SSIJMAR
SINCE 2012

A Study in Analysing the Effect of Overall Service Quality on Customers' Attitudinal and Behavioural Loyalty in Tourism Industry

M Devendra[1] and Prof P Purnachandra Rao[2]

[1] *Research Scholar, Dept of Tourism and Hospitality Management*
Acharya Nagarjuna University, Guntur
[2] *Research Guide, Dept of Tourism and Hospitality Management*
Acharya Nagarjuna University, Guntur

Abstract

The tourist sector is critically dependent on the happiness and loyalty of its customers, both of which are significantly impacted by the quality of the services that are provided. The purpose of this article is to explore how tourists' attitudinal and behavioural loyalty develops in response to perceived service quality. The work is titled "A Study in Analysing the Effect of Overall Service Quality on Customers' Attitudinal and Behavioural Loyalty in the Tourism Industry," and it is titled as such. Because of the increasing competition and the fluctuating expectations of customers, providers of tourist services are required to guarantee a consistent level of quality throughout the whole process. The purpose of this research is to determine whether or not having a higher level of service quality leads to a more favourable attitude among customers, which in turn encourages frequent patronage and advocacy efforts. The study makes use of a quantitative methodology to collect primary data via the use of standardised questionnaires that are directed at holidaymakers who have recently made use of services offered by tourism businesses. Attitudinal loyalty, which includes trust, emotional connection, and perceived value, and behavioural loyalty, which includes recurrent visits and referrals, are the primary metrics. General service quality is also a measurement. Using statistical methods, we were able to determine the degree of linkages between the variables as well as the direction of those relationships. The findings of the study indicate that there is a significant positive link between service quality and both forms of loyalty. Attitudinal loyalty serves as a mediator between the two types of loyalty and the behavioural consequences. The findings highlight the relevance of making investments in quality improvements not just to increase pleasure but also to develop emotional bonds that last a lifetime and to instil a habitual loyalty in visitors. This research includes information that is helpful for members of the legislative branch, marketers who are attempting to maintain client loyalty in a highly competitive industry, and tourist operators.

Keywords: Service Quality, Customer attitude, Loyalty

Introduction

Considering the tremendous rivalry that exists in the hospitality and leisure industry, it is essential to have a solid understanding of the factors that influence the overall quality of service as well as the implications that these factors have on the attitudes and behaviours of customers. This is of utmost significance in the hotel service industry since the expenses associated with transferring customers are quite modest. Hotel visitors are subject to switching costs, which include a variety of factors, including those linked to their mental state, financial situation, level of effort, and amount of time spent, when they choose for other brands or goods. The higher level of service that hotels give results in reduced switching costs in the hotel industry (Bahadur, 2018). This, in turn, reduces the likelihood that customers would transfer hotels often. There are a number of characteristics that influence the attitudes and behaviours of consumers, including service quality, satisfaction, trust, value, and commitment. These factors are anticipated to improve service excellence and customer retention. Under normal operating circumstances, it is anticipated that hotels that use a customer-centric strategy would be able to attract, retain, and cultivate lifetime connections with their customers, therefore providing a significant competitive advantage. The

Corresponding Author: M Devendra, mdevendra700@gmail.com

expenses of acquiring new customers are greater than the costs of maintaining existing customers, which is why all companies, including hotels, are dependent on customer loyalty (Duggal, 2018).

