



**The Influence of Service Quality and Tourists Satisfaction
on Tourists Re-patronage
(Referencing Sea-food Restaurants in Galle)**

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of Business
Management in Entrepreneurship and Management*

Index number: UWU/EX/10/0433

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Year 2014

ABSTRACT

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UWU/HTE/10/0006

In the highly competitive tourism industry, improving service quality to gain competitive advantages is one of the keys to sustainable management of tourism. Tourist satisfaction is recognized as one of the key judgments that tourists use to measure tourism services, while future revisit intention is very closely connected with satisfaction. The expression of satisfaction will result in behavioural responses to recommend, say positive things about and revisit to destinations.

This study examined the influence of service quality and tourist satisfaction on the re-patronage of local tourists and foreign tourists in Galle Sea-food restaurants, using SERVQUAL model and analyzed with multiple regression analysis. This field research was conducted on 12 – 17 December 2014 at the Sea-food restaurants in Galle District, Sri Lanka.

The model was tested using data collected from 80 local and foreign tourists. The results revealed that service quality has a positive influence on tourist satisfaction and a positive influence also exists between tourist satisfactions on Re-patronage. The result of this study also revealed that tangible was the most influencing dimension of service quality. The results also provide potential guidelines for Sea-food restaurants management to be able to retain the quality of service that is considered very satisfactory by the tourists and will improve the quality of services that are deemed unsatisfactory by the tourists.

Keywords: Sea-food Restaurant, Service Quality, SERVQUAL, Tourist Satisfaction, Re-patronage