

## Research Objectives

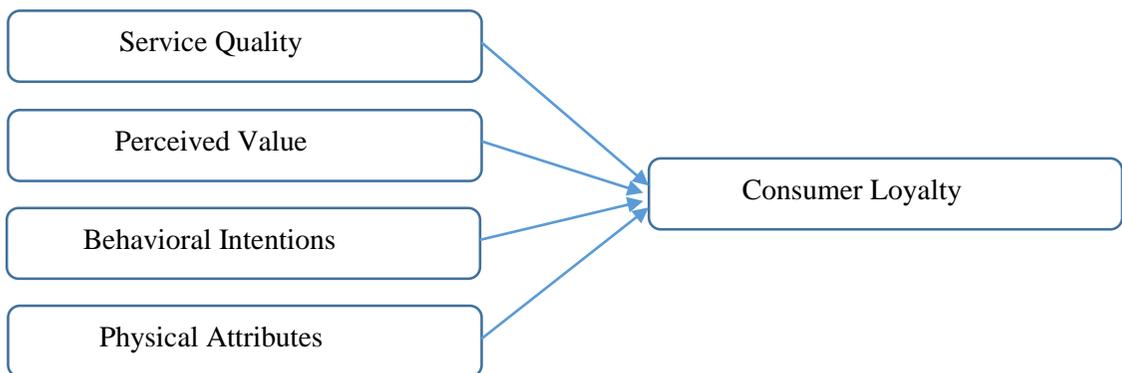
According to the research questions, the following objectives are organized

- A. To identify the key factors affecting on consumer satisfaction in tourism in Sri Lanka.
- B. To assess the impact of the key factors affecting on customer satisfaction to consumer loyalty in tourism in Sri Lanka.

## Research Methods

Based on their hypothetical behavioral pattern, the proposed conceptual framework is depicted in Figure 1 below.

Figure 1: The Factors Affecting on Consumer Loyalty



Source: Developed by the Author (2019)

## Formulation of Empirical Model

The formulation of the empirical model of the research was developed based on the conceptual framework of the study as shown below.

$$Y_{ij} = f(\beta X1_{ij}, \beta X2_{ij}, \beta X3_{ij}, \beta X4_{ij}) Err$$

Where;

$Y$  = Vectors of Consumer Loyalty

$X1$  = Vectors of Service Quality

$X2$  = Vectors of Perceived Value

$X3$  = Vectors of Behavioral Intentions

$X4$  = Vectors of Physical Attributes

$i$  = of a customer

$j$  = in the Tourism Industry in Sri Lanka

$Err$  = Error term