive statistical used by the researcher, where mean and standard deviation had been calculated to each item from shortening the distribution channels (intermediaries) of services and the results were as in the table (5.2.5).
Table No (5.2.5) shows mean and standard deviation to each item of shortening the distribution channels (intermediaries) of services.

<table>
<thead>
<tr>
<th>N</th>
<th>Items</th>
<th>Mean</th>
<th>Std Deviation</th>
<th>Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>Online service availability due to repeated customer suggestions.</td>
<td>4.04</td>
<td>.693</td>
<td>High</td>
</tr>
<tr>
<td>25</td>
<td>Direct promoting and selling of the service through the internet is preferred by the hotel.</td>
<td>4.05</td>
<td>.683</td>
<td>High</td>
</tr>
<tr>
<td>26</td>
<td>There would be no real need for intermediaries when customers start depending primarily on the online IMC tools in terms of accessing information and buying the service.</td>
<td>2.99</td>
<td>.896</td>
<td>Medium</td>
</tr>
<tr>
<td>27</td>
<td>Intermediary's commission has been reduced since direct selling of services over the internet took place.</td>
<td>4.04</td>
<td>.781</td>
<td>High</td>
</tr>
<tr>
<td>28</td>
<td>The role of intermediaries would be decreased by reaching a huge base of customers using IMC tools online.</td>
<td>4.23</td>
<td>.740</td>
<td>High</td>
</tr>
<tr>
<td>29</td>
<td>Customer loyalty increases when he gets the information needed and buy the service directly from the hotel with the assist of IMC</td>
<td>3.79</td>
<td>.899</td>
<td>High</td>
</tr>
</tbody>
</table>
The existence of online integrated marketing communication tools supports the customer in skipping intermediaries.

### Table

<table>
<thead>
<tr>
<th>Question</th>
<th>Description</th>
<th>Mean</th>
<th>StdDev</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>The hotel prefers to promote and sell the service through intermediaries (e.g. travel agents).</td>
<td>4.15</td>
<td>.650</td>
<td>High</td>
</tr>
<tr>
<td>31</td>
<td>The hotel prefers to promote and sell the service through intermediaries (e.g. travel agents).</td>
<td>2.86</td>
<td>.867</td>
<td>Medium</td>
</tr>
</tbody>
</table>

The above table (5.2.5) shows that most of the questions related to shortening the distribution channels (intermediaries) of services like question number 24, 25, 27, 28, 29 and 30 are giving a positive indication where the Mean value is more than the assumed value (3.6), while question number 26 and 31 according to the respondent are giving medium indication where the Mean value is more than 2.33 but less than 3.6. The highest positive mean is question number 28, which says that (The role of intermediaries would be decreased by reaching a huge base of customers using IMC tools online).

To test the fourth sub-main hypothesis regression analysis was used.

Ho: There is no significant difference between using the Integrated Marketing Communication on the Hotel’s website and shortening the distribution channels (intermediaries) of services.
Ha: There is no significant difference between using the Integrated Marketing Communication on the Hotel’s website and shortening the distribution channels (intermediaries) of services.

Model: \( Y_{SDCS} = a + b_4 (IMCTOHW) + u_4 \)

Result: \( Y_{SDCS} = 13.791 - 0.020 \) (IMCTOHW)

\[(7.416)\ (-0.714)\]

\( R^2 = 0.003 \quad \bar{R}^2 = -0.003 \quad F = 0.510 \)

The result suggests that Integrated Marketing Communication on the hotel’s website in Jordan is statistically insignificant and has a negative influence on the shortening the distribution channels of service. The \( R^2 \) & \( \bar{R}^2 \) are insignificant. F-value is also insignificant.

Thus, this leads us to accept the fourth null hypothesis (Ho) which indicated that there was no significant difference at 0.05 levels.

This result also clearly states that there was no statistical relationship between the Integrated Marketing communication tools on the hotel’s website and shortening the distribution channels of service (fourth domain) in Jordan.
Fifth hypothesis:

“There is no significant difference between using the Integrated Marketing Communication on the Hotel's website and amplifying the hotel's IMC tools”.

To test the above hypothesis, we should know the direction of respondent to amplifying the hotel's IMC tools and the consent extent of their answers, for that a descriptive statistical method used by the researcher, where mean and standard deviation have been calculated to each item from amplifying the hotel's IMC tools and the results were as in the table (5.2.6).

Table No (5.2.6) shows mean and standard deviation to each item of amplifying the hotel's IMC tools.

<table>
<thead>
<tr>
<th>N</th>
<th>Items</th>
<th>Mean</th>
<th>Std Deviation</th>
<th>Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>Internet advertising acts as a good medium for customer to know about interesting tourism services and five star hotels in Jordan.</td>
<td>4.36</td>
<td>.519</td>
<td>High</td>
</tr>
<tr>
<td>33</td>
<td>Internet advertisement can reach more customers and assist to capture their attention towards related services.</td>
<td>4.39</td>
<td>.548</td>
<td>High</td>
</tr>
<tr>
<td>34</td>
<td>E-mail is comparable to direct mail in the hotel which is convenient opportunity for direct response.</td>
<td>4.07</td>
<td>.649</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>Description</td>
<td>Score</td>
<td>Confidence</td>
<td>Rank</td>
</tr>
<tr>
<td>---</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-------</td>
<td>------------</td>
<td>------</td>
</tr>
<tr>
<td>35</td>
<td>Banner advertisement across the website links the user toward service information instantaneously.</td>
<td>4.09</td>
<td>.617</td>
<td>High</td>
</tr>
<tr>
<td>36</td>
<td>The hotel placed online service brochure to support traditional tools.</td>
<td>4.33</td>
<td>.534</td>
<td>High</td>
</tr>
<tr>
<td>37</td>
<td>Instant communication used online to amplify public relations.</td>
<td>3.96</td>
<td>.800</td>
<td>High</td>
</tr>
<tr>
<td>38</td>
<td>The use of public relation on the hotel's Website is about spreading disseminating information about the hotel to online customers.</td>
<td>4.25</td>
<td>.622</td>
<td>High</td>
</tr>
<tr>
<td>39</td>
<td>The hotel implements press release on the Website to aid in creating favourable publicity to assist in tangibilising the hotels offering for the online customers.</td>
<td>4.01</td>
<td>.753</td>
<td>High</td>
</tr>
<tr>
<td>40</td>
<td>Coupons or extra points have been given online to promote services.</td>
<td>4.42</td>
<td>.565</td>
<td>High</td>
</tr>
<tr>
<td>41</td>
<td>The hotel grants special offers to customers over the internet.</td>
<td>4.71</td>
<td>.457</td>
<td>High</td>
</tr>
<tr>
<td>42</td>
<td>Online sales promotion tactics are directed to customers, which highly supports the offline sales promotion tactics that are directed to business.</td>
<td>4.66</td>
<td>.467</td>
<td>High</td>
</tr>
<tr>
<td>43</td>
<td>The website gives details of hotel</td>
<td>4.67</td>
<td>.508</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>pertaining telephone numbers, fax numbers, physical and postal addresses.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>--------------------------------------------------------------------------</td>
<td>--------</td>
<td>--------</td>
<td></td>
</tr>
<tr>
<td>44</td>
<td>Direct e-mail is being used for direct marketing and/or direct response to customers.</td>
<td>4.71</td>
<td>.493</td>
<td></td>
</tr>
<tr>
<td>45</td>
<td>The internet supports the work of direct marketing.</td>
<td>4.46</td>
<td>.631</td>
<td></td>
</tr>
<tr>
<td>46</td>
<td>Hotel's website provides an online booking facilities for online customers to reserve and pay for the service.</td>
<td>4.56</td>
<td>.589</td>
<td></td>
</tr>
<tr>
<td>47</td>
<td>The internet designed for sales support which aid overall traditional personal selling efforts.</td>
<td>3.09</td>
<td>1.062</td>
<td></td>
</tr>
<tr>
<td>48</td>
<td>The hotel maintain customer database.</td>
<td>2.85</td>
<td>.886</td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>Materials used in the exhibitions are available on the Website.</td>
<td>2.77</td>
<td>.725</td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>The hotel keeps in touch with exhibitors and attendees through the internet.</td>
<td>4.08</td>
<td>.711</td>
<td></td>
</tr>
<tr>
<td>51</td>
<td>Comprehensive details about exhibitions can be found on the hotel’s Website.</td>
<td>4.08</td>
<td>.618</td>
<td></td>
</tr>
<tr>
<td>52</td>
<td>Exhibitions works are augmented through internet.</td>
<td>4.47</td>
<td>.524</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>4.141</td>
<td>.222</td>
<td></td>
</tr>
</tbody>
</table>
The above table (5.2.6) shows that questions related to amplify the Hotel's IMC tools are giving a positive indication where the total mean value of the domain is 4.14 which more than the assumed value (3.66).

The first four questions concerns advertising and the highest mean value is question number 33 with mean value (4.39), second highest is number 32 with mean value (4.36). Followed advertising four questions related to public relation and the highest mean amongst them is 4.42 (question number 40) according to the respondent.

Question number 40, 41 and 42 are regarding sales promotion, and the highest ranking question amongst the three is question number 41 with mean value of 4.71. All of the three questions show a positive direction according to the respondent. The next three questions are related to direct marketing and the highest one of them is question number 44 with mean value of 4.71 which shows a positive indication toward amplifying direct marketing. Comes after DM three questions related to personal selling and the highest mean is question number 46 with mean value of 4.56 and that shows the support of the IMCT on the website to personal selling.

Exhibition is the last IMC tool taken in table (5.2.6) above with four questions, one out of four (49) shows medium degree according to the respondent where the mean value is 2.77 and the other three show a positive indication.
To test the fifth sub-main hypothesis the study used regression analysis.

**Ho:** There is no significant difference between using the Integrated Marketing Communication on the Hotel's website and amplifying the hotel's IMC tools.

**Ha:** There is no significant difference between using the Integrated Marketing Communication on the Hotel's website and amplifying the hotel's IMC tools.

Model: \( Y_{\text{AHIMCT}} = a + b_5 \text{(IMCTOHW)} + u_5 \)

\[ Y_{\text{AHIMCT}} = 4.086 - 1.029 \text{(IMCTOHW)} \]

\[(12.836) (-1.778)^*\]

\[ R^2 = 0.129 \quad R = -0.062 \quad F = 2.389 \]

The above regression equation indicates that Integrated Marketing Communication on the hotel's website in Jordan is statistically significant at 5% level and has negative influence on amplifying the hotel's IMC tools. The \( R^2 \) indicates that the independent variable (IMC tools on the website) explains 12.9 percent difference on amplifying the hotel's IMC tools. F-value is significant which indicates positive influence between the variables for the whole result.

This result implies that using IMC on the hotel's website has positive influence on the determination of amplifying the hotel's IMC tools.
Thus, it can be concluded that the impact of internet on IMC tools is quite feasible and that lead us to reject the fifth null hypothesis (Ho) which stated that there was no significant difference at 0.05 level and accept the alternate hypothesis (Ha).

This result also clearly states that there was a statistical relationship between Integrated Marketing communication tools on the hotel's website and amplifying the hotel's IMC tools (fifth domain) in Jordan.

**Sixth hypothesis:**

"There is no significant difference between using the Integrated Marketing Communication on the Hotel's website and deliver a common and consisting message".

To test the above hypothesis, we should know the direction of respondent to delivering a common and consisting message and the consent extent of their answers, for that a descriptive statistical used by the researcher, where mean and standard deviation have been calculated to each item from delivering a common and consisting message and the results were as in the table (5.2.7).

Table No (5.2.7) shows mean and standard deviation to each item of delivering a common and consisting message.

<table>
<thead>
<tr>
<th>N</th>
<th>Items</th>
<th>Mean</th>
<th>Std Deviation</th>
<th>Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>53</td>
<td>Customers can be reached through a variety of integrated marketing</td>
<td>4.40</td>
<td>.529</td>
<td>High</td>
</tr>
</tbody>
</table>
communications tools online and these convey a common message to them.

<table>
<thead>
<tr>
<th></th>
<th>54</th>
<th>Various messages are coordinated and presented in one individual message online.</th>
<th>4.26</th>
<th>.573</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>55</td>
<td>A strong online cohesion in the hotel builds a consistent message.</td>
<td>4.27</td>
<td>.510</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>56</td>
<td>Incorporation of the internet in IMC tools builds customer relationships and solidifies the diversity of the hotel’s messages.</td>
<td>4.11</td>
<td>.676</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>57</td>
<td>The traditional communication mix has been supported by the internet to spread a consistent message.</td>
<td>4.23</td>
<td>.562</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>58</td>
<td>Online facilities support integrated marketing communication tools to convey a common message.</td>
<td>4.22</td>
<td>.521</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>59</td>
<td>The online facility helps IMC tools deliver the message synergistically.</td>
<td>4.20</td>
<td>.649</td>
<td>High</td>
</tr>
<tr>
<td>Total</td>
<td>4.242</td>
<td>.352</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table no. (5.2.7) above shows that all questions related to delivering a common and consistent message is showing a positive indication where the mean value is 4.24 and that is more than the assumed value (3.66). The questions with highest scores are 53 (Customers can be reached through a variety of integrated marketing communications tools online and these convey a common message to them) and this question is having the highest
mean value of 4.40. Then second is question number 55 (A strong online cohesion in the hotel builds a consistent message) and having a mean value of 4.27 according to the respondent.