It is anticipated that travellers would show higher levels of interest in this new kind of digital tourism as they become more conscious of the environmental impacts of their travels. Without a shadow of a doubt, tourism has evolved into a globally influential business that has the potential to influence the economic situation of a nation. In addition to other industries, the tourist industry is connected to endorsements, sponsorships, advertisements, commercial companies, and product placements. There is no doubt that the tourist industry has contributed to the prosperity of both individuals and the nation (Chan, 2017). It is possible to bring about the shift via the production of significant amounts of money, the stimulation of growth and expansion, the creation of a large number of employment opportunities, and the eradication of poverty on both a local and worldwide scale. The rapid growth of the tourist industry around the globe has resulted in significant changes in all industries that are associated with it. These changes have been beneficial to the economy of the country. The return of visitors to a website that they have previously visited is an essential indicator of their connection to certain services and websites (Alalwan, 2018). The satisfaction of the traveller is the most important factor in determining the success of the travel sector since it has an effect on the loyalty of the passengers. This encompasses suggestions made by tourists via word-of-mouth (WOM) as well as their desire to return to the locations that they feel they enjoy the best. Previous studies have shown that the degree of satisfaction that tourists have with the tourism facilities and goods that they experience during their first visit to an attraction is the primary factor that determines whether or not they will return to that destination in the future [6]. Word of Mouth (WOM) is a strong tool that may be used to either encourage or discourage future visitors to a location. The usage of electronic word-of-mouth (eWOM), which is prevalent across many social media platforms and other locations, has evolved into a more convincing instrument for evaluating visitor facilities (Neupane, 2021). The quality of the services provided to tourists is the primary factor that determines the success of tourism marketing, which places an emphasis on various tourism settings. As a consequence of this, destination loyalty has become an extremely crucial factor in providing first-rate service with regard to a tourism location (Muposhi, 2021). Recently, the study has been concentrating on the loyalty of tourists staying in certain hotels located in a particular region. The findings of recent research indicate that in order to better understand the connection between the quality of tourism services and the loyalty of tourists to their destinations, several additional components, such as intellectual, emotional, and psychological aspects, need to be studied and comprehended in the context of tourist marketing, both locally and worldwide. This substantiates the need of examining the destination picture in order to have a better understanding of this sort of interaction. Researchers have shown interest in studies that examine the loyalty of tourists within the context of service marketing. Previous study has focused mostly on the supply side of the tourist industry when it comes to addressing the quality of service, rather than focusing on the actual requirements and preferences of visitors. Despite the fact that the literature on service quality has a wealth of data, it does not have a comprehensive grasp of the loyalty of visitors at the level of destination (Iqbal, 2018). The process of identifying the amenities (such as a spa and a gym), the internal services (such as excursions), the location of the hotel, and the hospitality that contribute to an improved tourist experience.

Literature Review

According to the findings of a number of studies, the future stability and profitability of enterprises and tourism sites are highly dependent on the loyalty of tourists to their destinations. There is a possibility that the website will be successful for a variety of reasons, such as the happiness and loyalty of customers, as well as environmental studies of the motives of visitors. As a result of the fact that customer satisfaction is the primary factor that determines loyalty with regard to the perception of the destination image, the factors that influence customer loyalty may be discovered in customer satisfaction. There has been a recent clarification of the dynamics of the tourism industry via the use of a market basket to demonstrate

how customers choose local products and services at a particular location. Nevertheless, it is essential to ascertain the level of satisfaction that visitors have with their holiday and whether or not they are willing to pay for the services that are offered (Hosseini, 2017).

A demand-supply matrix was helpful in supporting this notion because it enabled businesses to match the demands of certain segments with the resources that were available, which in turn assisted destination executives in selecting markets. In addition, the findings provide support for a novel concept regarding word of mouth as a primary indicator of customer loyalty. This is due to the fact that word of mouth has the potential to attract new clients by way of the endorsements of existing customers (Ashraf, 2018). The expectations that a customer has about a service in relation to their perceptions of what the service provider really provides are what are referred to as the quality-of-service expectation. This viewpoint was disputed by academics who took the position that perception is the defining factor of service excellence. In spite of the fact that views already include an evaluation of expectations, they argue that it is not required to include both perceptions and expectations into the determination of service quality. Expectations and impressions are two components that are included in evaluations of the quality of service from a theoretical perspective. Some academics believe that the quality of service is the aspect of service marketing that receives the greatest attention from researchers. As a result of the many research that have been conducted on service quality, it is still difficult to reach an agreement about its evaluation. According to the findings of Rajeswari (2017), service quality may be defined as the disparity between the way in which customers perceive a service and the way in which they perceive the actual service that a firm provides. This is because excellent service is an abstract term that may be interpreted in a variety of ways by various individuals. As a result, the quality-of-service firms cannot be assessed in an objective manner. In comparison to the evaluation of product quality, the evaluation of service quality performance is more complicated. This is due to the inherent characteristics of services, which include their heterogeneity (for example, live events), inseparability of production and consumption (for example, taxi services), perishability (for example, cartoon networks), and intangibility (for example, mobile network providers). The SERVQUAL scale was first developed as a survey tool with the purpose of evaluating the quality of service provided by various service firms along five dimensions: dependability, tangibles, assurance, responsiveness, and empathy. Having this would give you an advantage over other businesses in the travel industry (Rahman, 2020).

