UNIVERSITI PUTRA MALAYSIA

INFLUENCE OF RELIGIOUS ORIENTATION ON JORDANIAN VIEWERS’ LOYALTY TOWARDS SATELLITE TV CHANNELS

AHMAD SAIFALDDIN ABU-ALHAIJA

GSM 2018 22
INFLUENCE OF RELIGIOUS ORIENTATION ON JORDANIAN VIEWERS’ LOYALTY TOWARDS SATELLITE TV CHANNELS

By

AHMAD SAIFALDDIN ABU-ALHAIJA

Thesis Submitted to Putra Business School in Fulfilment of the Requirements for the Degree of Doctor of Philosophy

April 2018
COPYRIGHT

All material contained within the thesis, including without limitation text, logos, icons, photographs, and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia.

Copyright © Universiti Putra Malaysia
DEDICATION

This thesis is dedicated to:

My Family:

My great mother and best teacher: Rasmiah Badi

Soul of my father: Saifaddine Yousef

A debt of gratitude I owe you; a debt I can never repay.

Dearest Brothers and Sisters: Fayzeh, FayeZ, Basel, Mutaz, Bilal, Fatin, Yazan

Aunt and Uncles: Saniah, Mohammad, Ibrahim

&

My best friend: Mohammad Omar Hamid

For their endless love, support, prayers, and encouragement
INFLUENCE OF RELIGIOUS ORIENTATION ON JORDANIAN VIEWERS’ LOYALTY TOWARDS SATELLITE TV CHANNELS

By

AHMAD SAIFALDDIN ABU-ALHAIJA

April 2018

Chairman : Raja Nerina Raja Yusof, PhD
Faculty : Putra Business School

A review of the literature shows that few studies investigated customer’s loyalty model from a religious perspective. In addition, most of these studies investigated the religious influences on customer’s loyalty model using two religious dimensions, namely religious commitment and religiosity. Therefore, this study examined the influence of religious orientation (the motivational approach of religion), as another religious dimension, on a) viewer’s loyalty, b) viewer’s satisfaction, and c) perceived content quality. The influences of the perceived content quality, as well as, viewer’s satisfaction on viewer’s loyalty were examined. The mediating roles of both viewer’s satisfaction and perceived content quality were also examined. A total of 750 Jordanian viewers were invited to participate in this study. Survey questionnaires were distributed in the urban areas of Amman and Irbid. This study managed to obtain 644 valid responses. Structural equation modelling (SEM) using AMOS was then used to test eight hypotheses constructed from the conceptual framework of the study. SEM analysis revealed that: a) religious orientation has a direct positive influence on viewer’s loyalty, viewer’s satisfaction, and perceived content quality; b) perceived content quality has a direct positive influence on viewer’s satisfaction; c) viewer’s satisfaction has a direct positive influence on viewer’s loyalty; d) perceived content quality does not have any direct influence on viewer’s loyalty. On the other hand, perceived content quality has a partial mediation role in the relationship between religious orientation and viewer’s satisfaction. In contrast, viewer’s satisfaction has a full mediation role in the relationship between perceived content quality and viewer’s loyalty. Theoretically, the proposed framework of the study provided important contributions to the literature of consumer behaviour. This study provided a useful model to better understand loyalty relationships through the motivational approach of religion. Findings of the study could benefit the decision makers of satellite TV channels in order for them to determine the effective polices to enhance perceived content quality, viewer’s satisfaction, and viewer’s loyalty.
Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk Ijazah Doktor Falsafah

PENGARUH ORIENTASI AGAMA KEPADA KESETIAAN PENONTON JORDAN TERHADAP SALURAN TV SATELIT

Oleh

AHMAD SAIFALDDIN ABU-ALHAIJA

April 2018

Pengerusi : Raja Nerina Raja Yusof, PhD
Fakulti : Putra Business School

pembuat keputusan saluran TV satelit untuk mereka menentukan polisi yang efektif bagi menambah baik kualiti kandungan tertanggap, kepuasan penonton dan kesetiaan penonton.
ACKNOWLEDGEMENTS

First and foremost, I would like to thank Allah S.W.T for giving me the opportunity, strength, wisdom, patience, and persistence to complete the doctorate degree in marketing. This dissertation and its completion would not have been possible without the efforts of several individuals. Specifically, I would like to express my gratitude to Dr. Raja Nerina Raja Yusof; Dr. Haslinda Hashim; and Dr. Nor Siah Jaharuddin for their precious willingness to be my supervisory committee. Having the opportunity to work with each of them has been a rewarding experience. My most sincere thanks and appreciations go to my supervisor, Dr. Raja Nerina Raja Yusof for her inspiring supervision, insightful guidance, constructive ideas, continuous encouragement, endless contributions, critical feedback, exceptional kindness, and academic patience. I always thank Allah S.W.T for being her student. In one sentence, she is a blessing to me. Thanks for being with me since the beginning until the end of this thesis preparation.

Special thanks to my supervisory committee, Dr Haslinda Hashim, and Dr. Nor Siah Jaharuddin for their critical comments, suggestions, and insightful contributions. Their precious existence helps me to improve the overall presentation of this thesis. Thank you for your guidance throughout the writing of this thesis.

My sincere gratitude too goes to the staffs of PBS at UPM, Nor Hayati, Norizan, Parimala, Rafitah and many others for their essential helpfulness, continuous support, huge patience, appreciated advices, and beautiful smiles. Special thanks to Rose at Resource Centre for her generous cooperation, prompt response, special kindness, and precious support.

Next, I would like to express my sincere gratitude and appreciation to Dr. Anita Baku for her precious friendship, fruitful discussions, and continuous support since the beginning until the end of this thesis preparation; Dr. Godfred Owusu for his insightful and endless support during the times of darkness and lights (Thank you for being there when I needed you); Dr. Yusuf Kani for his vital support on the theories integration; Dr. Naji Alsarhi and Dr. Ahmed Al-baidhani for their fruitful discussions on the problem statement.

I would also like to extend my sincere gratitude and appreciation to Mrs Khawla Abu Alrub for her precious kindness, prompt response, endless support, vital efforts, and continuous follow-up during the data collection. I am sincerely grateful to you and all your acquaintances. I can not thank you enough! May Allah bless you and your kind family members.
I would like to express my gratitude to all the respondents, my fellow classmates (intake September 2014), lecturers, friends, and many others who supported me in this study. Special appreciation goes to Mohammad Omar Hamid for his wisdom, encouragements, endless support, and significant contribution; Almothanna Jamil Abuallan for his true friendship, academic discussions, vital support, helpfulness, essential assistance, and endless kindness; and Husni Shanak for his kind prayers, encouragement, vital discussions, and continuous support. I know that I am fortunate to know each of you.

Finally, I like to thank my great mother for being there for me when I needed her and for her endless love, true understanding, generous support, inspiring words, continuous encouragement, and true prayers. Due gratitude is also extended to brothers, sisters, uncles, aunts, brothers-in-law, sisters-in-law, nieces, and nephews for their boundless support and kind prayers.

Thank you all! Much love and God bless…
I certify that a Thesis Examination Committee has met on 11 April 2018 to conduct the final examination of Ahmad Saifalddin Abu-Alhaija on his thesis entitled "Influence of Religious Orientation on Jordanian Viewers’ Loyalty Towards Satellite TV Channels" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Doctor of Philosophy.