To test the sixth hypothesis regression analysis was used.
Ho: There is no significant difference between using the Integrated Marketing Communication on the Hotel’s website and deliver a common and consisting message.
Ha: There is a significant difference between using the Integrated Marketing Communication on the Hotel’s website and deliver a common and consisting message.

Model: \( Y_{DCCM} = a + b_6 \text{ (IMCTOHW)} + u_6 \)

Result: \( Y_{DCCM} = 9.050 + 0.105 \text{ (IMCTOHW)} \)

\[ \begin{align*} & (6.019) \quad (1.644)^* \\ & \end{align*} \]

\( R^2 = 0.096 \quad R^2 = 0.044 \quad F = 3.310 \)

The above equation indicates that the Integrated Marketing Communication on the hotel’s website in Jordan has a positive and significant influence on delivering common and consistent message. The \( R^2 \) indicates that the independent variable (IMCT on the hotel’s website) explains 9.6 percent variation on delivering common and consistent message. F-value is significant which indicates influence between the variables for the whole result. This result implies that the Integrated Marketing Communication on the hotel’s websites has influence on the determination of delivering common and consistent message.
Thus, this result leads us to reject the sixth null hypothesis (Ho) which stated that there was no significant difference at 0.05 level and accept the alternate hypotheses (Ha).

This result also clearly states that there was a statistical relationship between Integrated Marketing communication tools on the hotel's website and delivering common and consistent message (sixth domain) in Jordan.

Seventh hypothesis:
"There is no significant difference between using the Integrated Marketing Communication on the Hotel's website and improving the hotel's services provided to customers".

To test the above hypothesis, we should know the direction of respondent to improving the hotel's services provided to customers and the consent extent of their answers, for that a descriptive statistical method used by the researcher, where mean and standard deviation have been calculated to each item from improving the hotel's services provided to customers and the results were as in the table (5.2.8).

Table No (5.2.8) Mean and standard deviation to each item of improving the hotel's services provided to customers.

<table>
<thead>
<tr>
<th>N</th>
<th>Items</th>
<th>Mean</th>
<th>Std Deviation</th>
<th>Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>60</td>
<td>IMC tools on the hotel's Website facilitate booking and buying the</td>
<td>4.36</td>
<td>.495</td>
<td>High</td>
</tr>
</tbody>
</table>
services.

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Score</th>
<th>Weight</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>61</td>
<td>IMC tools on the hotel's Website assist customers to get to know about the nature of the hotel services.</td>
<td>4.29</td>
<td>.518</td>
<td>High</td>
</tr>
<tr>
<td>62</td>
<td>Using IMC tools on the hotel's Website reduce time consuming in accessing information and completing the buying process.</td>
<td>4.37</td>
<td>.522</td>
<td>High</td>
</tr>
<tr>
<td>63</td>
<td>Using IMC tools on the hotel's Website helps collecting and storing information about customers.</td>
<td>4.32</td>
<td>.518</td>
<td>High</td>
</tr>
<tr>
<td>64</td>
<td>The hotel offers privilege to customers with the help of IMC tools over the Website.</td>
<td>4.35</td>
<td>.568</td>
<td>High</td>
</tr>
<tr>
<td>65</td>
<td>Using IMC tools on the hotel's Website satisfy customers changing needs comprehensively (showing virtual tour, pictures, maps, facilities provided by the hotel etc).</td>
<td>4.42</td>
<td>.575</td>
<td>High</td>
</tr>
<tr>
<td>66</td>
<td>Using IMC tools on the hotel's Website decrease the customers' effort and save their time.</td>
<td>4.41</td>
<td>.541</td>
<td>High</td>
</tr>
<tr>
<td>67</td>
<td>Online facility for integrated marketing communication tools improves hotel services.</td>
<td>4.42</td>
<td>.575</td>
<td>High</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>4.361</td>
<td>.309</td>
<td></td>
</tr>
</tbody>
</table>
The above table (5.2.8) shows that all questions related to improve the hotel services provided to customers are giving a positive indication where the total mean value is 4.36 and it is more than the assumed value (3.66). The questions with highest scores are question number 65 (Using IMC tools on the hotel’s Website satisfy customers changing needs comprehensively) and question number 67 (Online facility for integrated marketing communication tools improves hotel services). Both of the questions scored 4.42 mean values.

To test the seventh sub-main hypothesis regression analysis was used.

Ho: There is no significant difference between using the Integrated Marketing Communication on the Hotel’s website and improving the hotel’s services provided to customers.

Ha: There is a significant difference between using the Integrated Marketing Communication on the Hotel’s website and improving the hotel’s services provided to customers.

Model: $Y_{IHS} = a + b_7 \text{ (IMCTOHW)} + u_7$

Result: $Y_{IHS} = 6.392 - 0.220 \text{ (IMCTOHW)}$

$(21.476) \ (-1.899)^*$

$R^2 = 0.088 \quad R^2 = 0.064 \quad F = 3.604$

The above regression result indicates that Integrated Marketing Communication on the hotel’s website in Jordan is statistically significant and has negative influence on improving the hotel’s services provided to customers. The $R^2$ indicates that the
independent variable (IMC on the hotel’s website) explains 8.8 percent difference on improving the hotel’s services provided to customers. F-value is significant which indicates positive influence between the variables for the whole result.

This result implies clearly that, there was a statistical difference at 0.05 levels between IMC and improving the hotel’s services provided to customers in Jordan. Thus, this result leads us to reject the seventh null hypothesis (Ho) which stated that there was no significant difference at 0.05 levels and accept the alternative one (Ha).

This result also clearly states that there was a statistical relationship between Integrated Marketing communication tools on the hotel’s website and improving the hotel's services provided to customers (seventh domain) in Jordan.

**Eighth hypothesis:**
“There is no significant difference between using the Integrated Marketing Communication on the Hotel’s website and integrating tourism service providers with the hotel’s management”.

To test the above hypothesis we should know the direction of respondent to integrating tourism service providers with the hotel’s management and the consent extent of their answers, for that a descriptive statistical method used by the researcher, where mean and standard deviation have been calculated to each item from integrating tourism service providers with the hotel’s management and the results were as in the table (5.2.9).
Table No (5.2.9) shows mean and standard deviation to each item of integrating tourism service providers with the hotel’s management.

<table>
<thead>
<tr>
<th>N</th>
<th>Items</th>
<th>Mean</th>
<th>Std Deviation</th>
<th>Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>68</td>
<td>Tourism service provider can assist his customer using the IMC tools placed on the hotel’s Website.</td>
<td>4.34</td>
<td>.535</td>
<td>High</td>
</tr>
<tr>
<td>69</td>
<td>IMC tools on the Website keep tourism service provider updated about the hotel and its services.</td>
<td>4.33</td>
<td>.576</td>
<td>High</td>
</tr>
<tr>
<td>70</td>
<td>The online IMC tools links the external tourism service provider and hotel management for any services required to support clients.</td>
<td>4.35</td>
<td>.681</td>
<td>High</td>
</tr>
<tr>
<td>71</td>
<td>The hotel use IMC tools online to provide tourism service providers with all kind of inquiries and information needed.</td>
<td>4.26</td>
<td>.701</td>
<td>High</td>
</tr>
<tr>
<td>72</td>
<td>The website gives helpful links to various external services.</td>
<td>2.91</td>
<td>1.056</td>
<td>Medium</td>
</tr>
<tr>
<td>73</td>
<td>Higher levels of collaboration between hotels and tourism service providers become possible with the assistance of online facility for IMC tools.</td>
<td>4.44</td>
<td>.578</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>4.105</td>
<td>.346</td>
<td></td>
</tr>
</tbody>
</table>
The above table (5.2.9) shows that questions related to integrate the tourism service provider and hotel management in Jordan are showing a positive indication while looking to the mean value which is 4.10 and more than the assumed value (3.66). The highest mean is question number 73 (Higher levels of collaboration between hotels and tourism service providers become possible with the assistance of online facility for IMC tools). The question number 72 (The website gives helpful links to various external services) degree is medium where the mean value is 2.91 that is more than 2.33 but less than the assumed value (3.66).

To test the eighth sub-main hypothesis regression analysis was used.

Ho: There is no significant difference between using the Integrated Marketing Communication on the Hotel’s website and integrating tourism service providers with the hotel’s management.

Ha: There is a significant difference between using the Integrated Marketing Communication on the Hotel’s website and integrating tourism service providers with the hotel’s management.

Model: \( Y_{\text{ITSPWHM}} = a + b_8 \ (\text{IMCTOHW}) + u_8 \)

Result: \( Y_{\text{ITSPWHM}} = 10.478 - 0.025 \ (\text{IMCTOHW}) \)

\[
(7.670) \ (-0.301)
\]

\( R^2 = 0.001 \quad R^2 = -0.006 \quad F = 0.091 \)

The above result indicates that Integrated Marketing Communication on the hotel’s website in Jordan has negative and
insignificant influence on integrating tourism service providers with the hotel's management. The $R^2$ is indicates that the independent variable (IMC on the hotel’s website) explains 0.1 percent difference on integrating tourism service providers with the hotel’s management. F-value is also insignificant which indicates no influence between the variables for the whole result. This result implies that IMC on the hotel’s website has no influence on the determination of integrating tourism service providers with the hotel’s management in Jordan.

Thus, the result leads us to accept the eighth null hypothesis (Ho) which indicated that there was no significant difference at 0.05 level.

This result also clearly states that there was no statistical relationship between Integrated Marketing communication tools on the hotel’s website and integrating tourism service providers with the hotel’s management (eight domain) in Jordan.
5.3 The relationship between IMC tools on the website (Question Wise) and Developing Hotel service Market (Domain Wise).

In the previous section regression equations have been fitted for the analysis in order to determine statistical differences and relationship between IMC tools on the hotel's website of five star hotels in Jordan and developing hotel service market (Domain wise) and for more details again regression equations under this section have been fitted for the analysis in order to determine relationship between each question comes under using IMC tools on the hotel's website (see appendix- A-questionnaire) of five star hotels in Jordan and developing hotel service market, IMC tools over the website (Question wise) has been considered as independent variable in the equation. Whereas increasing hotel service market share, providing complete information, reducing the cost of services, shortening the distribution channel of service, amplifying the hotel's IMC tools, delivering common and consistent message, improve the hotel's service and integrate the tourism service providers in Jordan have been taken as dependent variables one after another as what follows:
$A_1$ (IMC tools used on the website are given equal attention) vs. first domain (increasing hotel service market share)

Model: $Y_{\text{IHMS}} = a + b_1 \cdot (A1) + u_1$

Result: $Y_{\text{IHMS}} = 15.076 - 0.193 \cdot (A1)$

$(12.876) (-0.070)$

$R^2 = 0.000 \quad R^2 = -0.006 \quad F = 0.037$

The above regression result shows that $A_1$ (IMC tools used on the website are given equal attention) has a negative and is statistically insignificant on the determination of increasing hotel service market share. The $R^2$ indicates that the independent variable (IMC) explains Zero percent variation/difference on the increasing hotel service market share. F-value is insignificant which indicate no influence between the variables for the whole result. This result implies that using IMC tools on the hotel's websites has no influence on the determination of increasing hotel service market share in Jordan.

This result clearly states that there was no statistical relationship at 0.05 levels between Integrated Marketing communication tools on the hotel's website (IMC tools used on the website are given equal attention and increasing hotel service share market (first domain) in Jordan.
The above result suggests that A1 (IMC tools used on the website are given equal attention) is statistically significant with positive influence on providing complete information. $R^2$ is significant which indicates that the independent variable (IMC) explains 9.2 differences on providing complete information. F-value is significant which indicates significant influence between the variables for the whole result.

This result clearly states that there was a statistical relationship between Integrated Marketing communication tools on the hotel’s website (IMC tools used on the website are given equal attention) and providing complete information (second domain) in Jordan.
The result indicates that A1 (IMC tools used on the website are given equal attention) is statistically significant and has positive influence on reducing the cost of service. $R^2$ is significant which indicates that the independent variable (IMC) explains 8.4 differences on reducing the cost of service. F-value is significant which indicates a significant difference between the variables for the whole result.

This result clearly states that there was a statistical relationship at 0.05 levels between Integrated Marketing tools on the hotel's website (IMC tools used on the website are given equal attention) and reducing the cost of service (Third Domain).

$A_1$ (IMC tools used on the website are given equal attention) vs. forth domain (shortening the distribution channel of service)

Model: $Y_{SDCS} = a + b_1 (A1) + u_1$

Result: $Y_{SDCS} = 14.609 + 0.222 (A1)$

(19.225) (0.686)

$R^2 = 0.003$ $R^2 = -0.003$ $F = 0.470$

The above result indicates that A1 (IMC tools used on the website are given equal attention) is statistically insignificant and has positive influence on shortening the distribution channel of service. $R^2$ explains that the independent variable (IMC) has 0.3 differences on shortening the distribution channel of service. F-
value is insignificant which indicates no significant influence between the variables of the whole result.