The extent to which the actual delivery of services differs from the expectations of the consumer is reflected in the overall quality of the service. It is necessary for the comprehensive character of the service to correspond with the anticipations of the customers. The conclusion is reached by contrasting the expectations of the consumer with their impression of the service. When it comes to the hotel and hospitality industry, providing high-quality service is often a significant competitive edge. Additionally, the overall service quality and product dependability of an organisation are factors that contribute to the organization's competitive edge. One of the outcomes of continual growth is the satisfaction of customers, as well as their loyalty in terms of both their attitudes and their behaviours. The likelihood of hotel customers coming back for further business is directly proportional to the overall degree of satisfaction with the quality of the service they received. When it comes to service quality, hotels that excel stand out from the competition (Kamboj, 2018).

Research Methodology
This research used a mixed-method research methodology, which included both quantitative data analysis and qualitative insights, in order to evaluate the link between customer loyalty and service quality in the tourist business. The empirical depth and statistical accuracy of the research were improved by the use of this methodical methodology, which made it possible to conduct an in-depth analysis into the impact that service quality has on the levels of loyalty that visitors exhibit in their behaviour and attitudes. In contrast to the quantitative component, which served as the foundation for empirical analysis and the

testing of hypotheses, the qualitative parts were primarily used to assist in the development of research topics and the process of designing questionnaires. Both primary and secondary sources of information were used in the development of the study framework. Direct primary data was collected from visitors via the use of a standardised questionnaire. This questionnaire was used to analyse customer attitudes, service quality, and behavioural loyalty. The questionnaire had closed-ended questions that were designed to test the degree to which respondents agreed or disagreed with a number of claims on their travel experiences. The Likert scale was used to quantify the degree of agreement or disagreement. Participants were chosen via the use of a non-probability sampling method, with the primary focus being on those who had recently made use of services provided by tourist companies, whether they were online or offline. Considering the circumstances of the study as well as the resources that were available, the sample size was established. This was done to ensure that a sufficient number of demographic and behavioural characteristics were well represented.

Data from secondary sources, such as academic publications, industry papers, government publications, and reputable web sites, were collected in order to offer a theoretical framework and to assist the analysis of the results. With the aid of these resources, the conclusions that were presented about the characteristics of service quality, loyalty models, and the dynamic nature of consumer behaviour in the tourist industry were made more straightforward. Quantitative data analysis methods were used in order to evaluate the links that existed between the variables that were under investigation. A number of statistical methods, including as Chi square analysis, correlation analysis, and frequency analysis, were used in order to evaluate the significance and strength of the interactions that exist between service quality, customer attitude, and behavioural loyalty respectively. When the quantitative findings were analysed in accordance with the generally accepted theories, significant conclusions were reached. Evaluation of the validity and dependability of the data collection tool was performed in order to ensure that the results were accurate and trustworthy. This methodological rigidity offers a strong basis for analysing the hypotheses and getting results that might significantly enhance the academic literature as well as the helpful applications in the travel industry due to the fact that it gives a methodologically strict base.

Analysis
Table 1: Demographic Analysis

Age	Frequency	Percent
25 - 35 years	31	22.80
35 - 45 years	75	55.10
45 - 55 years	26	19.10
Above 60 years	4	2.90
Gender	Frequency	Percent
Male	79	58.10
Female	57	41.90
Education	Frequency	Percent
Graduate	77	56.60
Postgraduate	56	41.20
Professional course	3	2.20
Occupation	Frequency	Percent
Private sector	116	85.30
Public sector	7	5.10
Cooperative	6	4.40