Members of the Thesis Examination Committee were as follows:

**Alias Radam, PhD**  
Associate Professor  
Faculty of Economics and Management  
Universiti Putra Malaysia  
(Chairman)

**Zaleha Mohamed Noor, PhD**  
Associate Professor  
Faculty of Economics and Management  
Universiti Putra Malaysia  
(Internal Examiner)

**Luke Brian Connelly, PhD**  
Professor  
The University of Queensland  
Australia  
(External Examiner)

---

**PROFESSOR DR. M. IQBAL SARIPAN**  
Deputy Vice Chancellor (Academic & International)  
Universiti Putra Malaysia

Date:

On behalf of,  
Putra Business School
This thesis was submitted to the Senate of the Universiti Putra Malaysia and has been accepted as fulfillment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

**Raja Nerina Raja Yusof, PhD**  
Senior Lecturer  
Department of Marketing and Management  
Faculty of Economics and Management,  
Universiti Putra Malaysia,  
Chairman

**Haslinda Hashim, PhD**  
Senior Lecturer  
Department of Marketing and Management  
Faculty of Economics and Management,  
Universiti Putra Malaysia,  
Member

**Nor Siah Jaharuddin, PhD**  
Senior Lecturer  
Department of Marketing and Management  
Faculty of Economics and Management,  
Universiti Putra Malaysia,  
Member

---

**PROFESSOR DR. M. IQBAL SARIPAN**  
Deputy Vice Chancellor (Academic & International)  
Universiti Putra Malaysia

Date:

On behalf of,  
Putra Business School
Declaration by graduate student

I hereby confirm that:

- this thesis is my original work;
- quotations, illustrations and citations have been duly referenced;
- this thesis has not been submitted previously or concurrently for any other degree at any institutions;
- intellectual property from the thesis and copyright of thesis are fully-owned by Universiti Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012;
- written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (Research and innovation) before thesis is published (in the form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- there is no plagiarism or data falsification/fabrication in the thesis, and scholarly integrity is upheld as according to the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) and the Universiti Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detection software

Signature: ____________________  Date: ______________

Name and Matric No: Ahmad Saifalddin Abu-Alhaija, PBS1414440
Declaration by Members of Supervisory Committee

This is to confirm that:
- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) were adhered to.

Chairman of Supervisory Committee

Signature: ____________________________
Name: Dr. Raja Nerina Raja Yusof
Faculty: Faculty of Economics and Management

Members of Supervisory Committee

Signature: ____________________________
Name: Dr. Haslinda Hashim
Faculty: Faculty of Economics and Management

Signature: ____________________________
Name: Dr. Nor Siah Jaharuddin
Faculty: Faculty of Economics and Management
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABSTRACT</td>
<td>i</td>
</tr>
<tr>
<td>ABSTRAK</td>
<td>ii</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENTS</td>
<td>iv</td>
</tr>
<tr>
<td>APPROVAL</td>
<td>vi</td>
</tr>
<tr>
<td>DECLARATION</td>
<td>viii</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>xy</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>xix</td>
</tr>
<tr>
<td>LIST OF APPENDICES</td>
<td>xxi</td>
</tr>
<tr>
<td>LIST OF ABBREVIATIONS</td>
<td>xxii</td>
</tr>
</tbody>
</table>

## CHAPTER

1 INTRODUCTION

1.1 Chapter Introduction
1.2 Background of the Study
1.3 Problem Statement
1.4 Research Objectives
1.5 Research Questions
1.6 Scope of the Study
1.7 Significance of the Study
1.7.1 Academic Significance
1.7.2 Practical Significance
1.8 Terms and Definitions
1.9 Thesis Organization
1.10 Chapter Summary

2 LITERATURE REVIEW

2.1 Introduction
2.2 Customer’s Loyalty
2.3 Loyalty Approaches
2.3.1 Attitudinal Loyalty
2.3.2 Behavioral Loyalty
2.3.3 Composite Loyalty
2.4 Exclusivity in Customer’s Loyalty
2.5 Importance of Loyalty
2.6 Antecedents of Customer’s Loyalty
2.6.1 Loyalty Categories
2.6.2 Loyalty Antecedents
2.6.3 Indirect Relationships
2.6.4 Religious Perspective
2.7 Customer’s Satisfaction and Loyalty

x
## 2.8 Culture and its Connection to Religion 35

### 2.9 Religion 36

#### 2.9.1 Religion Significance 37

### 2.10 Dimensions of Religion 39

#### 2.10.1 Religious Affiliation 40

#### 2.10.2 Religious Commitment (Religiosity) 41

### 2.11 Religious Orientation 43

#### 2.11.1 Intrinsic Religious Orientation 45

#### 2.11.2 Extrinsic Religious Orientation 46

#### 2.11.3 Relationships Related to Religious Orientation 46

#### 2.11.4 Significance of Religious Orientation 47

### 2.12 Perceived Service Quality 56

### 2.13 Perceived Content Quality 57

#### 2.13.1 Significance of Perceived Content Quality 58

### 2.14 Customer’s Satisfaction 60

### 2.15 Chapter Summary 62

## 3 THEORETICAL FRAMEWORKS, CONCEPTUAL MODEL AND HYPOTHESES DEVELOPMENT 63

### 3.1 Introduction 63

### 3.2 Theory of Reasoned Action 63

### 3.3 Theory of Planned Behavior 64

#### 3.3.1 TPB and its Integration into the Theoretical Framework of the Study 67

### 3.4 Theory of Self-Regulation (TSR) 70

#### 3.4.1 TSR and its Integration into the Theoretical Framework of the Study 72

### 3.5 Social Identity Theory and its Integration into the Theoretical Framework 73

### 3.6 The Theoretical Framework of the Study 75

### 3.7 Hypotheses Development 76

#### 3.7.1 The Relationship between Religious Orientation and Viewers’ Loyalty 76

#### 3.7.2 The Relationship between Religious Orientation and Viewers’ Satisfaction 78

#### 3.7.3 The Relationship between Religious Orientation and Perceived Content Quality 79

#### 3.7.4 The Relationship between Perceived Content Quality and Viewers’ Satisfaction 80

#### 3.7.5 The Relationship between Viewers’ Satisfaction and Viewers’ Loyalty 81

#### 3.7.6 The Relationship between Perceived Content Quality and Viewers’ Loyalty 81

#### 3.7.7 Perceived Content Quality as a Mediator between Religious Orientation and Viewers’ Satisfaction 82

#### 3.7.8 Satisfaction as a Mediator between Perceived Content Quality and Viewers’ Loyalty 83
3.8 The Conceptual Framework of the Study 84
3.9 Chapter Summary 85

