The Determinants of Customer Satisfaction and the Intention to Return: A Study on Tourism Sector of Maldives

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Abstract

Maldives adventures its natural beauty Sea-Sun-Sand for the travelers and in the marketing literature it is called “Sunny Side of Life”. As a destination (Sunny Side of Life), many tourists consider Maldives as a must do content of their bucket lists today. Most believe Maldives as an expensive destination that they can only visit once in their lifetime. Resorts in Maldives are on self-contained islands, very similar to the outside observer, yet each island with its unique reef and ecological features is a different product from the neighboring resort. Resorts offer complete relaxing experiences and are constantly challenged to find new means of satisfying guests and give them a pleasant experience to encourage for their return. In past decade travelers have been moved down to travel and experience nature which is the fastest growing segment in the tourism sector, also most importantly safe and secure destination are on top priority to choose destinations to travel for leisure holidays (Kimmel, 1999). Additionally, considering to this research it was revealed that destination image and coastal tourism both plays a direct significant role on customer satisfaction and retention in setting of hotel industry of Maldives. The results are supported (1) destination image ($\beta = 0.263$, 26.3% and $P = 0.01\leq0.05$) and (2) coastal tourism ($\beta = 0.279$, 27.9% and $P = 0.00\leq0.05$) respectively.

Key Terms: Service Quality, Price of Services, Destination Image, Hotel Ambiance and Costal Tourism

1. Introduction

Determinants of customer satisfaction at some Maldives Resorts and their relationship between customers’ intention to return is an important study to craft new strategies on customer satisfaction and retention for the hotel industry of Maldives. According to Tourism Year Book 2013, the number of repurchases or ‘repeaters’ as they are commonly referred to as in the resorts, is at 29% of total arrivals. Historical figures (MOT, 2013) show that for some markets, repeater segment is going down unexpectedly. Maldives visitor survey generalizes many
aspects of visitor motivation and behavior while a more profound understanding of the underlying reasons for a particular behavior from the visitors will help resort operators become more effective with their strategies. (Riza and King, 2010; Das, Sharma, Mohapatra, and Sarkar, 2007). The increasing of customer demand in relation to service and market competition would create a new challenge to the hotel managers to focus on customer satisfaction and retention. Not knowing and understanding the underlying realities behind the reasons of dropping repeat visits makes it extremely challenging and costly for resort managements to market their products to always attract new customers.

Based on normal assumptions by many theorists and hoteliers in Maldives believe that maintain service quality is the main important factor contributing customer satisfaction and influencing to their return behavior (Bowen and Chen, 2001). Similarly, in Maldives it is a trend to provide high quality service to encourage guest to repurchase and anticipate them to return. Also conversely by raising quality standards of the hotels with the aim to provide better quality of service compare to competitors were exaggerated and it leads to leverage gradually to increase the level of customer expectation. Customers always seek for the best quality regardless how much they are willing pay for the service or a product (Gitomer, 1988). At some point it is important to identify how much customers willing to pay and differentiated compare to investment on quality improvement to satisfy customers due to availability of supplies and increasing competition at global and local markets. Consequently, in Maldives it is challenging for marketers to protect in road of competition topping up the cost of spending for the purpose of quality improvement of resorts to satisfy customers. Similarly, some market researchers have stated that hotel companies in Europe and America may lose half of customers over a period of time due to improving quality of products versus price (Ganesh, Arnold and Raynolds, 2000). In light of some researches improving service quality does not alone retain desired customer loyalty but improving satisfaction of overall experience of customers lead to greater numbers in return (Rungting, 2004).

Today, as a destination, many tourists consider Maldives as a preferred destination for their holiday. Most consider Maldives as an expensive destination that they cannot visit frequently. To outperform the rivals, resorts offer complete relaxing experiences and are constantly challenged to find new means of satisfying guests and give them a pleasant experience encourage them to return (Mostert et al., 2009). Hence, many hotel companies are facing challenges to retain customer and to be in the market due to high level of competition. This study will analyze the factors influencing customer satisfaction and its correlation to retention in Maldives hotel industry.