Self employed	7	5.10
Annual Income	Frequency	Percent
Below 3,00,000	17	12.50
3,00,001 - 5,00,000	9	6.60
5,00,001 - 10,00,000	30	22.10
More than 10,00,000	80	58.80
Total	136	100.00

The demographic analysis of the people who took part in this research offers significant new insights into the make-up of the sample and contributes to the positioning of the results about the loyalty of customers and the quality of service in the tourist sector. According to the age distribution, the majority of respondents fall within the age range of 35 to 45 years old, which accounts for 55.1% of the whole sample. After that, those between the ages of 25 and 35 earn 22.8%, while those between the ages of 45 and 55 make 19.1%. Just 2.9% of the people who took part in the study were older than sixty years old. According to the age distribution, the research mostly represents the perspectives and experiences of individuals who are in the midst of their retirement years. midst-aged adults often travel more frequently due to their increased capacity for decision-making and their increased financial stability. A total of 41.9% of the respondents in the sample were female, while 58.1% were male. Although there is a greater representation of men, the difference between the sexes is not very obvious. This helps to make it possible to conduct research that is extremely balanced in terms of how gender influences perceptions of service quality and loyalty in tourist services. The inclusion of this small gender range in the research on consumer perceptions and patterns of conduct is improved by the inclusion of consumers.

According to the educational backgrounds of the respondents, the majority of them have very high levels of education; 56.6% of them have acquired undergraduate degrees, and 41.2% of them have postgraduate certifications. 2.2% of the population has professional degrees. The high educational level of the respondents indicates that they have a stronger ability to assess their experiences worked in the tourist sector as well as a better understanding of the factors that are associated to the quality of the service. The occupational profile is mostly comprised of individuals who are employed in the private sector, which accounts for 85.3% of the sample of individuals. While 4.4% of respondents are engaged in cooperative sectors, 5.1% of respondents are worked in the public sector, and 5.1% of respondents are self-employed. The fact that the majority of the sample group is employed in the private sector may indicate that they are financially active, that they are engaged in professional contexts that place a high value on quality and service standards, and that they travel often for both business and pleasure. As per the demographic data, it can be seen that a significant majority of the respondents, namely 58.8%, own an annual income that exceeds $100,000. A total of 22.1% of the population resides between the wage range of ₹5,00,001 to ₹10,000, with 12.5% earning less than ₹3,00,000. Additionally, a mere 6.6% of the population earns between ₹3,00,001 and ₹5,00,000. Based on this distribution, it is evident that the majority of the replies are classified as belonging to higher income brackets. This indicates that the respondents have the financial capacity and the lifestyle that they choose for frequent and maybe premium travel experiences.

Table 2: Correlation Analysis

Correlations	Customer Attitude	Loyalty	Service Quality
Customer Attitude	1	.743**	.751**
Loyalty	.743**	1	.878**
Service Quality	.751**	.878**	1

The study on correlation offers major new insights on the interactions that occur between the three primary components that were researched, which are customer attitude, loyalty, and service quality. This research is conducted inside the tourist business. At the 0.01 level of significance, the Pearson correlation coefficients demonstrate substantial and statistically significant positive correlations between all variables. This therefore demonstrates that there is a meaningful and related connection between loyalty practices, customer attitudes, and service quality. The correlation coefficient between customer attitude and loyalty is 0.743, which indicates that there is a significant positive association between the two. It can be deduced from this that consumers who have more positive views of a tourist service provider, which are derived from their experiences, perceptions, and overall pleasure, are more likely to demonstrate loyalty via persistent patronage, positive word-of-mouth, and dedication to the brand. The fact that there is a strong and direct correlation between customer attitude and service quality, as shown by a 0.751, shows that consumer impressions are significantly impacted by the quality of service provided by tourist operators. This quality of service is assessed based on factors such as responsiveness, dependability, empathy, and tangibility. When customers perceive that the quality of the service they get is exceptional, they are more likely to have favourable impressions of the brand or service provider. This, in turn, has an effect on the customers' trust, contentment, and emotional connection to the brand. With a score of 0.878, the findings indicate that the greatest significant link is observed between service quality and loyalty. Due to the large positive link, it is clear that the travel industry places a great focus on the importance of service quality in strengthening customer loyalty. It suggests that exceptional service quality not only affects the impressions and satisfaction of customers, but also considerably increases the likelihood that they will continue to be loyal to the company, promote it to others, and choose it over other options in the future.