4 METHODOLOGY 86
4.1 Introduction 86
4.2 Research Philosophy 86
4.3 Research Design 90
4.4 Research Setting 93
4.5 Sampling Design 95
4.5.1 Sample Population and Sampling Frame 96
4.5.2 Sampling Unit 97
4.5.3 Sample Size Determination 97
4.6 Research Instrument (Data Collection Method) 98
4.7 Variables’ Measurements and Research Instrument Development 101
4.7.1 Viewers’ Loyalty Scale 101
4.7.2 Viewers’ Satisfaction Scale 104
4.7.3 Scale of Perceived Content Quality 106
4.7.4 Religious Orientation Scale (ROS) 107
4.8 Data Analysis 112
4.8.1 Descriptive Analysis 112
4.8.1.1 The Characteristics Of Good Measurement (Reliability And Validity) 112
4.8.1.2 Factor Analysis 113
4.8.2 Inferential Analysis 115
4.8.2.1 Structural Equation Modeling (SEM) 115
4.9 Data Results 122
4.9.1 Pre-test Procedure 122
4.9.2 Pilot Study 122
4.9.3 Results of Exploratory Factor Analysis (EFA) 123
4.9.4 Factor Loading Results 124
4.9.5 KMO and Bartlett’s Tests 126
4.9.6 Reliability and Validity Results Based on the Actual Data 127
4.9.7 Reliability and Composite Reliability 127
4.9.8 Validity 128
4.9.8.1 Convergent Validity 128
4.9.8.2 Discriminant Validity 129
4.9.9 Data Screening: Data Examination and Preparation 130
4.9.9.1 Checking of Outliers 130
4.9.9.2 Assessment Of Normality 130
4.9.9.3 Linearity 131
4.9.9.4 Homoscedasticity Assumption 132
4.9.9.5 Multicollinearity and Correlation Tests 133
4.10 Chapter Summary 133
5 DATA ANALYSIS AND RESEARCH FINDINGS 134
5.1 Introduction 134
5.2 Questionnaire Response Rate 134
5.3 Demographic Profile of the Respondents 135
5.4 Descriptive Analysis of the Research Variables 137
5.4.1 Descriptive Analysis of Viewers’ Loyalty Measurement (LOY) 137
5.4.2 Descriptive Analysis of Viewers’ Satisfaction Measurement (SAT) 138
5.4.3 Descriptive Analysis of Perceived Content Quality Measurement (PCQ) 138
5.4.4 Descriptive Analysis of Religious Orientation Measurement (RO) 139
5.4.5 Overall Descriptive Analysis of the Variables’ Measurements 141
5.5 Descriptive Analysis of Jordanian Viewers’ Behaviour 141
5.5.1 Objectives of Satellite Television Viewing 141
5.5.2 Ranking of Satellite Viewing Objectives 142
5.5.3 Number of Daily Hours in Watching Satellite TV Channels 142
5.5.4 Evaluation of the Existing Satellite TV Channels 143
5.5.5 Criteria of Jordanian Viewers’ Happiness 144
5.5.6 Criteria of Satellite TV Channels’ Preference 144
5.5.7 Importance of Preference Criteria of Satellite TV Channels 145
5.6 Confirmatory Factor Analysis 145
5.6.1 Goodness of Fit Index 146
5.6.2 Confirmatory Factor Analysis of Religious Orientation 147
5.6.3 Confirmatory Factor Analysis of Perceived Content Quality 148
5.6.4 Confirmatory Factor Analysis of Viewers’ Satisfaction (LOY) 149
5.6.5 Confirmatory Factor Analysis of Viewers’ Loyalty (LOY) 150
5.6.6 Confirmatory Factor Analysis of Full Measurement Model 151
5.7 Structural Model (Hypothesized Model) 153
5.8 Squared Multiple Correlation of the Structural Model 155
5.9 Hypotheses Results 155
5.9.1 Evaluation of Direct Hypotheses 155
5.9.2 Evaluation of Indirect Hypotheses (Mediation Roles) 158
5.9.2.1 The Mediation Role Of Perceived Content Quality In The Relationship Between Religious Orientation And Jordanian Viewers’ Satisfaction 158
5.9.2.2 The Mediation Role Of Viewers’ Satisfaction In The Relationship Between Perceived Content Quality And Jordanian Viewers’ Loyalty 159
6 DISCUSSIONS, IMPLICATIONS, AND CONCLUSIONS

6.1 Introduction 161
6.2 Summary of Hypotheses and Findings 161
6.3 Discussion of the Research Findings 162

6.3.1 The Relationship between Religious Orientation and Viewers' Loyalty 162
6.3.2 The Relationship between Religious Orientation and Viewers' Satisfaction 163
6.3.3 The Relationship between Religious Orientation and Perceived Content Quality 164
6.3.4 The Relationship between Perceived Content Quality and Viewers' Satisfaction 165
6.3.5 The Relationship between Viewers' Satisfaction and Viewers' Loyalty 166
6.3.6 The Relationship between Perceived Content Quality and Viewers' Loyalty 167
6.3.7 Perceived Content Quality as a Mediator between Religious Orientation and Viewers' Satisfaction 168
6.3.8 Viewers' Satisfaction as a Mediator between Perceived Content Quality and Viewers' Loyalty 169

6.4 Implications 170

6.4.1 Academic Contributions 170
6.4.2 Managerial Implications 172

6.4.2.1 Religious Orientation 172
6.4.2.2 Perceived Content Quality 174
6.4.2.3 Viewers' Satisfaction 174

6.5 Limitations of the Study 176
6.6 Recommendations for Future Research 176
6.7 Conclusion 178

REFERENCES 179
APPENDICES 204
### LIST OF TABLES

<table>
<thead>
<tr>
<th>Table</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Research Terms and Definitions</td>
<td>14</td>
</tr>
<tr>
<td>2.1 Loyalty Approaches</td>
<td>19</td>
</tr>
<tr>
<td>2.2 Loyalty Antecedents</td>
<td>25</td>
</tr>
<tr>
<td>2.3 Religious Influences on Brand Loyalty of Customers</td>
<td>30</td>
</tr>
<tr>
<td>2.4 The Relationship between Customers’ Satisfaction and Loyalty</td>
<td>34</td>
</tr>
<tr>
<td>2.5 The Religious Influences in Business Studies</td>
<td>50</td>
</tr>
<tr>
<td>2.6 Religious Orientation and its Scale in Social Studies</td>
<td>53</td>
</tr>
<tr>
<td>3.1 Research Hypotheses of the Study</td>
<td>85</td>
</tr>
<tr>
<td>4.1 Four Research Worldviews</td>
<td>86</td>
</tr>
<tr>
<td>4.2 Elements of Knowledge Framework</td>
<td>89</td>
</tr>
<tr>
<td>4.3 Alternative Research Designs</td>
<td>91</td>
</tr>
<tr>
<td>4.4 Summary of Research Design</td>
<td>93</td>
</tr>
<tr>
<td>4.5 Estimated Population of the Kingdom by Governorate at the End of 2013</td>
<td>94</td>
</tr>
<tr>
<td>4.6 Estimated Population of the Kingdom by Age Group at the End of 2013</td>
<td>95</td>
</tr>
<tr>
<td>4.7 Questionnaire Items for the Variables of the Study</td>
<td>99</td>
</tr>
<tr>
<td>4.8 The Nine-Item Scale of Viewers’ Loyalty: A Composite Measurement</td>
<td>101</td>
</tr>
<tr>
<td>4.9 The Five-Item Scale Based on Dagger and David (2012) Composite Measurement</td>
<td>102</td>
</tr>
<tr>
<td>4.10 The Loyalty Scale According to Zeithaml et al. (1996)</td>
<td>102</td>
</tr>
<tr>
<td>4.11 The Loyalty Scale of Zeithaml et al. (1996) in Practice</td>
<td>103</td>
</tr>
</tbody>
</table>
4.12 Examples for Measuring Loyalty Construct Using Five-Point Likert-Scale

4.13 The Nine Items Scale of Jordanian Viewers’ Satisfaction

4.14 The Four-Item Scale of Satisfaction based on Ribbink et al. (2004)

4.15 Five-Item Scale of Satisfaction based on Dagger & David (2012)

4.16 Examples for Measuring Satisfaction Construct using Five-Point-Likert-Scale

4.17 Perceived Content Quality Scale of Satellite TV Channels

4.18 Perceived Content Quality Scale According to Shin (2009)

4.19 Examples for Measuring Perceived Content Quality using the Three-Item Scale

4.20 Religious Orientation Scale of Jordanian Viewers


4.22 The Religious-Orientation-Scale (I-E scale) According to Allport and Ross (1967)

4.23 Streams of Structural Equation Modelling (SEM)

4.24 Reflective versus Formative

4.25 Hypotheses based on the Conceptual Model of the Study

4.26 Latent Variables of the Study

4.27 Measures of Absolute-Fit, Incremental-Fit and Model-Parsimony (Goodness-of-fit in CBSEM)

4.28 Reliability of the Pilot Study

4.29 Summary of the Dropped Items in Exploratory Factor Analysis (EFA)

4.30 Factor Loading Results of Research Items

4.31 KMO and Bartlett's Test Results

4.32 Total Variance Explained of extracted factors
4.33 Cronbach's Alpha and Composite Reliability for Variables' Measurements 127
4.34 Discriminant and Convergent Validity of the Latent Factors 129
4.35 Univariate Outliers 130
4.36 Skewness and Kurtosis for the Research Constructs 131
4.37 Correlation Matrix between Latent Variables 133
5.1 Summary of Response Rate 135
5.2 Demographic Profile of Respondents 136
5.3 Descriptive Analysis of Viewers’ Loyalty 137
5.4 Descriptive Analysis of Viewers’ Satisfaction 138
5.5 Descriptive Analysis of Perceived Content Quality 139
5.6 Descriptive Analysis of Religious Orientation 140
5.7 Overall Descriptive Analysis of the Variables 141
5.8 Distribution of Respondents by Objectives of Television Viewing 142
5.9 Distribution of Respondents by Ranking of TV Viewing Objectives 142
5.10 Distribution of Respondents by Number of Daily Hours in watching TV 143
5.11 Respondents’ Distribution by Evaluations of Existing Satellite TV Channels 143
5.12 Distribution of Respondents by “Happy when satellite TV channels” 144
5.13 Distribution of Respondents by “Tend to prefer the satellite TV channels that” 144
5.14 Distribution of Respondents by Preference Criteria of Satellite TV Channels Based on their Importance to the Respondents 145
5.15 Recommended Values for Measurement Variables 146
5.16 Summary of the Measurement Model for Religious Orientation 148
5.17 Summary of the Measurement Model for Perceived Content Quality 149

