

# Evaluating the Impact of Service Management Dimensions on Tourist Loyalty in Urban Culture Tourism

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**Abstract** - This study analyses the facets of service quality affect visitors' loyalty to a particular travel destination. The study looks at how six important factors—including staff response, accessibility, cleanliness, communication, safety management, and perceived cost fairness—affect travellers' intentions to return and suggest the location. A systematic questionnaire was used to gather primary data from 203 respondents. Significant determinants of tourist loyalty were found by employing SPSS's Multiple Linear Regression analysis of the data. The findings showed that the most important elements influencing loyalty were staff responsiveness, cleanliness, and communication; cost fairness had no discernible impact. These results highlight how crucial service-related factors are when developing visitor retention plans. For location managers and tourism planners looking to enhance service delivery and cultivate enduring patronage, the study provides useful insights.

**Keywords:** Service management, Tourism, Tourist Loyalty, Experience

## INTRODUCTION

A vibrant and essential industry for regional development, cultural interchange, and economic expansion is tourism. In order to increase visitor loyalty in the fiercely competitive global tourism business, locations work to both draw and keep visitors. One of the most important markers of a destination's long-term success is visitor loyalty, which is the probability of return trips and good word-of-mouth. Service quality has long been recognised as a crucial driver among the many variables affecting visitor loyalty. Travellers' experiences, level of pleasure, and decision to recommend or return to a place are all greatly influenced by their impression of the quality of the services they get.

In the tourism industry, service quality is a multifaceted concept that includes both tangible and intangible elements of the visitor experience. The general impression of service quality is influenced by a number of factors, including staff responsiveness, service accessibility, cleanliness, communication efficacy, safety management, and perceived cost fairness. When well handled, these elements can improve a visitor's entire experience and promote emotional ties and trust with the place. Despite the consumer behaviour literature's well-established relationship between loyalty and service quality, there is still a dearth of tourism-focused research that quantitatively assesses these distinct factors, especially in new or rising locations.

Building loyalty is not just a competitive advantage, but a need in a time when personal recommendations and online evaluations influence travel choices more than ever. This study adds to the corpus of knowledge by providing useful suggestions for enhancing service provision and maintaining visitor interest. It pushes

destination managers to take a more analytical and customer-focused approach when creating service enhancements that result in traveler experiences that are memorable and inspire loyalty.

## RESEARCH QUESTION

What is the impact of service quality dimensions on tourist loyalty?

## OBJECTIVES

To analyze how service management factors influence tourist loyalty in urban culture tourism.

## HYPOTHESIS

H<sub>0</sub> - Service Quality dimensions have no significant impact on tourist loyalty.

## LITERATURE REVIEW

**Sarangi and Gosh (2025)** examined how, in Sundarbans ecotourism, visitor pleasure mediates the relationship between loyalty, destination image, and service quality. Using data from 468 visitors and structural equation modelling, they discovered that loyalty is greatly increased by visitor satisfaction. The study emphasises how crucial it is to enhance destination perception and service quality in order to promote visitor loyalty in ecotourism environments. **Wang and Li (2023)** identified five major elements impacting tourist loyalty after conducting a meta-analysis of 242 studies: motivation, perceived value, experience quality, and satisfaction. According to their research, loyalty was most strongly impacted by satisfaction, which was followed by motivation, experience quality, perceived value, and perceived quality. This thorough investigation provides insightful information for improving destination marketing tactics. **Hussain et al. (2023)** used structural equation modelling to investigate the relationship between destination loyalty and service quality in China's resort hotels. According to their research, providing excellent service increases customer happiness and electronic word-of-mouth, both of which greatly increase destination loyalty. The survey emphasises how crucial excellent customer service is to encouraging return business and responsible traveler behaviour. **Cheunkamon et al. (2021)** examined the relationship between visitor loyalty and service quality in tourism supply chains and logistics. According to their research, loyalty is directly impacted by commitment, satisfaction, and trust, while service quality has a major indirect impact through these mediators. The results highlight how crucial it is to improve service quality in order to promote loyalty in the travel industry. **Yuan et al. (2018)** evaluated Savannah, Georgia's urban tourism features using asymmetric impact-performance analysis. They discovered that urban trees serve as excitement factors, increasing contentment when they are there but not detracting from it when they are not. Price, safety, and food/service were considered basic elements, whereas heritage sites were regarded as performance variables. The report emphasises how crucial customised urban tourism tactics are. **Khan et al. (2017)** explored how customer happiness and service quality interact in the travel and tourism sector, emphasising how they have a big impact

