

The effect of process quality and outcome quality on tourist loyalty in the hotel industry

ABSTRACT

The present study aims to explore the relationship between process quality and outcome quality with tourist satisfaction and loyalty in the Malaysian hotel industry. In this study, the population comprised international tourists who stayed in one of the 4 and 5-star hotels in Kuala Lumpur. From 537 self-administered questionnaires were distributed, 417 usable responses were obtained. The relationships between 4 constructs (process quality, outcome quality, tourist satisfaction and tourist loyalty) and 39 indicators were measured using structural equation modeling. The results showed that process quality (with six dimensions) and outcome quality (with three dimensions) affect tourist loyalty through mediating role of tourist satisfaction. The results also demonstrated that process quality and outcome quality affect tourist loyalty indirectly through the mediating role of tourist satisfaction. The results of this study will benefit hoteliers in understanding the factors affecting tourist loyalty.

Keyword: Process quality; Outcome quality; Satisfaction; Loyalty; Hotel