xvii
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.18</td>
<td>Summary of the Measurement Model for Viewers’ Satisfaction</td>
<td>150</td>
</tr>
<tr>
<td>5.19</td>
<td>Summary of the Measurement Model for Viewers’ Loyalty</td>
<td>151</td>
</tr>
<tr>
<td>5.20</td>
<td>Summary of the Full Measurement Model</td>
<td>153</td>
</tr>
<tr>
<td>5.21</td>
<td>Summary of the Final Structural Model</td>
<td>155</td>
</tr>
<tr>
<td>5.22</td>
<td>Direct Hypotheses Testing Result of the structural Model</td>
<td>157</td>
</tr>
<tr>
<td>5.23</td>
<td>Structural parameters of the mediation role of perceived content quality</td>
<td>159</td>
</tr>
<tr>
<td>5.24</td>
<td>Structural parameters of the mediation role of viewers’ satisfaction</td>
<td>160</td>
</tr>
<tr>
<td>6.1</td>
<td>Summary of the Hypothesized Results</td>
<td>161</td>
</tr>
</tbody>
</table>
## LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>TV Households by Platform</td>
</tr>
<tr>
<td>1.2</td>
<td>Satellite TV Channels between 2004 and 2013 in the Arab World</td>
</tr>
<tr>
<td>1.3</td>
<td>Types of Satellite TV Channels in the Arab World</td>
</tr>
<tr>
<td>1.4</td>
<td>Media Sources Used</td>
</tr>
<tr>
<td>1.5</td>
<td>Time Spent With Media Sources</td>
</tr>
<tr>
<td>2.1</td>
<td>The Components of Religious Influences</td>
</tr>
<tr>
<td>3.1</td>
<td>Theory of Reasoned Action</td>
</tr>
<tr>
<td>3.2</td>
<td>The Behavioural Intentions Model based on TPB/TRA</td>
</tr>
<tr>
<td>3.3</td>
<td>The Emotional Self-regulation of the Attitude-Intention Relationship</td>
</tr>
<tr>
<td>3.4</td>
<td>The Theoretical Framework of the study</td>
</tr>
<tr>
<td>3.5</td>
<td>The Conceptual Framework of the study</td>
</tr>
<tr>
<td>3.6</td>
<td>The Theoretical Framework of the study</td>
</tr>
<tr>
<td>4.1</td>
<td>Research Philosophy</td>
</tr>
<tr>
<td>4.2</td>
<td>The Research Design</td>
</tr>
<tr>
<td>4.3</td>
<td>The Deductive Approach Typically Used in Quantitative Research</td>
</tr>
<tr>
<td>4.4</td>
<td>Examples of Descriptive and General Questions: Jordanian Viewers</td>
</tr>
<tr>
<td>4.5</td>
<td>Linearity Assumption</td>
</tr>
<tr>
<td>4.6</td>
<td>Homoscedasticity Assumption</td>
</tr>
<tr>
<td>5.1</td>
<td>Results of the Measurement Model for Religious Orientation</td>
</tr>
<tr>
<td>5.2</td>
<td>Results of the Measurement Model of Perceived Content Quality</td>
</tr>
<tr>
<td>5.3</td>
<td>Results of the Measurement Model of Viewers’ Satisfaction</td>
</tr>
<tr>
<td>5.4</td>
<td>Results of the Measurement Model of Viewers’ Loyalty</td>
</tr>
<tr>
<td>5.5</td>
<td>Full Measurement Model of all Research Variables</td>
</tr>
</tbody>
</table>
5.6 Final Structural Model with Standardized Estimated
5.7 Hypotheses Results with Standardized Estimated
# LIST OF APPENDICES

<table>
<thead>
<tr>
<th>Appendix</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1 Questionnaire of the research study: English Version</td>
<td>204</td>
</tr>
<tr>
<td>A2 Questionnaire of the research study: Arabic Version</td>
<td>211</td>
</tr>
<tr>
<td>A3 Media Use in the Middle East</td>
<td>217</td>
</tr>
<tr>
<td>A4 Goodness-of-Fit Measures</td>
<td>221</td>
</tr>
<tr>
<td>A5 Reliability Results based on the Actual Data for all Items</td>
<td>222</td>
</tr>
<tr>
<td>A6 Structural Equation Modeling: AMOS OUTPUT</td>
<td>225</td>
</tr>
</tbody>
</table>
# LIST OF ABBREVIATIONS

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>Television</td>
</tr>
<tr>
<td>FTA</td>
<td>Free to air</td>
</tr>
<tr>
<td>IPTV</td>
<td>Internet protocol television (Broadband television)</td>
</tr>
<tr>
<td>HD</td>
<td>High definition</td>
</tr>
<tr>
<td>DTT</td>
<td>Digital terrestrial television</td>
</tr>
<tr>
<td>RO</td>
<td>Religious orientation</td>
</tr>
<tr>
<td>IRO</td>
<td>Intrinsic religious orientation</td>
</tr>
<tr>
<td>ERO</td>
<td>Extrinsic religious orientation</td>
</tr>
<tr>
<td>RC</td>
<td>Religious commitment</td>
</tr>
<tr>
<td>RA</td>
<td>Religious affiliations</td>
</tr>
<tr>
<td>LOY</td>
<td>Loyalty</td>
</tr>
<tr>
<td>AL</td>
<td>Attitudinal loyalty</td>
</tr>
<tr>
<td>BL</td>
<td>Behavioural loyalty</td>
</tr>
<tr>
<td>WOM</td>
<td>Word of mouth</td>
</tr>
<tr>
<td>SAT</td>
<td>Satisfaction</td>
</tr>
<tr>
<td>PSQ</td>
<td>Perceived service quality</td>
</tr>
<tr>
<td>SQ</td>
<td>Service quality</td>
</tr>
<tr>
<td>PCQ</td>
<td>Perceived content quality</td>
</tr>
<tr>
<td>TRA</td>
<td>Theory of reasoned action</td>
</tr>
<tr>
<td>TPB</td>
<td>Theory of planned behaviour</td>
</tr>
<tr>
<td>TSR</td>
<td>Theory of self-regulation</td>
</tr>
<tr>
<td>ABC</td>
<td>Tri-components model</td>
</tr>
<tr>
<td>SIT</td>
<td>Social identity theory</td>
</tr>
<tr>
<td>FA</td>
<td>Factor analysis</td>
</tr>
<tr>
<td>EFA</td>
<td>Exploratory-factor analysis</td>
</tr>
<tr>
<td>CFA</td>
<td>Confirmatory-factor analysis</td>
</tr>
<tr>
<td>SEM</td>
<td>Structural equation modelling</td>
</tr>
<tr>
<td>AMOS</td>
<td>Analysis-of-moment-structures</td>
</tr>
<tr>
<td>MENA</td>
<td>Middle East and North Africa</td>
</tr>
</tbody>
</table>
CHAPTER 1

INTRODUCTION

1.1 Chapter Introduction

This chapter begins with the background of the study. It provides an overview on the satellite TV channels in the Middle East and North Africa (MENA). The significance of customers’ loyalty, as well as, religious influences on customers’ attitudes and behaviors are also highlighted. This is followed by the problem statement, which addresses the theoretical and practical gaps of the study. The research questions and objectives are then stated. The chapter ends with the theoretical and practical significance of this study.