Test of Hypothesis
Table 3: Chi Square Analysis 1

Service Quality	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Strongly Disagree	7	1.71	0.488	0.184	1.26	2.17
Disagree	12	2.08	0.515	0.149	1.76	2.41
Neutral	20	3.5	0.827	0.185	3.11	3.89
Agree	43	4.72	0.504	0.077	4.57	4.88
Strongly Agree	60	4.78	0.415	0.054	4.68	4.89
Total	142	4.2	1.121	0.094	4.02	4.39
ANOVA	Sum of Squares	df	Mean Square	F	p value	
Between Groups	138.898	4	34.724	124.601	0.00	
Within Groups	38.18	137	0.279			
Total	177.077	141				
Robust Tests of Equality of Means						
	Statistica	df1	df2	p value		
Brown-Forsythe	104.167	4	53.885	0.00		

As can be seen in the descriptive and ANOVA tables, the chi-square analysis offers a thorough picture of the views of respondents on the quality of service, as well as differences that are statistically significant across a wide range of opinion groups. This pattern exemplifies a consistent upward trend, suggesting that respondents' perceptions of service quality correlate significantly with the degree to which they agree with the statement. The data indicates a distinct progression in the mean values associated with the response categories, beginning with "Strongly Disagree" and ending with "Strongly Agree." The mean service quality score for respondents who strongly disagree is 1.71, and it gradually increases across categories, reaching 2.08 for "Disagree," 3.5 for "Neutral," 4.72 for "Agree," and 4.78 for "Strongly Agree." The relatively low standard deviations within the categories demonstrate consistency throughout each and every answer group, which ultimately contributes to an increase in the dependability of the changes that were detected. The findings of the analysis of variance (ANOVA) indicate that there is a statistically significant difference in the mean values of these groups. A p-value of 0.00, which is far lower than the suggested limit of 0.05, and an F-value of 124 are both significant. 601 is quite high. Rather than being the result of random chance, the disparities in judgements about the quality of service across the categories might be explained by real differences in the experiences or attitudes of the respondents. The between-groups sum of squares, which are much higher than the between-groups sum of 38.18, demonstrate that the majority of the variation in service quality evaluations is accounted for by changes among the categorised response levels rather than by random variance within those groups. The Brown-Forsythe test, which is a powerful alternative to the conventional analysis of variance (ANOVA) in situations when the homogeneity of variances is called into question, also lends support to the same finding. The test statistic of 104.167 and the p-value of 0.00 demonstrate that there is a large amount of variance in the mean service quality assessments across the different answer categories. This is the case even when considering the possibility of variation.

Table 4: Chi Square Analysis 2

Pricing	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Strongly Disagree	7	1.86	0.378	0.143	1.51	2.21
Disagree	12	1.67	0.778	0.225	1.17	2.16
Neutral	20	3.75	0.91	0.204	3.32	4.18
Agree	43	4.72	0.504	0.077	4.57	4.88
Strongly Agree	60	4.97	0.181	0.023	4.92	5.01
Total	142	4.29	1.194	0.1	4.09	4.49
ANOVA	Sum of Squares	df	Mean Square	F	p value	
Between Groups	165.304	4	41.326	157.89	0.00	
Within Groups	35.858	137	0.262			
Total	201.162	141				
Robust Tests of Equality of Means						
	Statistica	df1	df2	p value		
Brown-Forsythe	103.407	4	43.678	0.00		