This result clearly states that there was no statistical relationship at 0.05 levels between Integrated Marketing tools on the hotel’s website (IMC tools used on the website are given equal attention) and shortening distribution channel.

A1 (IMC tools used on the website are given equal attention) vs fifth domain (Amplify the hotel’s IMC tools)

Model: \( Y_{AHIMCT} = a + b_1 (A1) + u_1 \)

Result: \( Y_{AHIMCT} = 24.436 + 0.483 (A1) \)

\[ (24.980) (2.157)^* \]

\( R^2 = 0.090 \quad R^2 = 0.023 \quad F = 3.338 \)

The above result shows that A1 (IMC tools used on the website are given equal attention) is statistically significant and has positive influence on amplifying the hotel’s IMC tools. \( R^2 \) is significant which indicates that the independent variable (IMC tools) explains 9.0 percent variation/difference on amplifying hotel's IMC tools. F-value is also significant which indicates influence between the variables of the whole result.

This result clearly stated that there was a statistical relationship at 0.05 levels between Integrated Marketing tools on the hotel’s
website (IMC tools used on the website are given equal attention) and amplifying the hotel's IMC tools (fifth domain) in Jordan.

A1 (IMC tools used on the website are given equal attention) vs. Sixth domain (Delivering common and consistent message)

Model: $Y_{DCCM} = a + b_1 (A1) + u_1$

Result: $Y_{DCCM} = 30.424 + 0.902 (A1)$

$(20.883) (2.985)^*$

$R^2 = 0.091 \quad R^2 = 0.065 \quad F = 4.198$

The regression equation indicates that A1 (IMC tools used on the website are given equal attention) has positive and significant indication at 5% level influence on delivering common and consistent message. The $R^2$ explains that the independent variable (IMC) has 9.1 percent variation/difference on delivering common and consistent message. F-value is significant which indicates influence between the variables for the whole result. This result implies that using Integrated Marketing Communication on the hotel's websites has influence on the determinations of delivering common and consistent message in Jordan.

This result clearly stated that there was a statistical relationship at 0.05 levels between Integrated Marketing tools on the hotel's website (IMC tools used on the website are given equal attention) and delivering common and consistent message (sixth domain) in Jordan.
A₁ (IMC tools used on the website are given equal attention) vs.
Seventh domain (Improving the hotel’s service)

Model: \( Y_{\text{IHS}} = a + b_1 (A1) + u_1 \)
Result: \( Y_{\text{IHS}} = 11.597 + 0.038 (A1) \)
\( (17.798) (0.136) \)

\[ R^2 = 0.000 \bar{R}^2 = -0.006 \quad F = 0.018 \]

This result indicates that A₁ (IMC tools used on the website are given equal attention) is statistically insignificant and has positive influence on improving hotel’s service. The \( R^2 \) indicates that the independent variable (IMC) explains Zero difference on improving the hotel service. F-value is insignificant which indicates no significant influence between the variables for the whole result.

This result clearly states that there was no statistical relationship at 0.05 level between the variables.

A₁ (IMC tools used on the website are given equal attention) vs.
Eighth domain (Integrate the tourism service provider with hotel management)

Model: \( Y_{\text{ITSP}} = a + b_1 (A1) + u_1 \)
Result: \( Y_{\text{ITSP}} = 10.309 - 0.106 (A1) \)
\( (18.477) (-0.446) \)

\[ R^2 = 0.001 \bar{R}^2 = -0.005 \quad F = 0.199 \]
This result above indicates that A1 (IMC tools used on the website are given equal attention) is statistically insignificant with negative sign on integrating the tourism service provider. $R^2$ indicates that the independent variable (IMC) explains 0.1 differences on integrating the tourism service provider. F-value is insignificant which indicates no influence between the variables for the whole result.

Thus, it can be concluded that the impact of Integrated Marketing Communication on the hotel’s website (IMC tools used on the website are given equal attention) on integrating the tourism service provider in Jordan has no statistical relationship at 0.05 level.
A₂ (Integrated Marketing Communication tool used on the hotel’s website have the same message) vs. first domain (increasing hotel service market share)

Model: \( Y_{\text{IHSMS}} = a + b_2 \, (A2) + u_2 \)

Result: \( Y_{\text{IHSMS}} = 11.572 + 0.517 \, (A2) \)

\[ \begin{align*} 
(12.185) & \quad (1.993)^* 
\end{align*} \]

\( R^2 = 0.120 \quad R^2 = 0.033 \quad F = 3.544 \)

The above result indicates that A₂ (Integrated Marketing Communication tool used on the hotel’s website has the same message) is statistically significant at 5% level and has positive influence on increasing hotel service market share. \( R^2 \) indicates that the independent variable (IMC) explains 12.0 percent variation/difference on the increasing hotel service market share. F-value is significant which indicates positive influence between the variables for the whole result.

This result clearly stated that there was a statistical relationship at 0.05 levels between Integrated Marketing tools on the hotel’s website (Integrated marketing Communication tools on the hotel’s website have same message) and increasing hotel service market share in Jordan.
A₂ (Integrated Marketing Communication tool used on the hotel's website have the same message) vs. second domain (providing complete information)

Model: \( Y_{PCI} = a + b_2 (A2) + u_2 \)

Result: \( Y_{PCI} = 5.945 + 0.586 (A2) \)

\( (9.667) \ (2.171)^* \)

\[ R^2 = 0.022 \quad R''^2 = 0.028 \quad F = 4.715 \]

The above regression result indicates that A₂ (Integrated Marketing Communication tools used on the hotel's website has the same message) is statistically significant at 5% level and has positive influence on providing complete information. \( R^2 \) is significant which indicates that the independent variable (IMC) explains 2.2 percent variation on providing complete information. F-value is highly significant which suggests positive influence between the variables for the whole result.

This result clearly stated that there was a statistical relationship at 0.05 levels between Integrated Marketing tools on the hotel's website (Integrated marketing Communication tools on the hotel's website have same message) and providing complete information.
A_2 (Integrated Marketing Communication tool used on the hotel's website have the same message) vs. third domain (reducing the cost of service)

Model: \( Y_{RCS} = a + b_2 (A_2) + u_2 \)
Result: \( Y_{RCS} = 26.106 - 0.262 (A_2) \)
\[
(23.811) (-0.545)
\]
\[ R^2 = 0.002 \quad R^2 = -0.004 \quad F = 0.297 \]

The above result indicates that A_2 (Integrated Marketing Communication on the hotel's website has the same message) is statistically insignificant and has negative influence on reducing the cost of service. The \( R^2 \) suggests that the independent variable (IMC) explains 0.2 percent variation on reducing the cost of service. F-value is insignificant which suggests no influence between the variables for the whole result.
This result clearly states that there was no statistical relationship at 0.05 level between the variables.

A_2 (Integrated Marketing Communication tool used on the hotel's website have the same message) vs. forth domain (shortening the distribution channel of service)

Model: \( Y_{SDCS} = a + b_2 (A_2) + u_2 \)
Result: \( Y_{SDCS} = 15.899 - 0.356 (A_2) \)
\[
(18.754) (-0.958)
\]
\[ R^2 = 0.006 \quad R^2 = -0.001 \quad F = 0.918 \]
The above regression result indicates that A2 (Integrated Marketing Communication on the hotel's website has the same message) is statistically insignificant at 5% level and has negative influence on shortening the distribution channel of service. $R^2$ suggests that the independent variable (IMC) explains 0.6 percent variation on shortening the distribution channel of service. F-value is insignificant which suggests no influence between the variables for the whole result.

This result clearly states that there was no statistical relationship at 0.05 level between variables.

$A_2$ (Integrated Marketing Communication tool used on the hotel's website have the same message) vs. fifth domain (amplifying the hotel's IMC tools)

Model: $Y_{AHIMCT} = a + b_2 (A2) + u_2$

Result: $Y_{AHIMCT} = 37.437 + 0.057 (A2)$

$(25.362) (0.089)$

$R^2 = 0.000 \quad \bar{R}^2 = -0.006 \quad F = 0.008$

The above result shows that using Integrated Marketing Communication Tools on the hotel’s websites have the same message is statistically insignificant and has positive influence on amplifying the hotel’s IMC tools in Jordan. The $R^2$ suggests that the independent variable (IMC) explains Zero percent variation on
amplifying hotel’s IMC tools. F-value is insignificant which suggests no influence between the variables for the whole result.

This result clearly states that there was no statistical relationship at 0.05 level between the variables.

A₂ (Integrated Marketing Communication tool used on the hotel’s website have the same message) vs. Sixth domain (Delivering common and consistent message)

Model: \( Y_{\text{DCCM}} = a + b_2 (A2) + u_2 \)

Result: \( Y_{\text{DCCM}} = 15.119 + 0.662(A2) \)

\[ (12.150) (2.537)^* \]

\[ R^2 = 0.112 \quad \bar{R}^2 = 0.084 \quad F = 3.289 \]

The above results suggests that A₂ (Integrated Marketing Communication tools on the hotel’s websites have the same message) is statistically significant and has positive influence on delivering common and consistent message. The \( R^2 \) is significant which suggests that the independent variable (IMC) explains 11.2 percent variation on delivering common and consistent message. F-value is significant which indicates influence between the variables.

This result implies that there was a statistical relationship at 0.05 level between the variables.
A_2 (Integrated Marketing Communication tool used on the hotel's website have the same message) vs. Seventh domain (Improve the hotel's service)

Model: \( Y_{\text{IHS}} = a + b_2 (A2) + u_2 \)

Result: \( Y_{\text{IHS}} = 12.662 - 0.442 \times (A2) \)

\[ (17.488) \quad (-2.395) \]

\[ R^2 = 0.032 \quad R^2 = 0.006 \quad F = 2.946 \]

This above result indicates that A_2 (using Integrated Marketing Communication tools on the hotel's websites have the same message) is statistically significant and has negative influence on improving hotel's service. \( R^2 \) is significant which suggests that the independent variable (IMC) explains 3.2 percent variation on improving the hotel service. F-value indicates positive influence between the variables for the whole result.

This result clearly states that there was a statistical relationship at 0.05 level between the variables.
A2 (Integrated Marketing Communication tool used on the hotel’s website have the same message) vs. Eighth domain (Integrate the tourism service provider with hotel management)

Model: \( Y_{ITSP} = a + b_2 (A2) + u_2 \)

Result: \( Y_{ITSP} = 11.193 - 0.507 (A2) \)

\[ (18.141) (-1.876)^* \]

\[ R^2 = 0.021 \quad \hat{R}^2 = - 0.015 \quad F = 3.520 \]

This above result indicates that A2 (using Integrated Marketing Communication tools on the hotel’s websites have the same message) is statistically significant and has negative influence on integrating the tourism service provider. \( R^2 \) suggests that the independent variable explains 2.1 percent variation on integrating the tourism service provider with hotel management. F-value is significant which indicates positive influence between the variables for the whole result.

This result clearly states that there was a statistical relationship at 0.05 level between the variables.
A₃ (IMC tools on the web hotel's websites provide linked message to customers in an Integrated form vs. first domain (increasing hotel service market share).

Model: \( Y_{IHSSM} = a + b₃ (A₃) + u₃ \)

Result: \( Y_{IHSSM} = 11.258 + 0.690 (A₃) \)

\[
(11.148) (2.484)^* 
\]

\( R^2 = 0.023 \quad \bar{R}^2 = 0.007 \quad F = 2.202 \)

The above result indicates that A₂ (Integrated Marketing Communication tool used on the hotel's website provides linked message to customers in an integrated form) is statistically significant and has positive influence on increasing hotel service market share. \( R^2 \) suggests that the independent variable explains 2.3 percent variation on increasing hotel service market share. F-value is significant which indicates positive influence between the variables for the whole result.

This result clearly states that there was a statistical relationship at 0.05 levels between the variables.
A₃ (IMC tools on the web hotel's websites provide linked message to customers in an Integrated from) vs. second domain (providing complete information)

Model: \( Y_{PCI} = a + b_3 (A3) + u_3 \)

Result: \( Y_{PCI} = 6.590 + 0.364 (A3) \)

\[(9.931) (1.823)*\]

\[ R^2 = 0.066 \quad \bar{R}^2 = 0.029 \quad F = 1.947 \]

The above regression result suggests that A₂ (Integrated Marketing Communication tools on the hotel's website provide linked messages to customers in an integrated form) is statistically significant and has positive influence on providing complete information. The \( R^2 \) suggests that the independent variable explains 6.6 percent variation on providing complete information. F-value is significant which indicates positive influence between the variables for the whole result.

This result clearly states that there was a statistical relationship at 0.05 levels between the variables.
A3 (IMC tools on the web hotel's websites provide linked message to customers in an Integrated from) vs. third domain (reducing the cost of service)

Model: \( Y_{RCS} = a + b_3 (A3) + u_3 \)

Result: \( Y_{RCS} = 37.910 - 0.138 (A3) \)

\( (21.217) (-0.198) \)

\( R^2 = 0.000 \quad R^2 = 0.006 \quad F = 0.039 \)

The above result indicates that A2 (Integrated Marketing Communication on the hotel's website provides linked messages to customers in an integrated form) is statistically insignificant and has negative influence on reducing the cost of service. \( R^2 \) suggests that the independent variable explains zero percent variation on reducing the cost of service. F-value is insignificant which indicates no influence between the variables for the whole result.