The purpose of this research paper is to analyze most salient attributes influencing customer satisfaction and its relationship between customer intention to return such as quality of services, price of services, hotel ambiance, destination image and coastal tourism which is a new developing segment in setting of Maldives Tourism Industry (Ganesh, Arnold, and Reynolds, 2000; Yüksel and Yüksel, 2002). The results of this paper will assist hoteliers and stakeholder to come up with more appropriate strategies to retain customers in the hotel industry of Maldives. The specific objectives of the paper are as follows;

- To observe the effect of service quality on customer satisfaction and intention to return.
- To observe the effect of price of services on customer satisfaction and intention to return.
- To observe the effect of destination image on customer satisfaction and intention to return.
- To observe the effect of hotel ambiance on customer satisfaction and intention to return.
- To observe the effect of coastal tourism on customer satisfaction and intention to return.

2. Literature Review
2.1 Customer Satisfaction

Giese and Cote, (2000) stated that there is no direct subjective and measurable definition for customer satisfaction. Therefore, World Tourism Organization has profoundly states that “customer satisfaction is a feeling that develops because of acquiring a product or service that longs buy a person” (WTO, 1985). Today for hoteliers, biggest challenge in the tourism industry is elongate and sustain customer satisfaction. It is evident that stake holders in the industry making every effort to satisfy customers by increasing product quality and services towards the demand of customers (Lam and Zhang, 1999; Yen and Su, 2004). The current strategic advantageous trend to provide customer satisfaction is the extending the relationship between guest, most importantly by designing personalized service including acquire some shallow information such as liking of food, drinks, specific moments or days to celebrate, supporting club or sports and like just small touching things but big for the guest by adding those into wish basket and serve through the guest’s stay. In this settings would assist to create positive relationship which is strategically important for the organization to sustain customer satisfaction (Gruen et al., 2000). The relationship quality between the guest and hotel is prominent to create positive images about the hotel, to promote in all sort of medias including (WOM) and leverages the level of intention to return (Kim et al., 2001).

In the settings of hospitality industry every guest may not get the same satisfaction out of the same hospitality experiences provided by the hotels. Therefore, satisfaction is not a universal phenomenon that can be achieved through personalized service in hotel industry. The customer wants, needs and desires vary from one person to another, different races, different countries, different cultures values and perceptions differ hence it influences their wants and needs (Davis and Stone, 1985). Likewise, researchers have defined satisfaction as overall evaluation based on prior experience with a firm (Skogland and Siguaw, 2004), similarly stated satisfaction as person’s feeling of pleasure or disappointment which resulted on performance his/ her expectations (Kotler and Keller, 2006), also defined customer satisfaction is the consumer’s perception of quality prior to purchase, at the time of use and after use (Yuksel, Philip, and Graham, 2008), finally the recent definition is the result of subjective contrast between first expectation of a product or service and the comparative perceptions of its performance (Robinot and Giannelloni, 2010).

2.2 Customer Retention

Blattberg et al. (2001) defined customer retention is the degree of how well customer remain or stay with a company of buying products or services a specific price for a certain period of time. Customer retention is the measures a company takes to avoid customers switching to the rivals. The customer retention will be successful by focusing from the initial transactions to the last. In this context (Payne and Frow's (1999) stated that UK organization spend 41 percent of the total marketing budget spends on customer retention but only acquire 23 percent expected to retain. Likewise Lindgreen et al. (2000) states that it is expensive to win a new customer than to maintain an existing customer. To win a new customer the costs are ten times higher. Furthermore, to achieve the same profitability through a new customer is 16 times higher than the existing Aspinall et al. (2001) found that 54 percent of companies reported that customer retention was more important than customer acquisition. Subjectively many researchers elaborated and defined the importance of customer retention to any business organization. In this regard, according to researchers most companies spend a majority of their time to search from new customers and majority of marketing budget spends for getting new business Weinstein (2002). Hence customer retention is one of the marketing objective to avoid customers from switching to the competitor Ramakrishnan (2006). Further to elaborate Mostert et al. (2009) defined customer retention is the way that organizations can put their efforts to hold existing customers to continue doing business with them for a longer period of time. Also Dawes (2009) states that customer retention also defines as the number of customers maintained by organization within a period of time. Competitors are always look to steal customer by offering better deals or alternatives (Fluss, 2010). Inherently, in today’s
competitive business environment companies focus on more to satisfy customer to maximize the customer retention rate which is the model way for the company to sustain protection against from competition.