There is a significant disparity in the mean responses across various opinion categories, ranging from "Strongly Disagree" to "Strongly Agree." The mean values illustrate a distinct trend, beginning at 1.86 for individuals who strongly disagree with the pricing, decreasing marginally to 1.67 in the "Disagree" category, and then experiencing a significant increase to 3.75 for those who are neutral. The results of the second chi-square analysis, which examined customer perceptions of pricing, indicate that there is a notable disparity in the mean responses across the various opinion categories. The pattern is even more pronounced; those who agree have a mean score of 4.72, while those who are in complete agreement have a maximum score of 4.97. The increasing mean scores across all of the agreement levels indicate that the majority of respondents had a strong favourable view on pricing, which suggests that general impressions are significantly impacted by the degree to which general impressions are satisfied with price. It is possible to get valuable information by examining the standard deviations that exist between the groups. The standard deviation is low for those who strongly agree (0.181), which indicates that this group is in considerable agreement about the fairness and worth of price. On the other hand, greater deviations in the categories of neutral and disagree indicate that there is a greater degree of variance in views which are included within these groups. According to the 95% confidence intervals for the mean, the "Agree" and "Strongly Agree" categories have very small confidence intervals, which highlights the consistency and dependability of replies in these groups. Statistically validated validity of the variations is provided by the findings of the ANOVA investigation. Since the F-value is 157.89, which is very high, and the p-value is 0.00, which is also very high, the variance in mean scores across groups is statistically significant. With a value of 165.304, the between-groups sum of squares is much higher than the among-groups total of 35.858, indicating that the majority of the variation in pricing perceptions is accounted for by differences between the classed groups rather than random fluctuations within them. Because it is especially helpful in addressing issues involving uneven variances across groups, the Brown-Forsythe test lends even more weight to the validity of this conclusion. Confirming that the variations in mean price perceptions between groups are both substantial and strong under plausible assumptions about equal variances, the test statistic (103.407) has a p-value of 0.00, which indicates that the test statistic is statistically significant. The findings of this research indicate that there is a very significant and positive association between the degree of agreement of the respondents and their perspectives on pricing. There is a clear correlation between the price agreement and the increase in customer satisfaction levels. The significance of this finding for providers of tourist services lies in the fact that it demonstrates the significant impact that perceived value and price fairness have on the satisfaction and perhaps loyalty of customers. Therefore, a deliberate emphasis on pricing approaches that are transparent and customer-centric might potentially serve to develop greater consumer trust and increase commercial success in the tourist industry.

Table 5: Chi Square Analysis 3

Infrastructure	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Strongly Disagree	7	1.57	0.535	0.202	1.08	2.07
Disagree	12	1.92	0.9	0.26	1.34	2.49
Neutral	20	3.65	0.933	0.209	3.21	4.09
Agree	43	4.44	0.548	0.084	4.27	4.61
Strongly Agree	60	4.53	0.566	0.073	4.39	4.68
Total	142	4.01	1.13	0.095	3.83	4.2

ANOVA	Sum of Squares	df	Mean Square	F	p value	
Between Groups	121.253	4	30.313	70.725	0.00	
Within Groups	58.719	137	0.429			
Total	179.972	141				
Robust Tests of Equality of Means						
	Statistica	df1	df2	p value		
Brown-Forsythe	56.223	4	49.764	0.00		

The findings of the third chi-square research, which investigates the evaluations of the quality of infrastructure in the tourist sector, reveal discrepancies that are both highly obvious and statistically significant among the participants. The average scores for each category have a distinct upward trend that coincides with the degrees of agreement, gradually increasing from "Strongly Disagree" to "Strongly Agree." This tendency is visible in the view of the average scores. The mean score for those who "Strongly Disagree" with the statement that the infrastructure is adequate or of high quality is 1.57, whereas the mean score for those who "Disagree" is 1.92, which is considerably higher. These low ratings indicate that these groups are dissatisfied or have bad attitudes based on their experiences. In contrast, the "Neutral" group shows a significant increase to a mean of 3.65, which indicates that they have a fleeting or hazy perception of the quality of the infrastructure. The "Agree" and "Strongly Agree" categories, which each have their own separate rates of 4.44 and 4.53, respectively, provide evidence of even greater acceptance and contentment with the existing infrastructure among these respondents. This viewpoint is supported by the standard deviation values within each group, particularly in the "Agree" and "Strongly Agree" categories (0.548 and 0.566), which demonstrates a high degree of consistency among respondents who are happy with the results. There is a larger degree of variety in viewpoint, which is shown by the bigger fluctuations in the "Disagree" (0.9) and "Neutral" (0.933) categories. This suggests that there is either ambiguity or a combination of experiences using infrastructure. Furthermore, the confidence intervals for the mean at 95% reveal that a gain in agreement leads the intervals to decrease, which confirms that there is an improvement in dependability and unanimity in favourable judgements. The statistically significant differences between the groups are validated by the findings of the analysis of variance (ANOVA) test. There is little doubt that the observed changes in mean infrastructure ratings are not likely to be the result of random chance, as shown by the F-statistic of 70.725, which has a matching p-value of 0.00. As a result of the fact that the sum of squares produced across groups (121.253) is much higher than the sum of squares produced within groups (58.719), the assertion that there are considerable and major disparities in perspectives between groups is brought to light.