1.2 Background of the Study

People consider television (TV) as an important source of information, daily news, entertainment, and religion knowledge (Wasko, 2005). “Television remains a resilient, growing, and increasingly dynamic platform in the Middle East” (Schoenbach, Wood, & Saeed, 2016, p. 45). In general, there are five types of television platform, namely a) satellite TV, b) cable TV, c) internet protocol TV (IPTV), d) terrestrial TV, and e) digital terrestrial TV (DTT). Figure 1.1 illustrates the domination of satellite TV in MENA, with terrestrial TV, DTT, IPTV, and cable TV all having relatively limited market shares (Schoenbach et al., 2016). This result shows that Arab viewers consider satellite TV as a popular medium to watch TV programs (Beydoun & Jannoun, 2012).

Figure 1.1 : TV Households by Platform
*MENA includes 14 Arab countries: Jordan, Algeria, Egypt, Bahrain, Yemen, Kuwait, UAE, KSA, Qatar, Lebanon, Morocco, Libya, Tunisia, and Oman.
(Source : Schoenbach et al. 2016)
In MENA, 71 percent of TV revenue (USD 2.39 billion) goes to satellite TV channels. There are over 700 satellite TV channels that broadcast their services to MENA (Schoenbach et al., 2016). According to the Arab States Broadcasting Union (2015), there are six satellite service providers targeting the Arab region, namely Arab-Sat (481 channels), Nile-Sat (700 channels), Noor-Sat (266 channels), Eshail-Sat (63), Eutel-Sat (60), and Yah-Sat (23 channels). Jordanian viewers mostly depend on Nile-Sat to watch satellite TV channels since it offers more TV options. “Between 2012 and 2014, the number of free-to-air channels jumped from 565 to 724” (Schoenbach et al., 2016, p. 44). In other words, satellite TV channels are increasingly growing in the Arab world as illustrated in Figure 1.2 below (Abbassi, 2013).

![Figure 1.2: Satellite Television Channels between 2004 and 2013 in the Arab World](Source: Arab Advisors Group Analysis 2013)

Satellite TV channels are important entertainment tools (Dennis et al., 2013; Shamsher & Nayeem, 2012). Figure 1.3 shows different types of satellite TV channels based on their main contents. In this regard, Jordanian viewers mainly watch four satellite TV channels, namely 1) “MBC Group” (entertainment channels), 2) Roya TV (entertainment channel), 3) Aljazeera (news channel), and 4) “Almajd” (religious channel). Roya TV, as a private satellite TV channel in Jordan, is increasingly becoming a popular substitute to the state television (Sweis & Baslan, 2013). A recent report reveals that Jordanian viewers consider Roya TV as an important part of their daily routine (Roya TV, 2017). Jordanian viewers, as a part of Arabian viewers, have access to hundreds of satellite TV channels. This fact provides Jordanians with relatively more freedom to watch their preferred satellite TV channels based on their expectations and needs (Abu-Alhaija, 2010).
Satellite TV channels are considered popular communication mediums for Jordanian viewers. Almost all Jordanian households watch satellite TV channels as illustrated in Figure 1.4 and the mainstream of Jordanian adults spend four hours a day in watching satellite TV channels as illustrated in Figure 1.5. In addition to this, 96 percent of Jordanian adults perceive satellite TV channels as an important source of news and information, while 94 percent of Jordanian viewers perceive satellite TV channels as the most important source of entertainment (Dennis et al., 2013). In sum, Jordanian viewers watch satellite TV channels to satisfy their cognitive and entertainment needs (Dennis et al., 2013; Sweis & Baslan, 2013). Jordanian viewers watch specific TV contents, such as, “Yom Jadied” and “Esalo Ahlíthiker” on Jordan TV mainly to improve their social and religious awareness (Sweis & Baslan, 2013). Half of Jordanian adults (50%) watch religious and spiritual contents regularly on TV (Dennis et al., 2013). A total of 81 percent of Jordanian viewers change their satellite viewing routines in the holy month of Ramadan (Abbassi, 2011) based on their religious requirements and watching needs. These figures reflect the significance of satellite TV channels and religion in the lives of Jordanian viewers.
Saturated markets encourage businesses to re-focus on the loyalty concept in order to preserve their loyal customers (Kim, Wong, Chang, & Park, 2016). Customer’s loyalty is essential for various companies due to its role in creating sustainable competitive advantages (Wu & Ai, 2016). In competitive markets, loyal customers are considered vital for the market success (Dagger & David, 2012; El-Adly & Eid, 2016; Felix, 2014; Kandampully, Zhang, & Bilgihan, 2015). According to the marketing literature, customer’s loyalty leads to several economic advantages, such as, extra sales (Thakur, 2014), premium prices (Kim et al., 2016), cost reduction (Murali, Pugazhendhi, & Muralidharan, 2016), and additional profits (Keshvari, Geraei, & Farashbandi, 2015).
Studying customer’s loyalty is a vital research direction due to its implications (Haryanto, Moutinho, & Coelho, 2016). A review of the literature shows that marketing researchers are recommended to examine additional loyalty factors to improve existing loyalty models (e.g. Bowen & McCain, 2015; Keshvari et al., 2015; Moreira & Silva, 2015; Sayani, 2015; Srivastava, 2015). More specifically, there have been limited studies that examined the influence of culture on customer’s loyalty (Haryanto et al., 2016; Jamal & Sharifuddin, 2015; Kasuma, Ung, Kanyan, Kamri, & Yacob, 2016; Pandey, Khare, & Bhardwaj, 2015). Scholars are suggested to examine the role of culture in the loyalty model (Lee & Wong, 2016). This direction may provide a better and further understanding on existing loyalty models (Kassim & Abdullah, 2010; Lee & Wong, 2016). According to Kassim and Abdullah (2010), loyalty models can be developed by including the role of cultural factors. Numerous studies have examined the influence of culture on marketing-mix, but only a small number of scholars studied the influence of cultural dimensions on customer’s loyalty (Haryanto et al., 2016). Marketing researchers are encouraged to examine the influence of cultural issues on enhancing customers’ loyalty (Kassim & Abdullah, 2010).

Religion is considered as a specific element of culture (Al-Hyari, Alnsour, Al-Weshah, & Haffar, 2012; Ansari, 2014; Gayatri, Hume, & Mort, 2011; Mokhlis, 2009; Parida & Sahney, 2017). Scholars have investigated the influence of culture on customer’s behavior in terms of different cultural elements, but limited studies have examined the impact of religion, as another cultural element, on customer’s behavior (Mokhlis, 2009). Religion is regarded as a vital factor in examining customer’s behavior (Al-Hyari et al., 2012; Bachleda et al., 2014; Essoo & Dibb, 2004).

The literature review reveals limited marketing knowledge about the religious influences on customer’s attitudes and behaviors due to limited empirical studies (e.g. Ansari, 2014; Cleveland, Laroche, & Hallab, 2013; Jamal & Sharifuddin, 2015; Mansori, Sambasivan, & Md-Sidin, 2015; Koku & Jusoh, 2014; Swimberger, Flurry, & Parker, 2011). In this regard, studying the religious influences in management research is becoming increasingly important due to recent religious awakening (Mellahi & Budhwar, 2010). Religion serves as a general guideline to understand customer’s attitudes and behaviors (Minton, Kahle, & Kim, 2015). This study specifically attempts to examine the influence of religion, as a cultural element, on customer’s loyalty model.
1.3 Problem Statement

Understanding customer’s loyalty from the religious perspective has received insignificant research attention (Alam, Arshad, & Shabbir, 2012; Jamal & Sharifuddin, 2015; Kasuma et al., 2016; Siala, 2013; Swimberghe, Sharma, & Flurry, 2009). Previous marketing studies have investigated loyalty models through several factors, such as, customer’s satisfaction, perceived service quality, and trust. However, the religious influences on customer’s loyalty models have rarely been studied. This signifies the need to understand further the religious influences on customer’s loyalty models.