This result clearly states that there was no statistical relationship at 0.05 levels between the variables.

A3 (IMC tools on the web hotel's websites provide linked message to customers in an Integrated from) vs. fourth domain (shortening the distribution channel of service)

Model: \( Y_{SDCS} = a + b_3 (A3) + u_3 \)

Result: \( Y_{SDCS} = 14.392 + 0.330 (A3) \)

\( (15.291) (0.816) \)

\( R^2 = 0.004 \quad R^2 = -0.002 \quad F = 0.665 \)
The above regression result suggests that A2 (IMC tools on the hotel's website provide linked messages to customers in an integrated form) is statistically insignificant and has positive influence on shortening the distribution channel of service in Jordan. $R^2$ is insignificant. F-value is also insignificant.

This result clearly states that there was no statistical relationship at 0.05 level between the variables.

$A_3$ (IMC tools on the web hotel's websites provide linked message to customers in an Integrated from) vs. fifth domain (amplifying the hotel's IMC tools)

Model: $Y_{AHIMCT} = a + b_3 (A3) + u_3$

Result: $Y_{AHIMCT} = 35.448 + 0.972 (A3)$

$(22.389) (2.389)^*$

$R^2 = 0.032 \quad \bar{R}^2 = 0.026 \quad F = 2.931$

The above result shows that A2 (IMC Tools on the hotel's websites provide linked messages to customers in an integrated form) is statistically significant at 5% level and has positive influence on amplifying the hotel's IMC tools in Jordan. The $R^2$ indicates that the independent variable (IMC) explains 3.2 percent difference on amplifying hotel's IMC tools. F-value is significant which suggests positive influence between the variables of the whole result.

This result clearly states that there was a statistical relationship at 0.05 level between IMC tools on the hotel's website (IMC tools on
the hotel’s website provide linked messages to customers in an integrated form) and amplifying hotel’s IMC tools.

A3 (IMC tools on the web hotel’s websites provide linked message to customers in an Integrated from) vs. Sixth domain (Delivering common and consistent message)

Model: \( Y_{DCCM} = a + b_3 (A3) + u_3 \)

Result: \( Y_{DCCM} = 10.092 + 0.306 (A3) \)

\[
\begin{align*}
R^2 &= 0.005 \\
\bar{R}^2 &= -0.001 \\
F &= 0.876
\end{align*}
\]

The above regression result indicates that A2 (IMC tools on the hotel’s website provide linked messages to customers in an integrated form) is statistically insignificant and has positive influence on delivering common and consistent message in Jordan. The \( R^2 \) is insignificant. F-value is insignificant.

This result clearly states that there was no statistical relationship at 0.05 levels between the variables.
$A_3$ (IMC tools on the web hotel’s websites provide linked message to customers in an Integrated from) vs. Seventh domain (Improve the hotel’s service)

Model: $Y_{\text{HS}} = a + b_3 (A3) + u_3$

Result: $Y_{\text{HS}} = 11.535 + 0.068 (A3)$

$R^2 = 0.000$  $\bar{R}^2 = -0.006$  $F = 0.038$

This above result suggests that $A_2$ (IMC tools on the hotel’s website provide linked messages to customers in an integrated form) is statistically insignificant and has positive influence on improving hotel’s service. The $R^2$ is insignificant. F-value is also insignificant.

This result clearly states that there was no statistical relationship at 0.05 level between the variables.

$A_3$ (IMC tools on the web hotel’s websites provide linked message to customers in an Integrated from) vs. Eighth domain (Integrate the tourism service provider)

Model: $Y_{\text{TSP}} = a + b_3 (A3) + u_3$

Result: $Y_{\text{TSP}} = 10.001 + 0.031 (A3)$

$R^2 = 0.000$  $\bar{R}^2 = -0.006$  $F = 0.011$
This above regression result indicates that A2 (IMC tools on the hotel's website provide linked messages to customers in an integrated form) is statistically insignificant and have positive influence on integrating the tourism service provider. The $R^2$ is insignificant. F-value is also insignificant.

This result clearly states that there was no statistical relationship at 0.05 level between the variables.
A_4 (message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) vs. first domain (increasing hotel service market share).

Model:  \( Y_{IHSSM} = a + b_4 (A4) + u_4 \)

Result:  \( Y_{IHSSM} = 11.498 + 0.586 (A4) \)

\( (13.629) \)  \( (1.902) * \)

\[ R^2 = 0.042 \quad \bar{R}^2 = 0.008 \quad F = 2.255 \]

The above result suggests that A_4 (message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) is statistically significant and has positive influence on increasing hotel service market share. The \( R^2 \) indicates that the independent variable explains 4.2 percent difference on increasing hotel service market share. F-value is significant which suggests positive influence between the variables of the whole result.

This result implies that A_4 (the message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) has positive influence on the determination of increasing hotel service market share. This result clearly states that there was a statistical relationship at 0.05 level between the variables.
A_4 (message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) vs. second domain (providing complete information)

Model: \[ Y_{PCI} = a + b_4 (A4) + u_4 \]

Result: \[ Y_{PCI} = 6.489 + 0.367 (A4) \]

\[ (11.739) (1.834)^* \]

\[ R^2 = 0.026 \quad \bar{R}^2 = 0.016 \quad F = 2.056 \]

The above regression result indicates that A2 (message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) is statistically significant and has positive influence on providing complete information. The R^2 indicates that the independent variable explains 2.6 percent difference providing complete information. F-value is significant which suggests positive influence between the variables of the whole result.

This result implies that A4 (message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) has positive influence on the determination of providing complete information. This result clearly states that there was a statistical relationship at 0.05 levels between the variables.
A_4 (message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) vs. third domain (reduce the cost of service)

Model: \( Y_{RCS} = a + b_4 (A4) + u_4 \)

Result: \( Y_{RCS} = 25.256 + 0.130 A4 \)

\[
(25.858) (0.287)
\]

\( R^2 = 0.001 \quad R^2 = -0.006 \quad F = 0.082 \)

The above result indicates that A_4 (message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) is statistically insignificant and has positive influence on reducing the cost of service. The \( R^2 \) is indicating 0.1 percent difference. F-value is also insignificant.

This result clearly states that there was no statistical relationship at 0.05 level between the variables.

A_4 (message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) vs. fourth domain (shortening the distribution channel of service)

Model: \( Y_{SDCS} = a + b_4 (A4) + u_4 \)

Result: \( Y_{SDCS} = 15.085 + 0.012 (A4) \)

\[
(19.931) (0.035)
\]

\( R^2 = 0.000 \quad R^2 = -0.006 \quad F = 0.001 \)
The above result indicates that A4 (message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) is statistically insignificant and has positive influence on shortening the distribution channel of service in Jordan. $R^2$ is indicating zero percent difference. F-value is also insignificant.

This result clearly states that there was no statistical relationship at 0.05 level between the variables.

A_4 (message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) vs. fifth domain (amplifying the hotel's IMC tools)

\[
\text{Model: } Y_{\text{AHIMCT}} = a + b_4 (A4) + u_4
\]
\[
\text{Result: } Y_{\text{AHIMCT}} = 39.962 - 1.153 (A4) \\
(30.754) (-1.917)^*
\]

\[
R^2 = 0.022 \quad \bar{R}^2 = 0.016 \quad F = 3.675
\]

The above regression result suggests that A4 (message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) is statistically significant at 5% level and has negative influence on amplifying the hotel's IMC tools in Jordan. The $R^2$ indicates that the independent variable (IMC) explains 2.2 percent difference on amplifying hotel's IMC tools. F-value is significant.
which suggests positive influence between the variables for the whole result.

This result implies that A4 (message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) has positive influence on the determination of amplifying the hotel's IMC tools in Jordan. This result clearly states that there was a statistical relationship at 0.05 levels between the variables.

A4 (message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) vs. Sixth domain (Delivering common and consistent message)

Model: \( Y_{DCCM} = a + b_4 (A4) + u_4 \)

Result: \( Y_{DCCM} = 17.654 + 0.551 (A4) \)

\[ (11.369) \ (1.979)^* \]

\( R^2 = 0.097 \quad R^2 = 0.086 \quad F = 2.032 \)

The above result indicates that A4 (message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) is statistically significant and has positive influence on delivering common and consistent message in Jordan. \( R^2 \) is significant, indicating 9.7 percent difference. F-value is significant which suggests positive influence between variables.
This result clearly states that there was a statistical relationship at 0.05 levels between the variables.

\( A_4 \) (message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) vs. Seventh domain (Improve the hotel's service)

Model: 
\[
Y_{\text{HS}} = a + b_4 (A_4) + u_4
\]

Result: 
\[
Y_{\text{HS}} = 10.893 + 0.380 (A_4) \\
(16.891) (1.972)^* 
\]

\[ R^2 = 0.010 \]

This above result suggests that \( A_4 \) (message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) is statistically significant and has positive influence on improving hotel's service. \( R^2 \) indicates that the independent variable (IMC) explains 1.0 percent difference on improving the hotel service. F-value is significant which suggests positive influence between variables for the whole result.

This result clearly states that there was a statistical relationship at 0.05 level between the variables.
A₄ (message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) vs. Eighth domain (Integrate the tourism service provider with hotel management)

Model: \( Y_{ITSP} = a + b_4 (A4) + u_4 \)

Result: \( Y_{ITSP} = 9.961 + 0.052 (A4) \)

\[ (17.941) (0.204) \]

\( R^2 = 0.000 \quad \bar{R}^2 = 0.006 \quad F = 0.042 \)

This above result indicates that A₄ (message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) is statistically insignificant and has positive influence on integrating the tourism service provider with hotel management. The \( R^2 \) indicates that the independent variable (IMC) explains zero percent difference on integrating the tourism service provider. F-value is also insignificant which suggests no influence between variables for the whole result.

This result clearly states that there was no statistical relationship at 0.05 level between the variables.
A5 (IMC tools on the website are being used to guide the customers through each stage of the buying process) vs. first domain (increase hotel service market share)

Model: \( Y_{IHSMS} = a + b_5 (A5) + u_5 \)

Result: \( Y_{IHSMS} = 11.007 + 0.684 (A5) \)

\[(9.423) (1.894)^*\]

\( R^2 = 0.020 \quad \bar{R}^2 = 0.008 \quad F = 2.231 \)

The above regression result suggests that A5 (IMC tools on the website are being used to guide the customers through each stage of the buying process) was statistically significant and has positive influence on increasing hotel service market share in Jordan. The \( R^2 \) indicates that the independent variable (IMC) explains 2.0 percent difference on increasing hotel service market share. F-value is significant which suggests positive influence between the variables of the whole result.

This result implies that the A5 (IMC tools on the website are being used to guide the customers through each stage of the buying process) has positive influence on the determination of increasing hotel service market share in Jordan. This result clearly states that there was a statistical relationship at 0.05 levels between the variables.
A₅ (IMC tools on the website are being used to guide the customers through each stage of the buying process) vs. second domain (Providing complete information)

Model: \( Y_{PCI} = a + b_5 (A5) + u_5 \)

Result: \( Y_{PCI} = 5.939 + 0.525 (A5) \)

\( (7.785) (1.755)^* \)

\( R^2 = 0.019 \quad R^2 = 0.013 \quad F = 3.081 \)

The above regression result indicates that A₅ (IMC tools on the website are being used to guide the customers through each stage of the buying process) was statistically significant and has positive influence on providing complete information. The \( R^2 \) indicates that the independent variable (IMCT) explains 1.9 percent difference on providing complete information. F-value is significant which indicates positive influence between the variables for the whole result.

This result implies that A₅ (IMC tools on the website are being used to guide the customers through each stage of the buying process) has positive influence on the determination of providing complete information. This result clearly states that there was a statistical relationship at 0.05 levels between the variables.
A₅ (IMC tools on the Website are being used to guide the customer through each stage of the buying process) vs. third domain (Reduce the cost of service)

Model: \( Y_{RCS} = a + b_5 (A5) + u_5 \)

Result: \( Y_{RCS} = 23.613 + 0.764 (A5) \)

\[(17.572) (1.652)^* \]

\[ R^2 = 0.013 \quad R^2 = 0.007 \quad F = 2.108 \]

The above regression result indicates that A₅ (IMC tools on the website are being used to guide the customers through each stage of the buying process) was statistically significant at 5% level and has positive influence on reducing the cost of service. The \( R^2 \) indicates that the independent variable (IMCT) explains 1.3 percent difference on reducing the cost of service. F-value is significant which indicates positive influence between the variables for the whole result.

