

**The Role of WebQual in Driving Customer Behavioral Intentions
Customer Perceived Trust as a Mediator
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Abstract

This study aims to investigate the effect of WebQual factors on online behavioral intentions, with considering the mediating role of traveler perceived trust in the context of travel agencies in Jordan. Based on a thorough understanding of the relevant literature, and in light of the research questions and objectives, a conceptual research model comprising four main research hypotheses is developed, and then empirically examined. The study mainly implemented a snowball sampling technique to develop a representative sample of regular travelers in Jordan. In total, 482 participants have been approached using Google forms; some of the forms had been sent via e-mail, and other respondent had been reached via social media platforms; Facebook and whatsapp. 90 responses were excluded based on a screening question, and 5 other incomplete responses were also discarded. A dataset of 387 complete and valid questionnaires were considered for data analysis using structural equation modeling SEM with AMOS 21.0. The findings of hypothesis testing revealed that; (1) ease of use and visual appeal were found to be significant in predicting traveler behavioral intentions, (2) with exception to visual appeal, all the factors of WebQual were found to have a statically significant impact on traveler perceived trust, (3) perceived trust was found to has a statically significant impact on traveler behavioral intentions (4) and a partial mediation was reported for traveler perceived trust on the relationship between WebQual and traveler behavioral intentions. The research findings are informative to researchers, managers, and marketers. Also, the study suggests different recommendations for Website developers to improve their Websites quality. Research limitations and areas of future research are also discussed.

Keywords: WebQual, Information Quality, Ease of Use, Interactivity, Visual Appeal, Perceived Trust, Traveler Behavioral intentions, Travel Agents Websites.