FACTORS AFFECTING REPURCHASE INTENTION OF CUSTOMER IN TOURISM INDUSTRY

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ABSTRACT
Customer repeat purchase is very important and vital goal for the company success. Generating a new customer is believed to be costlier than retaining the existing one. So firms are putting their efforts on keeping an existing customers or making them to purchase. In recent times tourism has considered a major component of the economic prosperity of almost all countries, this motivated the researcher to do research on tourism industry. The purpose of the research is to find out the principal drivers behind customer repurchase intention for travel companies. Moreover the study investigates the relationship between service qualities, value for money, satisfaction and repurchases intention. A sample of 120 respondents was chosen based on convenient sampling method. The primary Data was collected through a structured questionnaire and the analysis was done with the help of statistical tools like chi-square, percentage analysis and correlation. Furthermore the result show the potential factor for the repurchase intention is the customer satisfaction. Thus the study provide potential way for travel company to improve the customer satisfaction by improving the factors leads to their satisfaction like service quality, enhancing the overall experience and providing the value for money.

KEY WORDS: Customer satisfaction, Perceived experience, Repurchase intention, Service quality, Tourism