on destination perception and visitor retention. According to their findings, improved service quality raises customer happiness, which benefits the expansion and sustainability of the sector. **Khawash and Bakshi (2017)** evaluated how perceived destination-based service quality affects visitor happiness and destination loyalty using the TOURQUAL protocol. Accessibility, atmospherics, human aspect, experience, and security were the five main dimensions that their investigation identified. Interestingly, 'atmospherics' were out to be a strong predictor of loyalty and satisfaction, influencing advocacy and return visits. For tourism marketing organisations looking to improve service quality and cultivate destination loyalty, the findings provide insightful information.

## SIGNIFICANCE OF THE STUDY

By determining which aspects of service quality have the greatest impact on visitor loyalty, this study offers insightful information to managers and policymakers in the tourism industry. Knowing these factors can assist improve service delivery and promote return visits as locations fight to keep tourists. The results can help create quality-focused strategic plans for tourist development, which will increase visitor happiness and the long-term viability of the destination.

## RESEARCH GAP

Few studies have explicitly measured the effect of individual service quality aspects on visitor loyalty in developing locations, despite the fact that prior research has looked at both overall service quality and visitor pleasure. Furthermore, there is a paucity of scientific evidence explicitly connecting factors like communication and cleanliness to loyalty outcomes. In order to fill that knowledge vacuum, this study offers a targeted, data-driven analysis that identifies the primary factors influencing service quality, providing more useful information for efficient tourist management and policy development.

Table 1

Demographic variable & Category	Frequency	Percentage	Cumulative Percentage
<b>Age</b>			
Below 30	92	45.32	45.32
31-40	51	25.12	70.44
Above 40	60	29.56	100
	203	100	
<b>Gender</b>			
Male	118	58.13	58.13
Female	85	41.87	100
	203	100	
<b>Marital Status</b>			
Married	109	53.69	53.69
Unmarried	94	46.31	100
	203	100	
<b>Purpose of Visit</b>			
Leisure	116	57.14	57.14
Business	45	22.17	79.31
Family/ Religious	42	20.69	100
	203	100	

Visit Frequency			
First time	82	40.39	40.39
2 – 3 times	73	35.96	76.35
More than 3 times	48	23.65	100
	203	100	

Table 1 shows the demographic study, the majority of respondents were married (53.69%), under 30 years old (45.32%), and male (58.13%). The primary reason for travel was leisure (57.14%), followed by business (22.17%) and visits for family or religious reasons (20.69%). A sizable percentage (40.39%) were first-time visitors, while 59.61% had made many visits. This combination of first-time and returning visitors, as well as the range of their travel objectives, offers an appropriate foundation for investigating the variables affecting tourist loyalty, the study's dependent variable.

Table 2 - Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.525 <sup>a</sup>	.275	.252	2.218

a. Predictors: (Constant), Perceived Cost fairness, Accessibility, Safety Management, Communication, Staff Responsiveness, Cleanliness

Table 2 displays. The independent factors of staff responsiveness, accessibility, cleanliness, communication, safety management, and perceived cost fairness together account for about 27.5% of the variance in visitor loyalty, according to the model summary ( $R^2 = .275$ ). Even after accounting for the number of predictors, the model's strong explanatory ability is confirmed by the modified  $R^2$  of .252. An adequate model fit is shown by the standard error of the estimate (2.218), which shows a respectable average variation between the actual and anticipated values.

