

Table 2: Parameter Estimates

			Estimate	S.E.	C.R.	Estimate	P
Customer Loyalty	<---	Service Quality	.354	.053	6.684	.424	***
Customer Loyalty	<---	Behavioral Intension	.442	.085	5.196	.342	***
Customer Loyalty	<---	Physical Attributes	.170	.016	10.565	.214	***
Customer Loyalty	<---	Perceived Value	.018	.008	2.268	.028	.023

Source: Survey Data (2019)

## Conclusion

The relationship between quality and customer loyalty is obvious: loyalty is impossible with low quality. The importance of loyalty is also obvious: the mature industry requires long-term relations with customers. The current study showed the interrelationships among service quality dimensions and customer loyalty in the Tourism Industry sector in Sri Lanka. This study confirms the positive relationship between all the service quality attributes and customer loyalty. Moreover, because all the dimensions of service quality attributes are positively correlated with customer loyalty, hotel managers should emphasize all the service quality dimensions in maintaining and improving the service quality that they provide. This study highlights that reliability and empathy are the most important dimensions of service quality in the Tourism Industry in Sri Lanka. The hotel managers need to put a lot of emphasis on the attributes of reliability and empathy to create service quality which will eventually result in loyalty. The importance of customer loyalty for tourism is also proved with some practical cases. The study discusses the effectiveness of multi-sponsor loyalty platforms and the high volume of tourism service offers (flights, journeys, hotel accommodation, etc.) Individual preference can be considered as the element of quality service and the instrument of getting customer loyalty. Price discounts can motivate short-term sales, but they are questionable in the long-term perspective. Retailers in the service industry “employ price discounts on products to motivate short-term sales, they often establish promotional policies without considering their effect on the long-term business results”. The price discounts can decrease the revenues, but according to the results of the study, they don’t have much influence on customer loyalty.

**Key Words:** *Behavioral Intentions, Consumer Loyalty, Perceived Value, Physical Attributes, Service Quality,*