2.3 Critical Review Current Researches

There was no research been done and officially published on determinants of customer satisfaction at Maldives resorts and their relationship between customer's intention to return. In comparing to tourism practices in other countries Maldives is a unique place and may vary the factors affecting to customer satisfaction and retention. However, this research will mainly focus on to examine the factors affecting to customer satisfaction and retention in the context of tourism industry of Maldives. Below are the summaries of some studies published about the customer satisfaction and retention in tourism and hospitality industry at different parts of the world.

Marković and Janković, (2013) conducted a research to examine the relationship between service quality and customer satisfaction on Hotel Industry in Croatia. The aim of this study is to explore correlation of perceived service dimensions on customer satisfaction in the hotel industry of Croatia. Among 960 questionnaires distributed, 265 returned, 12 eliminated, 253 used in the research to analyze and the satisfactory response rate obtained was 26.4 percent. In this research represented perceived service quality dimension as independent variable and on the other hand customer satisfaction as dependent variable. The research showed a significant relationship between two dimensions: reliability and accessibility dimensions were strongly related while empathy, competence of staff, tangibles have a moderate relationship. In this research customer satisfaction indicated 61.5% at a high variation between 55.1% and 43.9% compare to similar studies done by Choi and Chu, (2001) and (Fah and Kandasamy, 2011) respectively. Despite Choi and Chu's research took place in Hong Kong, analyzed 402 samples and found that Service Quality is the highest impact on customer satisfaction. Likewise, Fah and Kandasamy's research took place in Penang, Malaysia, found "Tangibility" and Marković & Janković in Europe, explored Accessibility are the greatest impact on customer satisfaction. There is a high variation shown compare to other studies which may occur due to the demographics of research took place, different sample profiles used, multiple regression models tested in the research. However, it is not justified that Accessibility is irrelevant as the highest impact on customer satisfaction (Marković and Janković, 2013; Sekaran and Bougie, 2009).

Fuller, (2007) conducted a case study on destination choice – visitor behaviors in coastal tourism destination on east coast of Australia and examined destination choice, destination marketing strategies, destination development. The aim of this study is to investigate the motivation of visitors, satisfaction levels and behavior. The total 131 respondents are participated in the survey, internet, inland transport infrastructure, natural attraction, price of food and beverage and entertainment were significant behavior factors of visitors while customer satisfaction level was insignificant. About 90% of the respondents replied natural attraction is one of the important factor and most of them want to visit natural beaches. Similarly, Maldives as an island destination marketing as Sea-Sun-Sand (3S), naturally acquired natural sandy beaches which may be positive factor impact on visiting behavior. Inland transportation highlighted as another significant factor contributes high score. Maldives resorts are scattered islands and transportation cost is relatively high compare to other countries which has negative impact on visitor's intention to visit. Daily spending resulted significantly low, most of the visitors preferred to limit the spending on accommodation, food and beverage, transport and entertainment (Fuller, 2007). In Maldives tourism main revenue source was based on the above elements of service that would be an alarming result for the hoteliers in Maldives. However, this study will examine the possible impact on re-visit intention behavior of customer to Maldives resorts.
Khan, (2012) conducted a research in Pakistan on telecommunication industry to analyze the Impact of Customers Satisfaction and Customers Retention on Customer Loyalty. The aim of this study is to examine the importance of future customer relationship its relationship on retention and loyalty in telecom industry of Pakistan. In the research tested customer satisfaction as independent variable on the other hand customer loyalty as dependent variable. Khan has found that satisfaction was significant while retention insignificant on loyalty. Based on the results from this research customer satisfaction has correlation between loyalty.

Som, et al. (2012) done a case study in Malaysia to explore the Factors Influencing Visitors’ Revisit Behavioral Intentions in a competitive tourism destination, Sabah Malaysia. The examined variables were revisit behavioral intentions, destination loyalty, relationship marketing and its impact on behavioral intention to return. This research aims to identify factors influencing repeat visitors to Sabah, Malaysia. Based on findings, natural attraction, destination image, relaxation and recreational activities were the major factors of repeat visits to Sabah, Malaysia. Similarly, the demographic results of the study revealed that respondents were loyal, intent to revisit promote by word of mouth and recommend to others, Sabah as a holiday destination. Relatively Maldives has rich marine bio-diversity including clear crystal beaches. In this research will explore the same factors and its relationship on customer intention to return in the context of Maldives setting of tourism industry.

