

## **The Analysis of Physical Environment on Customer Revisit Intention through Customer Satisfaction with Special Reference to the Eco Lodges in Sri Lanka**

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This research is carried out to investigate the impact of the physical environment on customer revisit intention and the mediating effect of customer satisfaction, with special reference to the eco-lodges industry in Sri Lanka. Based on the nature of the research problem, convenience and judgmental sampling techniques were used to collect the primary data. A total of 423 consumers in Sri Lanka were selected for the sample from those who visited eco-lodges. Descriptive analysis was used to analyse the collected data for both the independent variable and dependent variable, and regression analysis and a one-sample test were adopted to test the hypotheses. According to the data analysis, the major findings indicate a less positive impact of design and ambient conditions on Eco Lodge's industry customer satisfaction. Equipment also has a weakly negative impact on customer satisfaction. Also, the degree of social factors is high in Eco Lodge's service stations in Sri Lanka. The analysis also confirmed that customer satisfaction mediates the relationship between the physical environment and customer revisit intention. This study contributes to the existing body of knowledge by highlighting the importance of each factor in the eco-lodges and hospitality sectors. Its application in the hospitality business and implications for future research are also discussed. Here, major research limitations are the restraint of the sampling coverage and the restriction on covering the valuable industries in Sri Lanka. The practical implications of this study highlight the value of the physical environment and emphasise the importance of customer satisfaction. Finally, the results provide detailed implications and a platform on which future research can be built. be built.

**Keywords:** *Customer Revisit Intention, Customer Satisfaction, Eco Lodges, Physical Environment*