Discussion

The extensive research that was conducted on the data about the impact of general service quality on the attitudes and behaviours of consumers in the tourist sector uncovered a number of significant aspects that highlighted the connection between service delivery and customer loyalty. According to demographic surveys, the majority of respondents are now between the ages of 35 and 45 years old, with the majority of them working in the private sector. When it comes to yearly income, a sizeable proportion of them earn more than ₹10,000. According to this demographic profile, there is a group of tourists who are well-educated, financially secure, and professionally engaged (Gong, 2018). These tourists are likely to have high expectations about the quality of their service, the value they get for their money, and the overall tourism experience. Furthermore, the fact that graduates and postgraduates make up the majority of the visiting population is indicative of a knowledgeable crowd that is able to evaluate the quality of the services that are provided. The correlation analysis reveals that there is a strong positive connection

between service quality and both customer attitude and loyalty. The highest significant relationship that was discovered between service quality and loyalty was obtained with a correlation coefficient of 0.878. The fact that this conclusion is statistically significant highlights how vital it is to provide excellent service quality, not just in terms of value, but also in terms of its direct relationship to the establishment of long-lasting client loyalty. The fact that there is a substantial association between consumer attitude and loyalty ($r = 0.743$) demonstrates that good attitudes, which are most likely gained via consistent pleasant contacts, increase customer commitment to travel agents and service providers like airlines and hotels. These figures suggest that the quality of service is a significant factor in predicting long-term consumer behaviour regarding referrals, brand loyalty, and repeat visits. Additionally, the quality of service does play a significant role in deciding immediate enjoyment. The chi-square and analysis of variance (ANOVA) studies shed light on the critical significance of perceived value and dependability in relation to visitor experiences, particularly with regard to aspects such as service quality, price, and infrastructure. The examination of service quality indicates that there is a consistent rise in mean values from "Strongly Disagree" to "Strongly Agree," which illustrates the association between high degrees of agreement and enhanced perceptions of service quality in a clear and convincing manner. These findings are supported by the substantial F-value and p-value, which indicate that there is a genuine and detectable difference in attitudes between the different groups. There is a similar pattern that emerges when one examines pricing and infrastructure. Specifically, respondents who highly favour the appropriateness and equity of pricing or the robustness of infrastructure exhibit significantly high levels of pleasure. There is a consistent and collective decision-making among these groups, which indicates a trustworthy and pleasant customer experience. The low standard deviations among those who agreed or strongly agreed suggest that these groups make choices in a consistent manner (Liu, 2020).

Conclusion

According to the results, the level of customer loyalty in the travel sector, both in terms of their attitudes and their behaviours, is mostly associated with the real and perceived quality of the services that are provided. A positive attitude on the part of the customer is the outcome of providing exceptional service, and this is reflected in the client's overall loyalty. Furthermore, factors such as competitive pricing and strong infrastructure function as reinforcing processes that enhance the amount of value that is considered to be associated with the tourist product. The establishment of a dedicated visitor base is contingent upon the implementation of a comprehensive strategy for the supply of services that incorporates robust infrastructure, reasonable pricing, and outstanding connection with customers.