This result implies that A₅ (IMC tools on the website are being used to guide the customers through each stage of the buying process) has a positive influence on the determination of reducing the cost of service. This result clearly states that there was a statistical relationship at 0.05 levels between the variables.
A_5 (IMC tools on the website are being used to guide the customers through each stage of the buying process) vs. Fourth domain (Shortening the distribution channel of service)

Model: \( Y_{SDCS} = a + b_5 (A5) + u_5 \)

Result: \( Y_{SDCS} = 14.584 + 0.210 (A5) \)

\[
\begin{align*}
R^2 &= 0.002 \\
R^2 &= -0.005 \\
F &= 0.263
\end{align*}
\]

This above result indicates that A_5 (IMC tools on the website are being used to guide the customers through each stage of the buying process) was statistically insignificant and has positive influence on shortening the distribution channel of service. The \( R^2 \) indicates that the independent variable (IMC) explains 0.2 percent difference on shortening the distribution channel of service. F-value is insignificant which indicates no influence between variables for the whole result.

This result clearly states that there was no statistical relationship at 0.05 levels between the variables.

A_5 (IMC tools on the website are being used to guide the customers through each stage of the buying process) vs. Fifth domain (Amplify the hotel’s IMC tools)

Model: \( Y_{AHIMCT} = a + b_5 (A5) + u_5 \)

Result: \( Y_{AHIMCT} = 41.387 - 1.527 (A5) \)

\[
\begin{align*}
R^2 &= 0.029 \\
R^2 &= 0.022 \\
F &= 4.726
\end{align*}
\]
The above regression result indicates that A5 (IMC tools on the website are being used to guide the customers through each stage of the buying process) was statistically significant and has negative influence on amplifying hotel's IMC tools. The $R^2$ indicates that the independent variable (IMCT) explains 2.9 percent difference on amplifying hotel's IMC tools. F-value is significant which indicates positive influence between the variables for the whole result.

This result implies that A5 (IMC tools on the website are being used to guide the customers through each stage of the buying process) has positive influence on the determination of amplifying hotels IMC tools. This result clearly states that there was a statistical relationship at 0.05 levels between the variables.

A5 (IMC tools on the website are being used to guide the customers through each stage of the buying process) vs. Sixth domain (Delivering a common and consistent message)

Model: $Y_{DCCM} = a + b_5 (A5) + u_5$

Result: $Y_{DCCM} = 19.945 + 0.825 (A5)$

\[(11.745) (1.981)\]

$R^2 = 0.086 \quad R^2 = 0.073 \quad F = 4.963$

The above regression result indicates that A5 (IMC tools on the website are being used to guide the customers through each stage of the buying process) was statistically significant and has positive influence on delivering a common and consistent message. The $R^2$ indicates that the independent variable (IMCT) explains 8.6
percent difference on delivering a common and consistent message. F-value is significant which indicates positive influence between the variables.

This result implies that the A5 (IMC tools on the website are being used to guide the customers through each stage of the buying process) has influence on the determination of delivering a common and consistent message. This result clearly states that there was a statistical relationship at 0.05 levels between the variables.

A₅ (IMC tools on the website are being used to guide the customers through each stage of the buying process) vs. Seventh domain (Improve the hotel service)

Model: \( Y_{\text{IHS}} = a + b_5 \cdot (A5) + u \)

Result: \( Y_{\text{IHS}} = 4.580 - 0.107 \cdot (A5) \)

\( (50.827) \cdot (-2.520)^* \)

\( R^2 = 0.038 \quad \bar{R}^2 = 0.032 \quad F = 6.349 \)

The above regression result indicates that A5 (IMC tools on the website are being used to guide the customers through each stage of the buying process) was statistically significant and has negative influence on improving the hotel service. The \( R^2 \) indicates that the independent variable (IMCT) explains 3.8 percent difference on improving the hotel service. F-value is highly significant which indicates positive influence between the variables for the whole result.
This result implies that the A5 (IMC tools on the website are being used to guide the customers through each stage of the buying process) has positive influence on the determination of improving the hotel service. This result clearly states that there was a statistical relationship at 0.05 levels between the variables.

A5 (IMC tools on the website are being used to guide the customers through each stage of the buying process) vs. Eight domain (integrate the tourism service providers with hotel management).

\[
\begin{align*}
\text{Model: } Y_{ITSP} &= a + b_5 \text{ (A5)} + u_5 \\
\text{Result: } Y_{ITSP} &= 9.795 + 0.110 \text{ (A5)} \\
&= (12.747) (0.364)
\end{align*}
\]

\[
R^2 = 0.001 \quad \bar{R}^2 = -0.005 \quad F = 0.132
\]

This above result indicates that A5 (IMC tools on the website are being used to guide the customers through each stage of the buying process) was statistically insignificant and has positive influence on integrate the tourism service providers with hotel management. The $R^2$ indicates that the independent variable (IMC) explains 0.1 percent difference on integrating the tourism service providers with hotel management. F-value is insignificant which indicates no influence between variables for the whole result.

This result clearly states that there was no statistical relationship at 0.05 levels between the variables.
A₆ (every IMC tool on the website is complementary to the rest) vs.  
First domain (increasing hotel service market share).

Model: \( Y_{\text{IHMS}} = a + b_5 (A6) + u_5 \)

Result: \( Y_{\text{IHMS}} = 11.919 + 0.318 (A6) \)

\[
(10.333) (0.707)
\]

\[ R^2 = 0.003 \quad \bar{R}^2 = -0.003 \quad F = 0.499 \]

This above result indicates that A₆ (every IMC tool on the website is complementary to the rest) was statistically insignificant and has positive influence on increasing hotel service market share. The \( R^2 \) indicates that the independent variables (IMC) explain 0.3 percent difference on increasing hotel service market share. F-value is insignificant which indicates no influence between variables for the whole result.

This result clearly states that there was no statistical relationship at 0.05 levels between the variables.

A₆ (every IMC tool on the website is complementary to the rest) vs.  
Second domain (Providing complete information).

Model: \( Y_{\text{PCI}} = a + b_5 (A6) + u_5 \)

Result: \( Y_{\text{PCI}} = 6.376 + 0.348 (A6) \)

\[
(8.465) (1.887)^* \]

\[ R^2 = 0.019 \quad \bar{R}^2 = 0.003 \quad F = 2.408 \]
This above result indicates that A6 (IMC tools on the every IMC tool on the website is complementary to the rest) was statistically significant and has positive influence on providing complete information. The $R^2$ indicates that the independent variable (IMC) explains 1.9 percent difference on providing complete information. F-value is significant which indicates positive influence between variables for the whole result.

This result clearly states that there was a statistical relationship at 0.05 level between the variables.

A6 (every IMC tool on the website is complementary to the rest) vs. Third domain (Reducing the cost of service)

Model: $Y_{RCS} = a + b_5 (A6) + u_5$

Result: $Y_{RCS} = 26.269 - 0.438 (A6)$

(20.088) (-0.849)

$R^2 = 0.004 \quad \bar{R}^2 = -0.002 \quad F = 0.721$

This above result indicates that A6 (IMC tools on the every IMC tool on the website is complementary to the rest) was statistically insignificant and has negative influence on reducing the cost of service. The $R^2$ indicates that the independent variable (IMC) explains 0.4 percent difference on reducing the cost of service. F-value is insignificant which indicates no influence between variables for the whole result.
This result implies that the A6 has no influence on the determination of reducing the cost of service. This result clearly states that there was no statistical relationship at 0.05 levels between the variables.

A₆ (every IMC tool on the website is complementary to the rest) vs. Fourth domain (Shortening the distribution channel of service)

Model: \( Y_{SDCS} = a + b_5 \text{ (A6)} + u_5 \)

Result: \( Y_{SDCS} = 14.935 + 0.070 \text{ (A6)} \)

\[ (14.513) \quad (0.174) \]

\( R^2 = 0.000 \quad \bar{R}^2 = -0.006 \quad F = 0.030 \)

This above result indicates that A₆ (IMC tools on the every IMC tool on the website is complementary to the rest) was statistically insignificant and has positive influence on Shortening the distribution channel of service. The \( R^2 \) indicates that the independent variable (IMC) explains zero percent difference on shortening the distribution channel of service. F-value is insignificant which indicates no influence between the variables for the whole result.

This result clearly states that there was no statistical relationship at 0.05 levels between the variables.
A_6 (every IMC tool on the website is complementary to the rest) vs. Fifth domain (Amplify the hotel's IMC tools)

Model: \( Y_{AHIMCT} = a + b_5 (A6) + u_5 \)
Result: \( Y_{AHIMCT} = 27.015 - 0.684 \, (A6) \)
\[ (23.228) \, (-1.915)^* \]

\( R^2 = 0.037 \quad \bar{R}^2 = 0.016 \quad F = 2.729 \)

This above result indicates that A_6 (IMC tools on the every IMC tool on the website is complementary to the rest) was statistically significant and has negative influence on amplifying the hotel's IMC tools. The \( R^2 \) indicates that the independent variables (IMC) explain 3.7 percent difference on amplifying the hotel’s IMC tools. F-value is significant which indicates influence between the variables for the whole result.

This result implies that the A_6 has influence on the determination of amplifying the hotel's IMC tools and clearly states that there was a statistical relationship at 0.05 levels between the variables.

A_6 (every IMC tool on the website is complementary to the rest) vs. Sixth domain (Delivering a common and consistent message)

Model: \( Y_{DCCM} = a + b_5 (A6) + u_5 \)
Result: \( Y_{DCCM} = 8.461 + 0.914 \, (A6) \)
\[ (10.401) \, (2.883)^* \]

\( R^2 = 0.149 \quad \bar{R}^2 = 0.138 \quad F = 8.314 \)
This above result indicates that A6 (IMC tools on the every IMC tool on the website is complementary to the rest) was statistically significant and has positive influence on delivering a common and consistent message. The $R^2$ indicates that the independent variable (IMC) explains 14.9 percent difference on delivering a common and consistent message. F-value is highly significant which indicates positive influence between the variables for the whole result.

This result clearly states that there was a statistical relationship at 0.05 levels between the variables.

$A_6$ (every IMC tool on the website is complementary to the rest) vs. Seventh domain (Improve the hotel service).

Model: $Y_{iHs} = a + b_5 (A6) + u_5$

Result: $Y_{iHs} = 10.325 + 0.540 (A6)$

\[(11.807) (1.884)\]

$R^2 = 0.065 \quad R^2 = 0.059 \quad F = 2.508$

This above result indicates that A6 (every IMC tool on the website is complementary to the rest) was statistically significant and has positive influence on Improve the hotel service. The $R^2$ indicates that the independent variables (IMC) explain 6.5 percent difference on Improve the hotel service. F-value is significant which indicates positive influence between the variables for the whole result.
This result implies that the A6 has positive influence on the determination of Improve the hotel service and clearly states that there was a statistical relationship at 0.05 levels between the variables.

A6 (every IMC tool on the website is complementary to the rest) vs. Eight domain (Integrate the tourism service providers with hotel management).

Model: \( Y_{ITSP} = a + b_5 (A6) + u_5 \)

Result: \( Y_{ITSP} = 9.442 + 0.250 (A6) \)

\( (12.532) \ (0.850) \)

\[ R^2 = 0.004 \quad \hat{R}^2 = 0.002 \quad F = 0.729 \]

This above result indicates that A6 (IMC tools on the every IMC tool on the website is complementary to the rest) was statistically insignificant and has positive influence on Integrate the tourism service providers with hotel management. The \( R^2 \) indicates that the independent variable (IMC) explains 0.4 percent difference on Integrate the tourism service providers with hotel management. F-value is insignificant which indicates no influence between the variables for the whole result.

This result clearly states that there was no statistical relationship at 0.05 level between the variables.
A₇ (online facility for integrated marketing communication supports the integrity of IMC tools) vs. First domain (increasing hotel service market share)

Model: \( Y_{\text{IHSMS}} = a + b₇ (A₇) + u₇ \)

Result: \( Y_{\text{IHSMS}} = 10.278 + 1.099 (A₇) \)

\[ (10.597) (2.587)^* \]

\( R^2 = 0.040 \quad R^2 = 0.034 \quad F = 6.690 \)

This above result indicates that A₇ (online facility for integrated marketing communication supports the integrity of IMC tools) was statistically significant and has positive influence on increasing hotel service market share. The \( R^2 \) indicates that the independent variables (IMC) explain 4.0 percent difference on increasing hotel service market share. F-value is highly significant which indicates positive influence between the variables for the whole result.

This result implies that the A₇ has positive influence on the determination of increasing hotel service market share and clearly states that there was a statistical relationship at 0.05 levels between the variables.

A₇ (online facility for integrated marketing communication supports the integrity of IMC tools) vs. Second domain (Providing complete information)

Model: \( Y_{\text{PCI}} = a + b₇ (A₇) + u₇ \)

Result: \( Y_{\text{PCI}} = 17.003 + 1.112 (A₇) \)

\[ (10.811) (2.394)^* \]

\( R^2 = 0.093 \quad R^2 = 0.075 \quad F = 2.155 \)
This above result indicates that A7 (online facility for integrated marketing communication supports the integrity of IMC tools) was statistically significant and has positive influence on providing complete information. The $R^2$ indicates that the independent variable (IMC) explains 9.3 percent difference on providing complete information. F-value is significant which indicates influence between the variables.