2.4 Literature Gap

As mentioned earlier, there were no much studies done in Maldives also a single research was officially published on customer satisfaction and its relationship on customer retention and challenges faced in recent years. Apart from that the research was based on CSR impact on satisfaction in Banking Industry shown the table below.

<table>
<thead>
<tr>
<th>Researcher(s)</th>
<th>Industry</th>
<th>Variables Tested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nareeman, Aishath</td>
<td>Banking Industry</td>
<td>Economic CRS, Legal CSR, Ethical CSR and Philanthropic CSR</td>
</tr>
</tbody>
</table>

*Table 1: Related researches done in Maldives*

Apparently there is no published official studies is done on exploring determinants of customer customer satisfaction at Maldives resorts and their relationship between customers’ intention to return. Hence, this study will bridge the research gap in this field at tourism industry of Maldives.

According to following studies some of the key variables of customer satisfaction and retention chosen in this research are related such as, destination image, ambiance, service quality, price of different services and coastal tourism. The table below shows related researches done in other parts of the world to explore the impact of customer satisfaction and retention in different industries.

<table>
<thead>
<tr>
<th>Researcher(s)</th>
<th>Industry</th>
<th>Variables Discussed</th>
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Table 2: Related researches done in other parts of the world

<table>
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<tr>
<th>Researcher(s)</th>
<th>Industry</th>
<th>Variables Discussed</th>
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2.5 Conceptual Framework

Analytical framework delivers a tool to guide designing and conducting analyses of a specific problem or a sector. Many current researchers, authors and academicians think about the nature of problems that would represent the distinct dimensions to the actual problem (Hofstede, 2001). Economic and technological evolution destined, which has reflected people's collective thinking and the new evolution in progress versus culture and societies. There exist dimensions which has no direct connection of culture and economic revolution begun in twentieth century (Hofstede, 2011).

This study will propose a new conceptual framework illustrated below, based on literature review and findings after critically analyzing the key function of customer satisfaction on retention in the hotel industry. For this research new framework has been constructed because the researcher has chosen most related critical factors to explore the impact on customer satisfaction and retention in a way setting of tourism industry of Maldives. Therefore, models have been discussed on this research is not very suitable to use explore the the degree of problem where this research take place.

![Conceptual Framework](image)

**Figure 1: Conceptual Framework**

2.5.1 Service Quality, Customer Satisfaction and Retention
Service quality is one of the dependent factors for any business organization, while adding new customer, their satisfaction and retention are truly based on services provided when the attraction begun, till the request or service over and then from first experience customer will judge to remain or leave service (Hertzman and Hwanng, 2010; Boonlertvanich, 2011). Likewise, many researchers have explored (Saleem and Raja 2104) service quality is parallel link to increase customer satisfaction and retention also retaining customer is more cost effective than to invest find new customer. Similarly, Parasuaman et al. (1988) stated that perceived service quality is a global judgment where satisfaction has related in a specific transaction. Hence, in this research to be testified following attributes speed, responsiveness, knowledge and efficiency as dependent variables on 'service quality' in the context of where this research take place. A speedy response makes the difference between satisfied customer and the one who chooses to leave a business. While both quality and speed of the response matters more to customer, because if it takes too long customer may begin quickly to lose the need of its value also not match with expectation. Thus those factors may cause in complaints and service encounter (Bitner, Booms, and Tetreault 1990; Clemmer and Schneider, 1996; Kelley, Hoffman, and Davis 1993; Maister 1985; Parasuraman, Zeithaml, and Berry 1985; Taylor 1994). In a tourism service landscape efficiency and speed are in one bucket. The service knowledge to offer a fair and effective service to the customer (Blodgett, Hill, and Tax 1997; Clemmer and Schneider 1996; Tax, Brown, and Chandrashekaran 1998). Service knowledge enhances the speed to in place action whenever satisfaction and retention is at stake. Finally, Naik, et al. (2010) explored that service quality play a significant role to satisfy customer where high growing industrial economies.