As a consequence of these findings, tourism development organisations, particularly online travel firms and public sector organisations such as KSTDC, are compelled to make consistent investments in the enhancement of service delivery standards. They are also responsible for ensuring that there is consistency across all service locations, since even minor variations have the potential to undermine consumer trust and disrupt the attitude connection that is essential for customer loyalty. Furthermore, since digital platforms are increasingly having an impact on travel selections, it is necessary to maintain great service quality across all web interfaces in order to influence the impressions that customers get. The significance of the research is that it highlights the fact that customer perceptions, satisfaction, and loyalty affect and form the dynamic construct that is service quality rather than a single signal. It is vital that stakeholders give quality management the highest priority as a strategic imperative in order to attract and keep consumers over the long term. This will ensure that the tourist sector flourishes in an environment that is both competitive and dynamic.

References

Alalwan, A.A., Dwivedi, Y.K., Rana, N.P. and Algharabat, R. (2018), "Examining factors influencing Jordanian customers' intentions and adoption of internet banking: extending UTAUT2 with risk", Journal of Retailing and Consumer Services, Vol. 40, pp. 125-138.

Ashraf, S., Ilyas, R., Imtiaz, M. and Ahmad, S. (2018), "Impact of service quality, corporate image and perceived value on brand loyalty with presence and absence of customer satisfaction: a study of four service sectors of Pakistan", International Journal of Academic Research in Business and Social Sciences, Vol. 8 No. 2, pp. 452-474.

Bahadur, W., Aziz, S., Zulfiqar, S. and Wright, L.T. (2018), "Effect of employee empathy on customer satisfaction and loyalty during employee–customer interactions: the mediating role of customer affective commitment and perceived service quality", Cogent Business and Management, Vol. 5 No. 1

Chan, L.L. and Idris, N. (2017), "Validity and reliability of the instrument using exploratory factor analysis and Cronbach's alpha", International Journal of Academic Research in Business and Social Sciences, Vol. 7 No. 10, pp. 400-410

Duggal, E. and Verma, H.V. (2018), "Intention to consume junk food: a study of drivers for control implications", Malaysian Management Journal, Vol. 22, pp. 109-124

Gong, T. and Yi, Y. (2018), "The effect of service quality on customer satisfaction, loyalty, and happiness in five Asian countries", Psychology and Marketing, Vol. 35 No. 6, pp. 427-442.

Hosseini, M.H. and Saravi-Moghadam, N. (2017), "A model of customer-based brand equity: evidence from the banking service in Iran", International Journal of Productivity and Quality Management, Vol. 21 No. 1, pp. 23-44.

Iqbal, M.S., Hassan, M.U. and Habibah, U. (2018), "Impact of self-service technology (SST) service quality on customer loyalty and behavioural intention: the mediating role of customer satisfaction", Cogent Business and Management, Vol. 5 No. 1.

Kamboj, N. and Singh, G. (2018), "Customer satisfaction with digital banking in India: exploring the mediating role of demographic factors", Indian Journal of Computer Science, Vol. 3 No. 2, pp. 9-32.

Liu, Y., Huang, D., Wang, M. and Wang, Y. (2020), "How do service quality, value, pleasure, and satisfaction create loyalty to smart dockless bike-sharing systems?", Review of Business Management, Vol. 22 No. 3, pp. 705-728.

Muposhi, A., Nyagadza, B. and Mafini, C. (2021), "Fashion designers' attitude-behaviour inconsistencies towards a sustainable business model: a neutralization theory perspective", Journal of Fashion Marketing and Management: An International Journal), Vol. 1, pp. 1-20

Neupane, S., Chimhundu, R. and Kong, E. (2021), "Strategic profile for positioning eco-apparel among mainstream apparel consumers", Journal of Global Fashion Marketing, Vol. 12 No. 3, pp. 229-244.

Nyagadza, B. (2019), "Responding to change and customer value improvement: pragmatic advice to banks", The Marketing Review, Vol. 19 No. 3, pp. 235-252

Rahman, A., Björk, P. and Ravald, A. (2020), "Exploring the effects of service provider's organizational support and empowerment on employee engagement and wellbeing", Cogent Business and Management, Vol. 7 No. 1

Rajeswari, S., Srinivasulu, Y. and Thiyagarajan, S. (2017), "Relationship among service quality, customer satisfaction and customer loyalty: with special reference to wireline telecom sector (DSL service)", Global Business Review, Vol. 18 No. 4, pp. 1041-1058.