

A Study of the Factors Affecting on Customer Satisfaction in Tourism Industry in Sri Lanka

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Background of the Study

Consumer loyalty is a business logic, which watches out for the making of significant worth for clients, envisioning and dealing with their desires, and exhibiting capacity and duty to fulfill their needs. The nature of administration and consumer loyalty are basic components for the accomplishment of any business (Parasuraman *et al.*, 1988, Gronoos, 1990). Be that as it may, achieving consumer loyalty is known to be the most critical and the most contemporary test looked by the administration business (Marković and Janković, 2013). Llach *et al* (2016) has expressed that the cordiality business faces a great deal difficulty. These difficulties incorporate monetary issues, increment in rivalry and client requests. Kandampully and Suhartanto (2000) contends that the developing volume and rivalry has opened entry ways for clients with more options, more prominent incentive for cash and increased dimensions of administration. Picking up an upper hand is the way to confront this test. Subsequently, accomplishing consumer loyalty is key for the accomplishment of the neighborliness business because of its administration direction. According to the pilot study done in February in the year 2019, taking 20 tourists, identified that tourists are in opinions that they visit Sri Lanka not for the first time but for the second or third time. This indicates they prefer to be here in Sri Lanka rather than other destinations. Some tourists convey; “Ever since October 2015 we have been coming here,” said Jameel and Tanya from Palestine and Ukraine respectively. “We don’t care about bombs or other issues. We love Sri Lanka and will continue to come here.” This shows that repeat purchase intention is always there. Then the questions come, because of what reasons they visit Sri Lanka more than one time. However, many arguments come into effect to decide what factors come as variables influencing consumer loyalty in the friendliness business of Sri Lanka and its effect to keep up Sri Lanka's upper hand as a much looked for after vacationer goal.

Research Questions

Based on the problem statement developed as above, the following research questions are to be addressed;

- A. What are the key factors that affect consumer satisfaction in tourism in Sri Lanka?
- B. What is the impact of the key factors affecting on customer satisfaction to consumer loyalty in tourism in Sri Lanka.?

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