**H$_1$: Service Quality has a significant positive impact on Customer Satisfaction and Retention.**

### 2.5.2 Price of Services, Customer Satisfaction and Retention

Price is one major factors of consumer choice (Kotler et al. 2009) also one the significant factors affects towards buying hospitality service and its products (Mattila et al. 2003). Meanwhile price, perceived service quality and image mainly influences spending behavior to purchase tourism products and service when consumer has no prior experience in specific resorts or hotels (Dodds et al. 1991; Monroe, 1990; Zeithaml et al. 1990). Hence guests expect high quality service if pay more to rooms, food and beverage (F&B) and other activities like diving and water sports (Matzler et al. 2006) in hospitality industry. Maldives is moving towards high level luxury tourist destination in the world. Many visitors in Maldives spend time during their stay, in rooms, dining and drinking at in house outlets or taking part in any of water sports like diving, snorkeling, fishing, sun bath and etc. Based comments from customers in trip advisor, more than 80% of comments stressed out high price, quality of rooms and food and beverage service have been recognized as price sensitive service points also plays a huge impact on customer satisfaction and retention Fornell, et al. (1996). Most of the criticisms are about over charged bad quality of services experienced by the guest. High priced products and services are expected to be high quality products and services (Curry and Riesz, 1988; Erickson and Johansson, 1985; Lichtenstein et al. 1988). Apart from that domestic transportation and tax are some other price factors involved to explore in this research which has no direct link to hoteliers but affect commonly to the image and to as whole destination. Those are the revolving factors and travelers seek about cheap domestic transportation option because currently it is high in the Maldives compare to other parts of the world which means access to the hotels costlier for the guests. Also recently GST tax rate has been revised by the authorities for tourism goods and service and on top introduced green tax in 2016. These two factors have negative monetary behavior to customers. Based on customer’s comments there might be a critical impact to hoteliers on customer satisfaction and retention. However, in this research will explore the magnitude of the impact pertaining tax and transport on customer satisfaction and retention in context of Maldives.

**H$_2$: Price has a significant positive impact on Customer Satisfaction and Retention.**
2.5.3 Destination Image, Customer Satisfaction and Retention

The image of destination is one of the difficult term to define and has variety of interpretations. The image of a destination involves natural, economic, political situation of destination (Echtner and Ritchie1991) altogether contains hotel structures, natural attraction, functional place of personal attachments like shopping facilities and unique factors like environment influences, overall satisfaction and repurchase behavior (Prayag, et al. 2011 and Prayag, 2012). At the same time accessibility (Eusébio, et al. 2011) into to the hotels is one of the factors of affecting tourist satisfaction and the transport structures is one of the important sector directly linked to Tourism activity of destination which has impact on customer satisfaction and repurchase behavior (Majid, et al. 2010). There is a need of economical, reliable transport structure to dispatch tourists to different hotel locations in destinations through long, medium short routes correlated to accessibility. Accessibility found as one of the factors affecting tourist satisfaction (Chi and Qu, 2008; Swarbrooke and Horner, 1999). Those are basic attributes like tourist attractions, accessibility, tourist structures, variety of economic activities and natural environment effect on customer satisfaction and repurchase behavior (Coban, 2012). Further to destination image based on literature, the total construct depends on national economic cultural structure of destination. Image is an important variable which has positive and negative impacts on customer satisfaction (Zeithaml and Bitner, 1996) and buying behavior. Tourist prefers to visit destinations which have high record of safety and security, easily accessible, has modern infrastructure that follows health standards, clean surroundings, and excellent service (Cabrini, 2002).

*H₃. Destination Image has a significant positive impact on Customer Satisfaction and Retention.*

2.5.4 Hotels Ambiance, Customer Satisfaction and Retention

Ambiance is the physical environment that could create a positive impression on guest's perceptions and behavior (Bittner, 1992). Also ambiance is part of servicecapes which incorporated sensorial elements such as aesthetics of living, cleanliness, privacy, safety and security Chi and Qu, (2008), high speed internet are the factors positively effects on customer satisfaction and behavioral intention to return (Zeithaml and Bitner, 2003). Today hospitality industry promoting business of life style and luxury service providing space for eat, sleep, and bathe, meeting space and customized services depending traveler's requests. Based on those factors guest expects in their rooms high quality aesthetics of living and special amenities as well as comfort and privacy (Jones & Lockwood 2004). Furthermore, guests expect good restaurants, tasty food, gym swimming pool, spa, sauna, clean environment and appealing servicecapes during stay in a hotel. Apart from that, the ambiance of reception and lobby area could create memorable impression as whole of the the hotels or resorts (Thapa, 2007). According to Vassiliadis, (2008) arrangement both tangibles and intangibles of tourism products often creates a picture in guest’s mind either negative or positive perception about the hotels relating hotel facilities, furniture, equipment, staff appearance and uniforms (Antony, Antony and Gosh, 2004).