This result clearly states that there was a statistical relationship at 0.05 levels between the variables.

A7 (online facility for integrated marketing communication supports the integrity of IMC tools) vs. Third domain (reducing the cost of service)

Model: $Y_{RCS} = a + b_7 (A7) + u_7$

Result: $Y_{RCS} = 26.435 - 0.409 (A7)$

(23.272) (-0.823)

$R^2 = 0.004 \quad R^2 = -0.002 \quad F = 0.677$

This above result indicates that A7 (online facility for integrated marketing communication supports the integrity of IMC tools) was statistically insignificant and has negative influence on reducing the cost of service. The $R^2$ indicates that the independent variables (IMC) explain 0.4 percent difference on reducing the cost of service. F-value is insignificant which indicates no influence between the variables for the whole result.
This result implies that A7 has no influence on the determination of reducing the cost of service and clearly states that there was no statistical relationship at 0.05 level between the variables.

A7 (online facility for integrated marketing communication supports the integrity of IMC tools) vs. Fourth domain (shortening the distribution channel)

Model: $Y_{SDCS} = a + b_7 (A7) + u_7$

Result: $Y_{SDCS} = 14.295 + 0.367 (A7)$

$(16.257) (0.953)$

$R^2 = 0.006$ \hspace{1cm} $R^2_c = -0.001$ \hspace{1cm} $F = 0.908$

This above result indicates that A7 (online facility for integrated marketing communication supports the integrity of IMC tools) was statistically insignificant and has positive influence on shortening the distribution channel. The $R^2$ indicates that the independent variables (IMC) explain 0.6 percent difference on shortening the distribution channel. F-value is insignificant which indicates no influence between the variables for the whole result.

This result implies that the A7 has no influence on the determination of shortening the distribution channel and clearly states that there was no statistical relationship at 0.05 levels between the variables.
A7 (online facility for integrated marketing communication supports the integrity of IMC tools) vs. Fifth domain (Amplifying the hotel's IMC tools)

Model: $Y_{\text{AHIMCT}} = a + b_7 (A7) + u_7$

Result: $Y_{\text{AHIMCT}} = 38.024 - 0.207 (A7)$

(24.842) (-0.309)

$R^2 = 0.001 \quad R^2 = -0.006 \quad F = 0.095$

This above result indicates that A7 (online facility for integrated marketing communication supports the integrity of IMC tools) was statistically insignificant and has negative influence on amplifying the hotel's IMC tools. The $R^2$ indicates that the independent variables (IMC) explain 0.1 percent difference on amplifying the hotel's IMC tools. F-value is insignificant which indicates no influence between the variables for the whole result.

This result implies that A7 has no influence on the determination of amplifying the hotel's IMC tools and clearly states that there was no statistical relationship at 0.05 levels between the variables.

A7 (online facility for integrated marketing communication supports the integrity of IMC tools) vs. Sixth domain (delivering a common and consistent message)

Model: $Y_{\text{DCCM}} = a + b_7 (A7) + u_7$

Result: $Y_{\text{DCCM}} = 10.591 + 0.076 (A7)$

(14.820) (0.243)

$R^2 = 0.000 \quad R^2 = -0.006 \quad F = 0.059$
This above result indicates that A7 (online facility for integrated marketing communication supports the integrity of IMC tools) was statistically insignificant and has positive influence on delivering a common and consistent message. The $R^2$ indicates that the independent variables (IMC) explain zero percent difference on delivering a common and consistent message. F-value is insignificant which indicates no influence between the variables for the whole result.

This result implies that A7 has no influence on the determination of delivering a common and consistent message and clearly states that there was no statistical relationship at 0.05 levels between the variables.

A7 (online facility for integrated marketing communication supports the integrity of IMC tools) vs. Seventh domain (improve the hotel service).

Model: $Y_{\text{IHS}} = a + b_7 (A7) + u_7$

Result: $Y_{\text{IHS}} = 4.488 - 0.063 (A7)$

(51.028) (-1.801)*

$R^2 = 0.014$  $R^2 = 0.008$  $F = 2.256$

This above result indicates that A7 (online facility for integrated marketing communication supports the integrity of IMC tools) was statistically significant and has negative influence on improve the hotel service. The $R^2$ indicates that the independent variables (IMC) explain 1.4 percent difference on improve the hotel service.
F-value is significant which indicates positive influence between the variables for the whole result.

This result implies that A7 has positive influence on the determination of improve the hotel service and clearly states that there was a statistical relationship at 0.05 levels between the variables.

A7 (online facility for integrated marketing communication supports the integrity of IMC tools) vs. Eighth domain (integrating the tourism service providers)

Model: $Y_{ITSP} = a + b_7 (A7) + u_7$
Result: $Y_{ITSP} = 10.118 - 0.022 (A7)$

(15.640) (-0.077)

$R^2 = 0.000$ $\bar{R}^2 = -0.005$ $F = 0.006$

This above result indicates that A7 (online facility for integrated marketing communication supports the integrity of IMC tools) was statistically insignificant and has negative influence on integrating the tourism service providers with hotel management. The $R^2$ indicates that the independent variable (IMC) explains zero percent difference on integrating the tourism service providers with hotel management. F-value is insignificant which indicates no influence between the variables for the whole result.

This result clearly states that there was no statistical relationship at 0.05 levels between the variables.
A8 (IMC tools on the website assist each other achieving the hotel objectives) vs. First domain (increasing hotel service market share).

Model: $Y_{iHSMS} = a + b_8 (A8) + u_8$

Result: $Y_{iHSMS} = 10.881 + 0.870 (A8)$

$(11.919) (2.078)^*$

$R^2 = 0.026$  \hspace{1cm} $\bar{R}^2 = 0.020$  \hspace{1cm} $F = 4.318$

This above result indicates that A8 (IMC tools on the website assist each other achieving the hotel objectives) was statistically significant and has positive influence on increasing hotel service market share. The $R^2$ indicates that the independent variables (IMC) explain 2.6 percent difference on increasing hotel service market share. F-value is significant which indicates positive influence between the variables for the whole result.

This result implies that A8 has positive influence on the determination of increasing hotel service market share and clearly states that there was a statistical relationship at 0.05 levels between the variables.
A8 (IMC tools on the website assist each other achieving the hotel objectives) vs. Second domain (providing complete information)

Model: \( Y_{PCI} = a + b_8 (A8) + u_8 \)

Result: \( Y_{PCI} = 6.870 + 0.181 (A8) \)

\[
\begin{align*}
R^2 &= 0.003 \\
\bar{R}^2 &= -0.004 \\
F &= 0.423
\end{align*}
\]

This above result indicates that A8 (IMC tools on the website assist each other achieving the hotel objectives) was statistically insignificant and has positive influence on providing complete information. The \( R^2 \) indicates that the independent variable (IMC) explains 0.3 percent difference on providing complete information. F-value is insignificant which indicates no influence between the variables for the whole result.

This result clearly states that there was no statistical relationship at 0.05 levels between the variables.

A8 (IMC tools on the website assist each other achieving the hotel objectives) vs. Third domain (reducing the cost of service)

Model: \( Y_{RCS} = a + b_8 (A8) + u_8 \)

Result: \( Y_{RCS} = 25.978 - 0.214 (A8) \)

\[
\begin{align*}
R^2 &= 0.001 \\
\bar{R}^2 &= -0.005 \\
F &= 0.193
\end{align*}
\]
This above result indicates that A8 (IMC tools on the website assist each other achieving the hotel objective) was statistically insignificant and has negative influence on reducing the cost of service. The $R^2$ indicates that the independent variable (IMC) explains 0.1 percent difference on reduce the cost of service. F-value is insignificant which indicates no influence between the variables for the whole result.

This result clearly states that there was no statistical relationship at 0.05 levels between the variables.

A$_8$ (IMC tools on the website assist each other achieving the hotel objectives) vs. Fourth domain (shortening the distribution channel of service)

\[
\text{Model: } Y_{SDCS} = a + b_8 (A8) + u_8 \\
\text{Result: } Y_{SDCS} = 14.016 + 0.918 (A8) \]
\[ (17.109) (1.918)^* \]

$R^2 = 0.012 \quad \bar{R}^2 = 0.006 \quad F = 2.901$

This above result indicates that A8 (IMC tools on the website assist each other achieving the hotel objectives) was statistically significant and has positive influence on shortening the distribution channel of service. The $R^2$ indicates that the independent variable (IMC) explains 1.2 percent difference on shortening the distribution channel of service. F-value is significant which indicates positive influence between the variables for the whole result.
This result clearly states that there was a statistical relationship at 0.05 level between the variables.

A8 (IMC tools on the website assist each other achieving the hotel objectives) vs. Fifth domain (Amplifying the hotel's IMC tools)

Model: \( Y_{A8IMCT} = a + b_8 (A8) + u_8 \)

Result: \( Y_{A8IMCT} = 36.327 + 0.586 (A8) \)

\[(25.451)\ (2.895)^*\]

\[ R^2 = 0.075 \quad \hat{R}^2 = 0.041 \quad F = 3.800 \]

This above result indicates that A8 (IMC tools on the website assist each other achieving the hotel objectives) was statistically significant and has positive influence on amplifying the hotel's IMC tools. The \( R^2 \) indicates that the independent variables (IMC) explain 7.5 percent difference on amplifying the hotel's IMC tools. F-value indicates an influence between the variables for the whole result.

This result implies that A8 has positive influence on the determination of amplifying the hotel's IMC tools and clearly states that there was a statistical relationship at 0.05 level between the variables.
A8 (IMC tools on the website assist each other achieving the hotel objectives) vs. Sixth domain (delivering a common and consistent message)

Model: \( Y_{DCCM} = a + b_8 (A8) + u_8 \)

Result: \( Y_{DCCM} = 10.821 - 0.029 (A8) \)
\[
(16.201) (-0.095)
\]

\[ R^2 = 0.000 \quad R^2 = -0.006 \quad F = 0.009 \]

This above result indicates that A8 (IMC tools on the website assist each other achieving the hotel objectives) was statistically insignificant and has negative influence on delivering a common and consistent message. The \( R^2 \) indicates that the independent variable (IMC) explains Zero percent difference on delivering a common and consistent message F-value is insignificant which indicates no influence between the variables for the whole result. This result clearly states that there was no statistical relationship at 0.05 levels between the variables.

A8 (IMC tools on the website assist each other achieving the hotel objectives) vs. Seventh domain (Improving the hotel service)

Model: \( Y_{IHS} = a + b_8 (A8) + u_8 \)

Result: \( Y_{IHS} = 11.668 + 0.007 (A8) \)
\[
(16.534) (0.022)
\]

\[ R^2 = 0.000 \quad R^2 = -0.006 \quad F = 0.000 \]
This above result indicates that A8 (IMC tools on the website assist each other achieving the hotel objectives) was statistically insignificant and has positive influence on improving the hotel service. The $R^2$ indicates that the independent variable (IMC) explains Zero percent difference on Improve the hotel service. F-value is insignificant which indicates no influence between the variables. This result clearly states that there was no statistical relationship at 0.05 levels between the variables.

A\textsubscript{8} (IMC tools on the website assist each other achieving the hotel objectives) vs. Eighth domain (integrate the tourism service providers)

Model: $Y_{ITSP} = a + b\textsubscript{8} (A8) + u\textsubscript{8}$

Result: $Y_{ITSP} = 9.941 + 0.061 (A8)$

$(16.446) (0.219)$

$R^2 = 0.000$  \hspace{1cm} $R^2 = - 0.006$  \hspace{1cm} $F = 0.048$

This above result indicates that A8 (IMC tools on the website assist each other achieving the hotel objectives) was statistically insignificant and has positive influence on integrating the tourism service providers with hotel management. The $R^2$ indicates that the independent variable (IMC) explains Zero percent difference on integrate the tourism service providers. F-value is insignificant which indicates no influence between the variables for the whole result.
This result clearly states that there was no statistical relationship at 0.05 levels between the variables.
5.4 SUMMARY OBSERVATION:
Analysis from Tables 5.2.1, 5.2.2, 5.2.3, 5.2.4, 5.2.5, 5.2.6, 5.2.7, 5.2.8 and 5.2.9 results of mean and standard deviation to each items of Integrated Marketing communication tools over the website and each domain to developing hotel service market in Jordan reveals that the mean for all questions have positive indication on all items.

Overall analysis of the results of mean to each item of integrated marketing communication tools on the hotel’s Websites (Table 5.2.1) shows that the questions numbers 5 and 6 have highest mean value. These questions have positive sign towards integration of IMC tools over the website according to the respondent point of view.

Analysis from Table 5.2.2 reveals that the highest mean questions from the respondent point of view are question number 2 and 5 which indicates positive sign towards increasing hotel’s service market share, while question number 3 shows minimum degree.

Table 5.2.3 indicates that the first highest mean is question number 8, followed by second highest question number 9. Here it can be observed that all the questions show a positive indication and impact towards providing complete information to as hotels with the help of internet especially (8, 9) according to the respondent.