Table 3 - ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	418.493	6	69.749	14.201	.000 <sup>b</sup>
	Residual	1104.507	196	5.635		
	Total	1523.000	202			

a. Dependent Variable: Tourist Loyalty

b. Predictors: (Constant), Perceived Cost fairness, Accessibility, Safety Management, Communication, Staff Responsiveness, Cleanliness

Table 3 demonstrates the statistical significance of the regression model ( $F = 14.201$ ,  $p < .001$ ). This suggests that in the context of urban cultural tourism, the set of predictors has a considerable impact on visitor loyalty when considered collectively. The null hypothesis, which holds that none of the independent variables have an impact, is supported by the p-value of .000.

Table 4 - Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	2.155	1.230		1.752	.081
	Staff Responsiveness	.196	.068	.178	2.882	.005
	Accessibility	.174	.072	.132	2.417	.071
	Cleanliness	.308	.074	.261	4.162	.000
	Communication	.225	.069	.198	3.261	.001
	Safety Management	.149	.072	.120	2.071	.040
	Perceived Cost fairness	.089	.067	.072	1.328	.186

a. Dependent Variable: Tourist Loyalty

Table 4 shows the Regression analysis that each independent variable makes a significant contribution to the dependent variable, tourist loyalty. The constant value ( $B = 2.155$ ,  $p = .081$ ) indicates a baseline level of tourist loyalty when all predictor variables are at their lowest, although it is not statistically significant at the 0.05 level. Cleanliness had the most substantial positive impact on visitor loyalty among the independent variables, as evidenced by its extremely significant p-value ( $p = .000$ ) and standardised beta coefficient of .261. This implies that tourists' perceptions of cleanliness at tourist destinations are very important in encouraging return visits and good word-of-mouth. Likewise, two other statistically significant contributors are staff responsiveness ( $Beta = .178$ ,  $p = .005$ ) and communication ( $Beta = .198$ ,  $p = .001$ ). These findings demonstrate that proactive, transparent, and polite interactions by service staff have a big influence on travellers' decisions to remain loyal.

Although accessibility and loyalty have a positive correlation ( $Beta = .132$ ), its p-value of .071 makes it marginally insignificant at the 5% level, yet it is still important to take into account. Its impact could change depending on things like the destination's ease of travel and transportation infrastructure. The impact of safety management is also substantial, but very small ( $Beta = .120$ ,  $p = .040$ ), suggesting that perceived safety is a foundational, rather than a primary, cause of loyalty. However, the model does not significantly benefit from Perceived Cost Fairness ( $Beta = .072$ ,  $p = .186$ ). This could imply that when it comes to urban tourism, tourists might put emotional fulfilment and experience quality ahead of cost considerations. When taken as a whole, these results highlight the fact that aspects of service quality—specifically, responsiveness, cleanliness, and communication—have a greater influence on visitor loyalty than logistical or budgetary considerations.

## RESULT & DISCUSSION

The results of the SPSS regression analysis show that staff responsiveness ( $\beta = .178$ ,  $p < .01$ ), communication ( $\beta = .198$ ,  $p < .01$ ), and cleanliness ( $\beta = .261$ ,  $p < .001$ ) are all significant predictors of visitor loyalty. According to these results, visitors place a great importance on clean surroundings and polite, productive interactions. Additionally, safety management and accessibility had a moderately good impact. However, perceived cost fairness had no discernible impact, suggesting that travellers may give quality experience a higher priority than cost when choosing whether to return.

## CONCLUSION & SUGGESTION

This study comes to the conclusion that certain aspects of service quality, in particular cleanliness, staff response, and communication, are crucial for increasing visitor loyalty. Although they certainly have a role, accessibility and safety have a relatively less impact. It's interesting to note that perceived cost fairness had no discernible effect on loyalty, indicating that travellers are more experience-driven than budget conscious. These results suggest that tourism management should place a high priority on keeping areas clean, educating employees to be more responsive, and making sure that there is clear communication at every stage of the visitor experience. By making investments in these areas, you may increase visitor happiness and promote return trips. Additionally, gathering visitor feedback on a regular basis can support the maintenance of high service standards and the monitoring of shifting preferences. To further improve tourism loyalty models, future research can examine cultural or destination-specific factors.

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