

ABSTRACT

Tourism industry has become very important and is considered as one of the largest businesses in the world. Tourism industry is still growing worldwide and plays a significant role in the economic sector. As such, destination marketers increasingly seek to understand the various constructs that determine tourists' destination loyalty. Loyalty is an important issue for the sustainability of business of the companies. Relationships with the customers should be built well in order to achieve their satisfaction and consequently loyalty. Firstly this study aims to find out how tourists evaluate the quality of image of destination, perceived value, service quality and satisfaction of Pattaya how satisfied they are with Pattaya, loyalty intention to revisit and willingness to recommend others to Pattaya. The second purpose is to investigate what image, perceived value, service quality and satisfaction are most important to explain satisfaction with Pattaya. The last purpose is to investigate how image, perceived value, service quality and satisfaction influence to tourist loyalty and willingness to recommend others to Pattaya.

The focus of research was placed on the destination image, perceived value, service quality, satisfaction towards tourist loyalty. The research in this study discusses the following underlying objective of this study: (1) Identify how destination Image influences Tourist Loyalty. (2) Identify how Perceived Value influence on Tourist Loyalty (3) Identify how Service Quality has a positive influence on Tourist Loyalty. (4) Identify how Satisfaction has a positive influence on loyalty. The conceptual framework was adapted from previous studies found in the literature review. The questionnaire data was collected from 172 tourists of international graduate students in Siam University. The analysis of quantitative data was used descriptive and inferential statistics to test different between destination image, perceived value, service quality, satisfaction and tourist loyalty. This study shows that destination image influence because it shows at the agree level. Perceived value, Service quality, Satisfaction and Tourist Loyalty are not influencing.

keywords: destination image, perceived value, service quality, satisfaction, tourist loyalty