Table 5.2.4 reveals that question numbers (13, 14, 15, 16, 17 and 18) have a medium degree and the rest of the questions (19, 20,
21, 22 and 23) show a high degree towards reducing the cost of hotels services in Jordan. Analysis from Table 5.2.5 shows that most of the questions related to shortening the distribution channels of services like questions number (24, 25, 27, 28, 29 and 30) have positive indication, while question numbers (26 and 31) according to the respondent are giving medium indication. Also it was observed that the highest positive mean is question number 28.

Table 5.2.6 reveals that among the first four questions to amplify the hotels IMC tools concerns advertising and the first highest mean question is numbers 32. Followed by four questions related to public relation and the highest mean among them is question number 36 according to the respondent.

About sales promotion, it was observed that question numbers 40, 41 and 42 show positive direction in amplifying the hotels IMC tools according to the respondent. Next is direct marketing and the highest mean is question number 44 which has positive direction towards amplifying direct marketing according to the respondent point of view. The highest mean related to personal selling is question number 46 which shows the support of the internet to personal selling. Exhibition is the last IMC tool taken in table 5.2.6 with four questions, three of them shows a positive indication, and the highest mean is question number 52. Thus, it can be observed according to the respondent that internet helps amplifying the IMC tools in the five star hotels in Jordan.

Analyses from table 5.2.7 reveals that questions with the highest score related to delivering a common and consists massage in the
present study are 53 and 55. These questions have also the highest mean value according to the respondent. Table 5.2.8 about improving the hotel services shows the questions with the highest scores are 65, 66 and 67 which indicates positive sign towards improve the hotel services provided to customers. Finally, analysis from Table 5.2.9 shows that the highest mean question related to integrate tourism service providers and hotel management in Jordan is 73, while question number 72 has medium degree.

From the above observation, it can be concluded that the mean of all question related to Integrated Marketing Communication Tools on the hotels website and developing hotel service market have positive impact towards development in hotel service market in Jordan.

On the other hand, regression analysis of models was used for the analysis of main hypotheses which divided into eight sub-mains. IMC tools over hotel’s website as independent variable and developing hotel service market as dependent variables such as increasing hotel service market share, providing complete information to customers, reducing the cost of hotels services, shortening the distribution channels of services, amplify the hotel’s IMC tools, delivering a common and consistent message, improve the hotel services provided to customer, integrate tourism services provider and hotel management. This was carried out with the help of statistical package of social sciences (SPSS), calculated for Jordan. The simple regression results arrived at in the case of developing hotel service market indicate that integrated marketing
communication tools on the hotels website in Jordan is statistically significant and has positive influence on the determination of developing hotel service market which considered one independent variable after another separately. The analysis of results states clearly that, there was a statistical difference between integrated marketing communication tools on the hotel's website and developing hotel service market in Jordan and that leads us to reject the main null hypotheses (Ho) in Chapter-IV which indicated that there was no significant difference and accept the alternative one.

Further, the regression results arrived at on Table 5.2.10 first result in the case of increasing hotel service market share indicates that Integrated Marketing Communication on the hotel's website in Jordan is statistically significant and has positive influence on the determination of increasing hotel service market share. This result states that there was a statistical difference between the variables and that leads us to reject the first null hypothesis (in Chapter-IV) which indicated that there was no significant difference and accept the alternative one. Second result arrived at the case of providing complete information to customers suggests that Integrated Marketing Communication tools on the hotel's websites in Jordan is statistically significant and has positive influence on the determination of providing complete information to the customers. This result states that, there was a statistical difference between the variables and that leads us to reject the second null hypothesis as mentioned in Chapter-IV of the present study which indicated that there was no significant difference and accept the alternative one. The third results indicates that Integrated Marketing
Communication tools on the hotel’s websites in Jordan is statistically insignificant and has negative influence on the determination of reducing the cost of hotel’s services. This result states clearly that there was no statistical difference between the variables. Hence this leads us to accept the third null hypothesis (mentioned in Chapter-IV) which indicated that there was no significant difference.

Fourth result suggests that Integrated Marketing Communication tools on the hotel’s website in Jordan is statistically insignificant and has negative influence on the determination of shortening the distribution channels of services. Here, it was observed that there was no statistical difference between the variables and that leads us to accept the fourth null hypothesis which indicated that there was no significant difference.

Fifth result indicates that Integrated Marketing Communication tools on the hotel’s website in Jordan is statistically significant and has negative influence on the determination of amplifying hotel’s IMC Tools. In this result it was observed that there was a statistical difference between the variables and that leads us to reject the fifth null hypothesis which indicated that there was no significant difference and accept the alternative one.

Sixth result suggest that Integrated Marketing Communication tools on the hotel’s website in Jordan is statistically significant and has positive influence on the determination of delivering a common and consistent message. In this result it was observed that there was a statistical difference between the variables and that leads us
to reject the sixth null hypothesis which indicated that there was no significant difference and accept the alternative one.

Seventh result indicates that Integrated Marketing Communication tools on the hotel’s website in Jordan is statistically significant and has negative influence on the determination of improving the hotel’s services provided to customers. This result states clearly that there was a statistical difference between the variables. That leads us to reject the seventh null hypothesis which indicated that there was no significant difference and accept the alternative one.

Eighth result suggests that Integrated Marketing Communication tools on the hotel’s website in Jordan is statistically insignificant and has negative influence on the determination of Integrating Tourism service provider and hotel management. In this result, it was observed that there was no statistical difference between the variables and that leads us to accept the eighth null hypothesis (in Chapter-IV) which stated that there was no significant difference.

Further more, regression equations have been fitted for the analysis of relationship between IMC tools on the hotel’s website (Question wise) and developing hotel service market (Domains) in Jordan as shown in Tables 5.2.12, 5.2.13, 5.2.14 and 5.2.15. Here, IMC tools on the hotel’s website have been considered as independent variables. The simple regression results arrived at (Tables 5.2.12, 5.2.13, 5.2.14 and 5.2.15) in the case of developing hotel service market indicates that Integrated Marketing Communication tools on the hotel’s website in Jordan is
statistically significant and have positive relationship on the determination of developing hotel service market.

A1. (The IMC tools used on the website are being given equal attention) has a positive relationship with domain number 2 (Providing complete information), 3 (Reducing the cost of service), 5 (Amplifying the hotel's IMC tools) and 6 (Delivering a common and consistent message) see table no. 5.2.12.

A2. (Integrated Marketing Communication tools used on the hotel's Website have the same message) has a positive relationship with domain number 1 (Increasing hotel service market share), 2 (Providing complete information), 6 (Delivering a common and consistent message), 7 (Improve hotel services) and 8 (Integrate tourism service providers and hotel management) see table no. 5.2.12.

A3. (IMC tools on the hotel's Website provide linked messages to customers in an integrated form) has a positive relationship with domain number 1 (Increasing hotel service market share), 2 (Providing complete information) and 5 (Amplifying the hotel's IMC tools) see table no. 5.2.13.

A4. (Message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) has a positive relationship with domain number 1 (Increasing hotel service market share), 2 (Providing complete information), 5 (Amplifying the hotel's IMC tools)
tools), 6 (Delivering a common and consistent message), and 7 (Improve hotel services) see table no. 5.2.13.

**A5.** (IMC tools on the Website are being used to guide the customer through each stage of the buying process) has a positive relationship with domain number 1 (Increasing hotel service market share), 2 (Providing complete information), 3 (Reducing the cost of service), 5 (Amplifying the hotel’s IMC tools), 6 (Delivering a common and consistent message) and 7 (Improve hotel services) see table no. 5.2.14.

**A6.** (Every IMC tool on the Website is a complementary to the rest) has a positive relationship with domain number 2 (Providing complete information), 5 (Amplifying the hotel’s IMC tools), 6 (Delivering a common and consistent message) and 7 (Improve hotel services) see table no. 5.2.14.

**A7.** (Online facility for integrated marketing communication supports the integrity of IMC tools) has a positive relationship with domain number 1 (Increasing hotel service market share), 2 (Providing complete information) and 7 (Improve hotel services) see table no. 5.2.15.

**A8.** (IMC tools on the Website assist each other achieving the hotel’s objectives) has a positive relationship with domain number 1 (Increasing hotel service market share), 4 (Shortening the distribution channel), and 5 (Amplifying the hotel’s IMC tools) see table no. 5.2.15.
In the equations which considered one independent variable after another separately. However, the respondents of reducing cost of service, delivering a common and consistent message, shortening the distribution channel of service, in table (5.2.12-A2-) in the case of developing hotel service market indicate insignificant results with a negative sign. While the respondents of amplifying hotels IMC tools shows insignificant results with a positive sign. These insignificant with either a positive or a negative sign imply that there may be an existence of multi co-linearity among the dependent variables which have distorted the result of regression analysis. In this case, for further research, one can resort to a step-wise interactive regression method where a single independent variable can be inducted at a time against the dependent variables.
Table (5.2.10) the significance between IMC Tools on the hotels website and developing hotel service market in Jordan.

<table>
<thead>
<tr>
<th>Regression Equation Form</th>
<th>Estimation of</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMCTOHW Vs Domains</td>
<td>a</td>
</tr>
<tr>
<td>0. YDHSM=$a+\text{b}_0(\text{IMCTOHW})+\text{u}_0$</td>
<td>6.949 $(16.123)$</td>
</tr>
<tr>
<td>1. YISMS=$a+\text{b}_1(\text{IMCTOHW})+\text{u}_1$</td>
<td>7.211 $(3.527)$</td>
</tr>
<tr>
<td>2. YPCl=$a+\text{b}_2(\text{IMCTOHW})+\text{u}_2$</td>
<td>3.324 $(2.494)$</td>
</tr>
<tr>
<td>3. YRCS=$a+\text{b}_3(\text{IMCTOHW})+\text{u}_3$</td>
<td>25.851 $(10.753)$</td>
</tr>
<tr>
<td>4. YSDCS=$a+\text{b}_4(\text{IMCTOHW})+\text{u}_4$</td>
<td>13.791 $(7.416)$</td>
</tr>
<tr>
<td>5. YAHIMCT=$a+\text{b}_5(\text{IMCOHW})+\text{u}_5$</td>
<td>4.086 $(12.836)$</td>
</tr>
<tr>
<td>6. YPCCM=$a+\text{b}_6(\text{IMCTOH})+\text{u}_6$</td>
<td>9.050 $(6.019)$</td>
</tr>
<tr>
<td>7. YIHS=$a+\text{b}_7(\text{IMCTOH})+\text{u}_7$</td>
<td>6.392 $(21.476)$</td>
</tr>
<tr>
<td>8. YITSPWHM=$a+\text{b}_8(\text{IMCTOH})+\text{u}_8$</td>
<td>10.478 $(7.670)$</td>
</tr>
</tbody>
</table>

- Significant at 5 percent level
Table (5.2.11) Correlation between IMC Tools on the hotels website and developing hotel service market in Jordan.

<table>
<thead>
<tr>
<th>Dependent variables</th>
<th>IMCT over the website (Independent)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase hotel service market share.</td>
<td>0.200*</td>
</tr>
<tr>
<td>Provide complete information to customers.</td>
<td>0.168*</td>
</tr>
<tr>
<td>Reduce the cost of service</td>
<td>0.162*</td>
</tr>
<tr>
<td>Shortening the distribution channel of service</td>
<td>0.074</td>
</tr>
<tr>
<td>Amplify the hotel's IMC tools</td>
<td>0.201*</td>
</tr>
<tr>
<td>Delivering a common and consistent message</td>
<td>0.184*</td>
</tr>
<tr>
<td>Improve the hotel service</td>
<td>0.164*</td>
</tr>
<tr>
<td>Integrate the tourism service providers and hotel management</td>
<td>0.006</td>
</tr>
</tbody>
</table>

*correlation is significant at the 0.05 level (2-tailed).
Table no. (5.2.12) Relationship between IMC Tools on the hotels website (Question wise A1, A2) and developing hotel service market (Domain wise).

