

THE IMPACT OF SERVICE QUALITY ON TOURIST SATISFACTION AND LOYALTY IN INDIAN TOUR OPERATION INDUSTRY

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ABSTRACT

In today's competitive, complex and global business environment quality has recognised one of the most vital determinants to remain in the tourism marketplace. The service Quality within tour operation business is pivotal for satisfying tourists, retaining them and creating loyalty amongst tourists. This research has proposed a conceptual framework to investigate the impact of tourists' perceived service quality, on satisfaction and loyalty. To test the conceptual framework, structural equation modeling (SEM) has been used to analyse the data collected from 558 tourists visiting in India. The results of the study indicate that tourist satisfaction is significantly and positively related to loyalty. Tourist satisfaction has found to be an important mediator between perceived service quality and tourist loyalty.

KEYWORDS: Service Quality, Customer Satisfaction, Loyalty, Tour Operator, India