According to Alam et al. (2012), previous marketing studies addressed the loyalty models and relationships from various perspectives but overlooked the emotional aspects or the religious influences on these relationships. This is in line with McDaniel and Burnett (1990), who previously stated that, almost all models of patronage behavior have not considered the role of religious orientation or religiosity. In this matter, marketing researchers are suggested to investigate the influence of religiosity on enhancing customers’ loyalty (Kasuma et al., 2016), and it would be interesting to examine the effects of religiosity on customer’s loyalty (Agag & El-Masry, 2016).

“Much more research and deeper studies need to be conducted to examine how and what extent the religiosity impacts individual loyalty” (Tang & Li, 2015, p.646). This study intends to examine customer’s loyalty model from a religious perspective based on the marketing literature (e.g. Agag & El-Masry, 2016; Alam et al., 2012; Butt & Aftab, 2013; Essoo & Dibb, 2004; Gayatri & Chew, 2013; Jamal & Sharifuddin, 2015; Kasuma et al., 2016; McDaniel & Burnett, 1990; Siala, 2013; Swimberghe et al., 2009; Tang & Li, 2015; Abu-Alhaija, Yusof, Hashim, & Jararuddin, 2018; Abu-Alhaija, Yusof, Hashim, & Jararuddin, 2017).

According to Muhamad and Mizerski (2010), religion consists of five dimensions, namely a) religious-commitment (RC), b) religious-affiliation (RA), c) religious-orientation (RO), d) social-consequences (SC), and e) religious-knowledge (RK). Religious commitment reflects individual’s adherence to specific religious beliefs, values, and practices (Worthington et al., 2003). Religious affiliation reflects a specific religion membership (Essoo & Dibb, 2004), while religious orientation reflects an individual’s intrinsic and extrinsic religious motivation in following a specific religion (Karami et al., 2014; Muhamad & Mizerski, 2010). In other words, religious commitment or religiosity reflects individuals’ religious adherence, while religious orientation reflects their religious motivation.

However, previous marketing studies mainly used two religious dimensions to measure the religious influences on customers’ attitudes and behaviors, namely a) religious-affiliation and b) religious-commitment (religiosity). Researchers gave not much attention to other religious dimensions, such as, religious-orientation and religious-knowledge (Muhamad & Mizerski, 2010). A review of the literature shows that relatively limited studies examined the influence of religious orientation on
customer’s attitudes and behaviors using the scale of Allport and Ross (1967). In addition, to the researcher’s knowledge, previous marketing studies have not examined the influence of religious orientation on Arab customers’ attitudes and behaviors (over 400 million). Moreover, the literature review shows that marketing researchers are recommended to investigate customer’s religious orientation (e.g., Alam et al., 2012; Karami et al., 2014; Kashif et al., 2015; Minton et al., 2015; Abu-Alhaija et al., 2018; Abu-Alhaija et al., 2017). According to Weinberger-litman, Rabin, and Fogel (2016), recognizing individuals’ religious orientation is considered important to realize the real influence of religion. This study intends to examine the influence of religious orientation (as a specific religious dimension) on viewers’ attitudes and behaviors in terms of perceived service quality, satisfaction, and loyalty and from an Arab Islamic context (Jordan).

A review of the literature reveals that marketing scholars measured the religious influences on customer’s loyalty mainly through religiosity or religious commitment (RC). More specifically, McDaniel and Burnett (1990) examined the religious influences on retail patronage behavior through RC. Swimberghe et al. (2009) also investigated the religious influences on store loyalty through RC. Siala (2013) measured the influence of religion on customer’s attitudinal loyalty through religiosity (RC). Similarly, Jamal and Sharifuddin (2015) measured the religious influences on customers’ intentions to patronize specific stores through religiosity (RC). Parida and Sahney (2017) have recently examined the influence of religion (RC), as a specific cultural dimension, on brand loyalty. Moreover, Alam et al. (2012) have stated that religious orientation affects customer’s loyalty; however, the work of Alam et al. (2012) only measured the moderating effect of religious orientation on loyalty model and without hypothesizing any direct influence on customer’s loyalty. In addition, these researchers have not used the religious orientation scale (ROS) of Allport and Ross (1967) in measuring customer’s religious orientation. In fact, these researchers presented only three questions (one item was dropped during data analysis) and without including the intrinsic and extrinsic dimensions of religious orientation scale. Thus, this study intends to fill the gap by examining the influence of religious-orientation, as a motivational approach of religion, on the viewers’ loyalty model using the original scale of Allport and Ross (1967) including its intrinsic and extrinsic dimensions.

Furthermore, researchers are suggested to examine the relationship between customer’s religiosity (religion) and various marketing variables to provide better insights into the existing models (Hassan & Farrag, 2015; Tang & Li, 2015). In this regard, several studies examined the influence of cultural values on the perceived service quality based on Hofstede typology (e.g., Kueh & Voon, 2007; Polsa, Fuxiang, Sääksjärvi, & Shuyuan, 2013; Tsoukatos & Rand, 2007; Wang, Vela, & Tyler, 2008). However, only limited studies have examined the role of religion in perceived service quality (Butt & Aftab, 2013; Gayatri & Chew, 2013; Kashif et al., 2015). According to Gayatri and Chew (2013), there is a need to examine the role of religion in perceived service quality. Marketing researchers are also encouraged to investigate the cultural and religious influences on perceived service quality (Gayatri & Chew, 2013; Gayatri
More specifically, scholars are advised to examine the influence of religious orientation on perceived service quality (Kashif et al., 2015; Abu-Alhaija et al., 2017).

Marketing researchers are advised to examine the influence of religion on customer’s attitudes and purchasing intentions (Souiden & Rani, 2015). Researchers should examine the influence of different religious dimensions on customer’s attitudes and behaviors as Souiden and Jabeur (2015) encouraged researchers to find out which religious dimension can better explain customers’ attitudes and behaviors. Several studies examined the influence of religion on individual’s satisfaction from psychological and sociological perspectives (e.g. Berman et al., 2004; Ellison, Gay, & Glass, 1989; Khodayari, Shahabi, & Akbari, 2007; Whitley, 2012), but limited marketing studies examined the religious influences on customer’s satisfaction. More importantly, insufficient research have examined the relationships between religious attitudes (e.g. religious orientation) and important marketing constructs, such as, trust, satisfaction, perceived service quality, and loyalty (Butt & Aftab, 2013). To the researcher’s knowledge, previous marketing studies have not examined the influence of religious orientation on perceived content quality as a dimension of PSQ, viewers’ satisfaction, and viewers’ loyalty. Researchers are thus advised to examine the influence of religious orientation on customer’s satisfaction, perceived service quality, and loyalty (Abu-Alhaija et al., 2017; Abu-Alhaija et al., 2018).

The literature review shows that the interrelationships between perceived content quality, viewer’s satisfaction, and loyalty have not been addressed within the context of satellite TV channels in Jordan. According to Cronin, Joseph, Brady, and Hult (2000), “the consumer decision-making process for service products is best modeled as a complex system that incorporates both direct and indirect effects on behavioral intentions” (p. 210). Therefore, this study intends to examine the mediating roles of perceived content quality and viewers’ satisfaction on the assumed relationships towards the viewer’s loyalty model.