<table>
<thead>
<tr>
<th>Regression Equation Form</th>
<th>Estimation of</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A1 Vs domains</strong></td>
<td></td>
</tr>
</tbody>
</table>
| 1. YIHSMS = a+b1 (A1) +u1  | A  
   | 15.076        | b  
   | -0.193         | R²  
   | 0.000          | R²  
   | -0.006         | F  
   | 0.037          |
| 2. YPCI = a+b1 (A1) +u1   | A  
   | 6.645          | b  
   | 0.363          | R²  
   | 0.024          | R²  
   | -0.006         | F  
   | 2.225          |
| 3. YRCS = a+b1 (A1) +u1   | A  
   | 24.436         | b  
   | 0.483          | R²  
   | 0.018          | R²  
   | 0.001          | F  
   | 2.338          |
| 4. YSDCS = a+b1 (A1) +u1  | A  
   | 14.609         | b  
   | 0.222          | R²  
   | 0.003          | R²  
   | -0.003         | F  
   | 0.470          |
| 5. YAHIMCT = a+b1 (A1) +u1 | A  
   | 38.516         | b  
   | -0.422         | R²  
   | 0.003          | R²  
   | -0.003         | F  
   | 0.562          |
| 6. YDCCM = a+b1 (A1) +u1  | A  
   | 11.024         | b  
   | -0.117         | R²  
   | 0.001          | R²  
   | -0.005         | F  
   | 0.198          |
| 7. YIHS = a+b1 (A1) +u1   | A  
   | 11.597         | b  
   | 0.038          | R²  
   | 0.000          | R²  
   | -0.006         | F  
   | 0.018          |
| 8. YITSP = a+b1 (A1) +u1  | A  
   | 10.309         | b  
   | -0.106         | R²  
   | 0.001          | R²  
   | -0.005         | F  
   | 0.199          |
| **A2 Vs domains**        |               |
| 1. YIHSMS =a+b2 (A2) +u2  | A  
   | 11.572         | b  
   | 0.517          | R²  
   | 0.013          | R²  
   | 0.003          | F  
   | 3.544          |
| 2. YPCI = a+b2 (A2) +u2   | A  
   | 5.945          | b  
   | 0.586          | R²  
   | 0.022          | R²  
   | 0.011          | F  
   | 4.715          |
| 3. YRCS = a+b2 (A2) +u2   | A  
   | 26.106         | b  
   | -0.262         | R²  
   | 0.002          | R²  
   | -0.004         | F  
   | 0.297          |
| 4. YSDCS = a+b2 (A2) +u2  | A  
   | 15.899         | b  
   | -0.356         | R²  
   | 0.006          | R²  
   | -0.001         | F  
   | 0.918          |
| 5. YAHIMT = a+b2 (A2) +u2 | A  
   | 37.437         | b  
   | 0.057          | R²  
   | 0.000          | R²  
   | -0.006         | F  
   | 0.008          |
| 6. YDCCM = a+b2 (A2) +u2  | A  
   | 11.119         | b  
   | -0.162         | R²  
   | 0.001          | R²  
   | -0.004         | F  
<p>| 0.289          |</p>
<table>
<thead>
<tr>
<th></th>
<th>YIHS = ( a+b^2 (A^2) +u^2 )</th>
<th>12.662 (17.488)</th>
<th>-0.442 (-2.395)*</th>
<th>0.032</th>
<th>0.006</th>
<th>2.946</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.</td>
<td>YITSP = ( a+b^2 (A^2) +u^2 )</td>
<td>11.193 (18.141)</td>
<td>-0.507 (-1.876)*</td>
<td>0.021</td>
<td>-0.035</td>
<td>3.520</td>
</tr>
</tbody>
</table>

*Significant at 5 percent level
Table no. (5.2.13) Relationship between IMC Tools on the hotels website (Question wise A3, A4) and developing hotel service market (Domain wise).

<table>
<thead>
<tr>
<th>Regression Equation Form</th>
<th>Estimation of</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A</td>
<td>b</td>
</tr>
<tr>
<td>A3 Vs domains</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. YIHSMS = a+b3 (A3) + u3</td>
<td>11.258 (11.648)</td>
<td>0.690 (2.484)*</td>
</tr>
<tr>
<td>2. YPCI = a+b3 (A3) + u3</td>
<td>6.590 (9.931)</td>
<td>0.364 (1.823)</td>
</tr>
<tr>
<td>3. YRCS = a+b3 (A3) + u3</td>
<td>27.015 (23.228)</td>
<td>-0.684 (-1.915)</td>
</tr>
<tr>
<td>4. YSDCS = a+b3 (A3) + u3</td>
<td>14.392 (15.291)</td>
<td>0.330 (0.816)</td>
</tr>
<tr>
<td>5. YAHIMCT = a+b3 (A3) + u3</td>
<td>35.448 (22.389)</td>
<td>0.972 (2.389)*</td>
</tr>
<tr>
<td>6. YDCCM = a+b3 (A3) + u3</td>
<td>10.092 (13.783)</td>
<td>0.306 (0.936)</td>
</tr>
<tr>
<td>7. YIHS = a+b3 (IMC) + u3</td>
<td>11.535 (14.873)</td>
<td>0.068 (0.193)</td>
</tr>
<tr>
<td>8. YITSP = a+b4 (A3) + u4</td>
<td>10.001 (15.049)</td>
<td>0.031 (0.106)</td>
</tr>
</tbody>
</table>

<p>| A4 Vs domains            |               |       |     |               |        |
| 1. YIHSMS = a+b4 (A4) + u4 | 12.498 (13.629) | 0.586 (1.902)* | 0.014 | 0.008 | 2.255 |
| 2. YPCI = a+b4 (A4) + u4  | 6.459 (11.739)  | 0.367 (1.834)* | 0.013 | 0.006 | 2.056 |
| 3. YRCS = a+b4 (A4) + u4  | 25.256 (25.858) | 0.130 (0.287) | 0.001 | -0.006 | 0.082 |
| 4. YSDCS = a+b4 (A4) + u4 | 15.085 (19.931) | 0.012 (0.035) | 0.000 | -0.006 | 0.001 |
| 5. YAHIMCT =a+b4 (A4) + u4 | 39.962 (30.754) | -1.153 (-1.917)* | 0.022 | 0.016 | 3.675 |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6.</td>
<td>YDCC = a+b4 (A4) + u4</td>
<td>10.654</td>
<td>0.051</td>
<td>0.000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(17.369)</td>
<td>(0.179)</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>YIHS = a+b4 (A4) + u4</td>
<td>10.893</td>
<td>0.380</td>
<td>0.10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(16.891)</td>
<td>(1.972)*</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>YITSP = a+b4 (A4) + u4</td>
<td>9.961</td>
<td>0.052</td>
<td>0.000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(17.941)</td>
<td>(0.204)</td>
<td></td>
</tr>
</tbody>
</table>

*Significant at 5 percent level
Table no. (5.2.14) Relationship between IMC Tools on the hotels website (Question wise A5, A6) and developing hotel service market (Domain wise).

<table>
<thead>
<tr>
<th>Regression Equation Form</th>
<th>Estimation of</th>
<th>A</th>
<th>b</th>
<th>$R^2$</th>
<th>$\bar{R}^2$</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>A5 Vs domains</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. YEHSSM = a+b5 (A5) +u5</td>
<td></td>
<td>11.007</td>
<td>0.684</td>
<td>0.020</td>
<td>0.008</td>
<td>2.231</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(9.423)</td>
<td>(1.894)*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. YPCI = a+b5 (A5) +u5</td>
<td></td>
<td>5.439</td>
<td>0.525</td>
<td>0.019</td>
<td>0.013</td>
<td>3.081</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(7.785)</td>
<td>(1.755)*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. YRCS = a+b5 (A5) +u5</td>
<td></td>
<td>23.613</td>
<td>0.764</td>
<td>0.013</td>
<td>0.007</td>
<td>2.108</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(17.572)</td>
<td>(1.652)*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. YSDCS = a+b5 (A5) +u5</td>
<td></td>
<td>14.584</td>
<td>0.210</td>
<td>0.002</td>
<td>-0.005</td>
<td>0.263</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(13.930)</td>
<td>(0.513)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. YAHIMCT = a+b5 (A5) +u5</td>
<td></td>
<td>41.387</td>
<td>-1.527</td>
<td>0.029</td>
<td>0.022</td>
<td>4.726</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(23.080)</td>
<td>(-2.174)*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. YDCCM = a+b5 (A5) +u5</td>
<td></td>
<td>19.945</td>
<td>0.825</td>
<td>0.086</td>
<td>0.073</td>
<td>4.963</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(11.745)</td>
<td>(1.981)*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. YIHS = a+b5 (IMCT) +u5</td>
<td></td>
<td>4.580</td>
<td>-0.107</td>
<td>0.038</td>
<td>0.032</td>
<td>6.349</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(50.827)</td>
<td>(-2.520)*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. YITSP = a+b5 (A5) +u5</td>
<td></td>
<td>9.795</td>
<td>0.110</td>
<td>0.001</td>
<td>-0.005</td>
<td>0.132</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(12.747)</td>
<td>(0.364)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A6 Vs domains</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. YEHSSH = a+b5 (A6) +u6</td>
<td></td>
<td>11.919</td>
<td>0.318</td>
<td>0.003</td>
<td>-0.003</td>
<td>0.499</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(10.333)</td>
<td>(0.707)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. YPCI = a+b5 (A6) +u6</td>
<td></td>
<td>6.376</td>
<td>0.348</td>
<td>0.014</td>
<td>0.003</td>
<td>2.408</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(8.465)</td>
<td>(1.887)*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. YRCS = a+b5 (A6) +u6</td>
<td></td>
<td>26.269</td>
<td>-0.138</td>
<td>0.004</td>
<td>-0.002</td>
<td>0.721</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(20.088)</td>
<td>(-0.198)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. YSDCS = a+b5 (A6) +u6</td>
<td></td>
<td>14.935</td>
<td>0.070</td>
<td>0.000</td>
<td>-0.006</td>
<td>0.030</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(14.513)</td>
<td>(0.174)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. YAHIMCT = a+b5(A6)+u6</td>
<td></td>
<td>27.910</td>
<td>-0.689</td>
<td>0.037</td>
<td>0.016</td>
<td>2.729</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(23.228)</td>
<td>(-1.915)*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Equation: YDACM = a + b5 (A6) + u6</td>
<td>Coefficient</td>
<td>SE</td>
<td>t</td>
<td>p-value</td>
<td>Lower Bound</td>
</tr>
<tr>
<td>---</td>
<td>----------------------------------</td>
<td>-------------</td>
<td>----</td>
<td>---</td>
<td>---------</td>
<td>-------------</td>
</tr>
<tr>
<td>6.</td>
<td>8.461 (10.401)</td>
<td>0.914 (2.883)*</td>
<td>0.149</td>
<td>0.138</td>
<td>8.314</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>YIHS = a + b5 (A6) + u6</td>
<td>10.325 (11.807)</td>
<td>0.540 (1.884)*</td>
<td>0.065</td>
<td>0.059</td>
<td>2.508</td>
</tr>
<tr>
<td>8.</td>
<td>YITSP = a + b5 (A6) + u6</td>
<td>9.442 (12.532)</td>
<td>0.250 (0.850)</td>
<td>0.004</td>
<td>-0.002</td>
<td>0.729</td>
</tr>
</tbody>
</table>

*Significant at 5 percent level
Table no. (5.2.15) Relationship between IMC Tools on the hotels website (Question wise A7, A8) and developing hotel service market (Domain wise).

<table>
<thead>
<tr>
<th>Regression Equation Form</th>
<th>A7 Vs domains</th>
<th>A8 Vs domains</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A</td>
<td>b</td>
</tr>
<tr>
<td>1. YEHSS = a + b7 (A7) + u7</td>
<td>10.278</td>
<td>1.099</td>
</tr>
<tr>
<td></td>
<td>(10.597)</td>
<td>(2.587)*</td>
</tr>
<tr>
<td>2. YPCI = a + b7 (A7) + u7</td>
<td>17.003</td>
<td>1.112</td>
</tr>
<tr>
<td></td>
<td>(10.811)</td>
<td>(2.394)*</td>
</tr>
<tr>
<td>3. YRCS = a + b7 (A7) + u7</td>
<td>26.436</td>
<td>-0.409</td>
</tr>
<tr>
<td></td>
<td>(23.272)</td>
<td>(-0.823)</td>
</tr>
<tr>
<td>4. YSDCS = a + b7 (A7) + u7</td>
<td>14.295</td>
<td>0.367</td>
</tr>
<tr>
<td></td>
<td>(16.257)</td>
<td>(0.963)</td>
</tr>
<tr>
<td>5. YAHIMCT = a + b7 (A7) + u7</td>
<td>38.024</td>
<td>-0.207</td>
</tr>
<tr>
<td></td>
<td>(24.842)</td>
<td>(-0.309)</td>
</tr>
<tr>
<td>6. YDCCM = a + b7 (A7) + u7</td>
<td>10.591</td>
<td>0.076</td>
</tr>
<tr>
<td></td>
<td>(14.820)</td>
<td>(0.243)</td>
</tr>
<tr>
<td>7. YIHS = a + b7 (A7) + u7</td>
<td>4.448</td>
<td>-0.063</td>
</tr>
<tr>
<td></td>
<td>(51.628)</td>
<td>(-1.807)*</td>
</tr>
<tr>
<td>8. YITSP = a + b7 (A7) + u7</td>
<td>10.118</td>
<td>-0.022</td>
</tr>
<tr>
<td></td>
<td>(15.640)</td>
<td>(-0.077)</td>
</tr>
<tr>
<td></td>
<td>Equation</td>
<td>Coefficient</td>
</tr>
<tr>
<td>---</td>
<td>----------</td>
<td>-------------</td>
</tr>
<tr>
<td>5</td>
<td>YAHIMCT = a+b8 (A8) + u8</td>
<td>36.327</td>
</tr>
<tr>
<td>6</td>
<td>YDCCM = a+b8 (A8) + u8</td>
<td>10.821</td>
</tr>
<tr>
<td>7</td>
<td>YIMS = a+b8 (A8) + u8</td>
<td>11.668</td>
</tr>
<tr>
<td>8</td>
<td>YITSP = a+b8 (A8) + u8</td>
<td>9.941</td>
</tr>
</tbody>
</table>