

Determining the relationship of tourist satisfaction and loyalty

ABSTRACT

Tourist satisfaction is important to ensure the future of a tourist destination. Satisfied tourist would revisit and recommend to others which ensure a chain of event that allows the tourist destination to be visited for years to come. Therefore, to establish tourists' loyalty towards the destination, their satisfaction has to be fulfilled. In this paper, the relationship of tourist satisfaction and loyalty in Tunku Abdul Rahman Park is determined. Exploratory factor analysis was conducted prior to the multiple regression analysis using 8 destination image, 7 attribute satisfaction and 3 loyalty variables. Exploratory factor analysis results showed three dimensions of satisfaction and one loyalty dimension. Multiple regression analysis was used to show and prove the otherwise hypothesized relationship of the variables mentioned. The hypothesis, 'there is a positive relationship between tourist satisfaction and loyalty' was tested through this analysis. The study results showed there is a partially accepted relationship between tourist satisfaction and loyalty.