Religion is considered a sensitive issue in Jordan (Sweis & Baslan, 2013). Based on law, media must respect Jordanians’ Islamic beliefs (Leaders of Tomorrow, 2008). However, indiscreet displays of religiously improper TV contents on a regular basis indicate that satellite TV channels are hesitant in integrating the religious beliefs of Jordanian viewers into their practices and services. In this regard, most satellite TV programs do not suit Arab Islamic culture as they are mainly imported from western cultures (Abu-Alhaija, 2010; Dajani, 2005). Watching satellite TV channels may reduce viewers’ religious commitment, and encourage improper behaviors, social crimes, and sexual violence (Shamsher & Nayeem, 2012). Most Jordanian viewers are relatively dissatisfied with the majority of satellite TV channels due to improper TV contents (Obeidat & Abu-Alhaija, 2013). In 2015, Jordanian authorities discontinued one popular TV program called “Mahtat Mafroda” at Roya TV due to strong social pressure from all levels of society members against a specific TV sketch in that program which was perceived as offensive due its sexual connotations which is against
the religious values of Jordanians (Abuebied, 2015; Alkhateeb, 2015; Shamlah, 2015). In relation to this, 50 Member of Parliament signed a memorandum asking Jordanian authorities to take strict legal actions against Roya TV for broadcasting such immoral program (Ghazal, 2015; Akeed Center for Jordanian Media, 2015). More importantly, many Jordanian viewers stopped watching this channel for a specific period of time as a sign of protest. This case reflects the significance of religion to Jordanian viewers and how satellite TV channels underestimate the religious influences on their viewers. In such environment, examining the influence of religion on viewers’ perception of content quality, viewers’ satisfaction, and viewers’ loyalty can be considered as a worthy research aim.

The theoretical underpinnings used in this study, namely the theory of planned behavior (TPB), the theory of self-regulation (TSR), and the social identity theory (SIT) could be enhanced further through the research findings. Based on the theory of planned behavior, this study argues that religious orientation, as a specific behavioral belief, may affect both viewers’ perceived content quality and satisfaction (attitudes), this in turn may affect viewers’ loyalty towards satellite TV channels (intentions and behaviors). This study would further contribute to the understanding of TPB by integrating religious influences through the religious orientation into its behavioral intentions model. Based on the social identity theory, this study argues that religious orientation, as a specific dimension of social identity, may directly influence both viewers’ perceived content quality and satisfaction (attitudes) as well as their loyalty towards satellite TV channels (behaviors). This would show the significance of religious orientation, as another dimension of social identity, on viewers’ evaluations, feelings, and behaviours. Based on the theory of self-regulation, this study argues that perceived content quality, as an appraisal process, may affect viewers’ satisfaction, as an emotional reaction, which subsequently affects viewers’ loyalty as a coping response. Based on the above discussions, investigating Jordanian viewers’ perception of content quality, satisfaction, and loyalty within the context of satellite TV channels and from a religious perspective can be considered as a valuable research direction for marketing researchers and practitioners.

1.4 Research Objectives

Based on the issues discussed in the problem statement, the main objective of this study is to examine the influence of religious orientation on a) viewers’ loyalty, b) viewers’ satisfaction, and c) perceived content quality. In addition, this study aims to examine the influence of the perceived content quality and viewers’ satisfaction on viewers’ loyalty. The mediating roles of perceived content quality and viewers’ satisfaction will be also examined.
The specific objectives of this study are as follow:

i. To examine the relationship between religious orientation and Jordanian viewers’ loyalty towards satellite TV channels.
ii. To examine the relationship between religious orientation and Jordanian viewers’ satisfaction of satellite TV channels.
iii. To examine the relationship between religious orientation and the perceived content quality of satellite TV channels.
iv. To examine the relationship between perceived content quality and Jordanian viewers’ satisfaction of satellite TV channels.
v. To examine the relationship between Jordanian viewers’ satisfaction and Jordanian viewers’ loyalty towards satellite TV channels.
vi. To examine the relationship between the perceived content quality and Jordanian viewers’ loyalty towards satellite TV channels.
vii. To examine the mediation effect of the perceived content quality on the relationship between religious orientation and Jordanian viewers’ satisfaction of satellite TV channels.
viii. To examine the mediation effect of Jordanian viewers’ satisfaction on the relationship between perceived content quality and Jordanian viewers’ loyalty towards satellite TV channels.

1.5 Research Questions

To achieve the research objectives, this study attempts to provide reliable answers for the following research questions:

i. What is the relationship between religious orientation and Jordanian viewers’ loyalty towards satellite TV channels?
ii. What is the relationship between religious orientation and Jordanian viewers’ satisfaction of satellite TV channels?
iii. What is the relationship between religious orientation and the perceived content quality of satellite TV channels?
iv. What is the relationship between the perceived content quality and Jordanian viewers’ satisfaction of satellite TV channels?
v. What is the relationship between Jordanian viewers’ satisfaction and Jordanian viewers’ loyalty towards satellite TV channels?
vi. What is the relationship between the perceived content quality and Jordanian viewers’ loyalty towards satellite TV channels?
vii. Does perceived content quality have a mediation effect on the relationship between religious orientation and Jordanian viewers’ satisfaction of satellite TV channels?
viii. Does Jordanian viewers’ satisfaction have a mediation effect on the relationship between perceived content quality and Jordanian viewers’ loyalty towards satellite TV channels?
1.6 Scope of the Study

The Hashemite Kingdom of Jordan represents the setting of this study. The Jordanian population is over 6.5 million people (Jordan Statistical Yearbook, 2013). About 93% of Jordanians are Muslims, 6% are Christians, and approximately 1% adhere to other religions (Ministry of Foreign Affairs and Expatriates, 2016). Population of Jordan consists of male 51.5%, and female 48.5% (Jordan Statistical Yearbook, 2013).

Due to the financial, management, and time constraints, this study was limited in terms of longitude and geography. A cross-sectional approach was considered a convenient time horizon for this study. Data was gathered once between December of 2016 and January of 2017. Sampling frame of the study included Jordanian Muslim viewers (18 years and above) from the urban areas in Amman and Irbid. This study identified this frame due to four reasons: 1) Most Jordanians are Muslims, 2) Over 50% of Jordanians live in Amman and Irbid, 3) Most Jordanian viewers who watch satellite TV channels are from the urban areas, and 4) 18 years old as a threshold may indicate respondents’ ability to properly understand the questionnaire questions.

Using a convenience sampling technique, 750 respondents of Jordanian viewers were asked to participate in this study. English and Arabic editions of the survey questionnaire were used to collect the research data (refer to the appendix: A1 & A2). The sample of the study was selected from universities, public and private institutions, and various residential areas in Irbid and Amman to participate in the survey. Almost all Jordanian households watch satellite TV channels (Dennis et al., 2013). This study selected satellite TV channels as an important service category due to its significance to Jordanian viewers in watching entertainment and cognitive TV contents.

The conceptual framework of the study, as illustrated in Figure 3.5, was tested using quantitative techniques. This study included descriptive and inferential analyses. Structural-Equation-Modeling (SEM) using AMOS based on the research objectives was used to test the structural relationships, including direct and indirect relationships to evaluate the hypotheses of the study.

1.7 Significance of the Study

This study includes academic and practical significance.
1.7.1 Academic Significance

The variables of this study, namely religious orientation, perceived content quality, viewers’ satisfaction, and viewers’ loyalty were identified based on the marketing literature. This study integrated the religious orientation into the loyalty model as a vital antecedent factor which affects viewers’ loyalty, viewers’ satisfaction, and perceived content quality. This study also provided empirical evidences on other proposed relationships as illustrated in Figure 3.5.

This study can provide important evidence on using the religious orientation construct and its original scale of Allport and Ross (1967) independently from other religious dimensions, such as, religious commitment, religiosity, and religious affiliation. In addition, this study can provide an important support for using the religious orientation scale (ROS) in the Arab Islamic context. Most previous studies mainly focused on western contexts and religions (e.g. American Judaism and Christianity) or non-Arab Islamic contexts (e.g. Iran).

As discussed earlier, limited studies considered the role of religion in loyalty models. This study can direct the attention of marketing scholars further to examine the religious influences on important marketing concepts, such as, perceived service quality, viewers’ satisfaction, and viewers’ loyalty within different research contexts. This study is important since marketing researchers were recommended to measure the religious influences on customers’ attitudes and behaviors (e.g. Essoo & Dibb, 2004; Mansori et al., 2015) instead of only focusing on their attitudes (Essoo & Dibb, 2004). This study examined Jordanian viewers’ loyalty using a composite measurement, including measures of attitudinal loyalty and behavioral loyalty, to effectively capture loyalty attitudes and behaviors. In addition, this study examined the influence of religious orientation on customers’ attitudes in terms of perceived content quality and viewers’ satisfaction.

This study examined satellite viewing behavior from a marketing perspective unlike most previous studies which mainly focused on educational, psychological, and sociological perspectives (Obeidat & Abu-Alhaija, 2013). Moreover, this study provided empirical evidences on the mediation effects of the perceived content quality and viewers’ satisfaction. Important theoretical significance can be presented as academic confirmations for using the theory of planned behavior, self-regulation theory, and social identity theory in explaining specific theoretical relationships within the context of satellite TV channels.
1.7.2 Practical Significance

Satellite TV channels can use the findings of this study to better understand Jordanian viewers in terms of their religious orientation, perception of content quality, satisfaction, and loyalty. This understanding could assist the decision makers of satellite TV channels to prepare effective polices in targeting Jordanian viewers. In addition, realizing the influence of religious orientation on viewers’ loyalty, viewers’ satisfaction, and perceived content quality is important to improve the performance of satellite TV channels by integrating its significance into appropriate marketing polices. For instance, understanding the religious orientation can help to develop appropriate positioning and communication policies (e.g. Essoo & Dibb, 2004) based on viewers religious perspectives (religious-oriented approach).

Customer’s loyalty is considered an important outcome for various companies due to its benefits and significance. This means that managers of satellite TV channels would be interested to recognize the findings and practical implications of this study to enhance their customer’s loyalty. According to the researcher’s knowledge, the proposed relationships in this study are considered new, especially, in the context of satellite TV channels. This means that understanding these relationships could improve perceived content quality, viewers’ satisfaction, and viewers’ loyalty towards satellite TV channels.

The findings of this study can help the decision makers of satellite TV channels to satisfy and retain existing Jordanian viewers based on the suggested practical implications. Respondents’ perceptions on the measurements’ items could help to identify the required procedures and corrections to enhance perception of content quality, viewers’ satisfaction, and viewers’ loyalty. This study could also facilitate satellite TV channels, media centers, and various Jordanian establishments to understand the strategic roles of religious orientation, perceived content quality, and satisfaction in enhancing viewers’ loyalty towards satellite TV channels.

It is worth stating that studying the proposed relationships is regarded as an important attempt for satellite TV channels which target Arab viewers. This is since Arabs and Jordanians share many common characteristics, such as, Arabic language, mutual history, habits, lifestyles, and, most importantly, the Islamic religious beliefs. In sum, this study can guide the decision makers of satellite TV channels to develop convenient polices based on the research results. The practical implications of this study can serve as a general guideline to evaluate and improve performance of satellite TV channels in terms religious orientation, perceived content quality, viewers’ satisfaction, and viewers’ loyalty.
### 1.8 Terms and Definitions

This section shows the main terms and definitions that are used in the study as illustrated in Table 1.1. Additional definitions and explanations can be found in chapter two.

**Table 1.1: Research Terms and Definitions.**

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer's Loyalty (LOY)</td>
<td>Is defined as a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior.</td>
<td>Oliver (1999)</td>
</tr>
<tr>
<td>Customer's Satisfaction (SAT)</td>
<td>Refers to an overall-satisfaction that instantly results from experiencing a specific service.</td>
<td>Koteswara et al. (2015)</td>
</tr>
<tr>
<td>Perceived Content Quality (PCQ)</td>
<td>Represents a system’s ability to provide information-services and programs to satisfy customers’ needs and desires.</td>
<td>Liou et al. (2015)</td>
</tr>
<tr>
<td>Culture</td>
<td>Is viewed as an umbrella which includes various values, norms, beliefs, and behavioral-patterns of a specific group.</td>
<td>Leung et al. (2005)</td>
</tr>
<tr>
<td>Religion</td>
<td>Refers to unified systems of beliefs and practices relative to the sacred things.</td>
<td>Muhamad &amp; Mizerski (2010)</td>
</tr>
<tr>
<td>Religious Commitment (RC)</td>
<td>Refers to individuals’ adherence to specific religious beliefs, values and practices in everyday life.</td>
<td>Worthington et al. (2003)</td>
</tr>
<tr>
<td>Religious Affiliation (RA)</td>
<td>Is defined as a categorical measurement of religion which refers to individual’s affiliation or membership to a specific religion such as Islam, Judaism, Hinduism, and Christianity.</td>
<td>Muhamad &amp; Mizerski (2010)</td>
</tr>
<tr>
<td>Religious Orientation (RO)</td>
<td>Represents the individual’s intrinsic and extrinsic motivation in following his or her religion.</td>
<td>Muhamad &amp; Mizerski (2010)</td>
</tr>
<tr>
<td>Satellite TV Channels</td>
<td>Refers to public or private television channels which broadcast their programs and information to viewers using one or more space satellites such as Nile-Sat, Arab-Sat, or Noor-Sat.</td>
<td>Present Researcher</td>
</tr>
</tbody>
</table>

(Source: Compiled by researcher)
1.9 Thesis Organization

This thesis is organized into six research chapters:

Chapter one presents a brief introduction about satellite TV channels, Jordanian viewers, customer’s loyalty, culture, and religion. Also, it discusses the problem statement, the research objectives and questions. Finally, it explains the scope of the study, as well as, the academic and practical significance.

Chapter two reviews the relevant literature on customers’ loyalty, attitudinal loyalty, behavioral loyalty, composite loyalty, satisfaction, culture, religion, religion dimensions, religious commitment, religious affiliations, religious orientations, perceived service quality, perceived content quality, Islam, and satellite TV channels.

Chapter three includes the theoretical foundations and hypothesis development. This chapter explains the theoretical backgrounds and underlying theories used in developing the theoretical and conceptual frameworks of this study. Finally, it explains the hypotheses development through relevant empirical evidences.

Chapter four discusses the research methodology in terms of research philosophy, research design, research setting, sampling design, research instrument, and variables’ measurements. This chapter also explains data analysis in terms of descriptive analysis and inferential analysis. Finally, it presents data screening, pre-test procedure, pilot study, and reliability and validity results.

Chapter five discusses data analysis techniques and procedures. It includes results of descriptive analysis, confirmatory factor analysis (CFA) of all variables, and hypotheses’ evaluations, findings, and interpretations.

Finally, chapter six presents the study’s results discussions, conclusions, theoretical implications, managerial implications, research limitations, and the future research directions.
1.10 Chapter Summary

This chapter provided an introduction about satellite TV channels in the Arab world. Statistics about Jordanian viewers, significance of customer’s loyalty, and the religious influences were also discussed. This chapter stated the research problem based on theoretical and practical perspectives. The research objectives and questions were clearly presented based on the conceptual framework of the study as illustrated in Figure 3.5. This is then followed by the scope of the study, as well as, the theoretical and practical significance. The research terms and definitions were illustrated in Table 1.1.

This chapter discussed the influence of religious orientation on viewers’ loyalty, viewers’ satisfaction, and perceived content quality. It also deliberated on the relationships between perceived content quality (IV), viewers’ satisfaction (IV), and viewers’ loyalty (DV). It is hoped that the findings of this study can provide valuable guidelines and practical implications to enhance viewers’ loyalty, viewers’ satisfaction, and the perceived content quality of satellite TV channels.
REFERENCES

Abbassi, J. (2011). Insights into Arab consumers broadcast and online consumption habits The TV landscape in the region The Internet landscape Consumption patterns Smartphone findings in Jordan & UAE.


179


200


Takareer Mutakhasisah. (2015, September 9). Retrieved from http://akeed.jo/%D8%AA%D9%82%D8%A7%D9%85%D8%A7%D9%85%DA%E8%8B%B5%D8%B5%D8%A9/2493/