*H₄. Ambiance has a significant positive impact on Customer Satisfaction and Retention.*

2.5.5 Coastal Tourism, Customer Satisfaction and Retention

Maldives is famous for beach resort, coastal tourism and its natural beauty, pleasurable by sun, sand, sea and tropical weather. There has no definition suitable to define coastal tourism as Maldives setting. However best suitable definition considering leisure activities in Maldives, coastal tourism defined as based on combination of unique resources at the border of islands including sun, sandy beach, rich marine biological diversity (sharks, whales, corals, birds etc.)
and safe transportation infrastructure or mechanism. Based on these resources different profitable services (water sports, excursions fishing sunset cruise etc.) have been developed as and added service segment in the hotel industry of Maldives. Hence, Maldives is a famous destination for water sports such as fishing, scuba diving, swimming, water skiing, windsurfing, snorkeling, kite boarding and etc. Excursions are normally boat-trips organized between inhibited or uninhibited islands or famous locations in inter atolls. Water sports is leisure activities hold on the water and underwater such as diving and windsurfing snorkeling and etc.

H5. Coastal tourism has a significant positive impact on Customer Satisfaction and Retention.

3. Research Design and Methodology

The purpose of this research is more on compare relationship between variables and based on descriptive and explanatory. It is descriptive because data has been collected through a comprehensive questionnaire also explanatory because researcher explain the impact of independent dependent variables. It is slightly exploratory because researcher is exploring the relationship dependent variables and its relationship with satisfaction and retention based on previous theory to develop better understanding (Hair, Rabin, Money and Samouel, 2003). Hence, the research was conducted using combination of descriptive and explanatory by a rare margin of exploratory.

In this study quantitative research method used because it allows to collect more data to investigate the facts, testing theories and hypotheses and more suitable to answer the question. As a result, quantitative is more suitable to represent tested theories comparing qualitative method where researcher wasn't aware essential variables to analyze also the data collection to be sensitive relating to the social settings (Gravetter & Forzano, 2012). Likewise, this method allows researcher to streamline research problem to limited variables and which supports to understand the result of analyst (Creswell, 2003). Similarly, this type of research is more objective and reliable as the researcher cannot represent biased opinion to interpret the facts of the research.

Primary data collection method was used for this research, because for the researcher has option to both directly and indirectly to examine, analyze during the survey or use questionnaire. Hence, primary data is more dependable and accurate (Hox and Boeiji, 2005). According to findings, for comprehensive analysis research primary data collection method was more suitable and results were more validate, easy to address the target issues similarly the target issues, data analysis was more effectual, and the researcher more aware and knowledgeable through the whole process (Hramiak, 2005; Sutehall, et al. 2010).

The total 200 questionnaires were distributed, 145 returned and out of 145 rejected 30 questionnaires due suspicious answers. This research is based on to use cross-sectional data collection technique which is a form of quantitative sampling methods and used in descriptive research (Cho, et al. 2013). The target respondents were tourists stayed in different resorts and hotels as well as experienced the services provided by the hotels and resorts.

Random probability sampling method is to be used in this research as sampling technique which is used by most researchers to eliminate prejudices by allowing to exceed results depending on sampling population. On the other hand, in non-probability sampling method respondents are selected by researcher’s that may impact on validity of the the results (Tongco, 2010).

4. Results and Discussion
Multiple regression analysis has been engaged in this study to examine the impact of independent variables (service quality, price, destination image, ambiance and coastal tourism) on dependent variable (customer satisfaction and retention). Hair, et al. (2004) stated that multiple regression analysis is a statistical technique use to analyse linear relationships between a dependent variable and multiple independent variables by forecasting coefficients for a straight line equation. Hence, five hypothesis statement have been constructed to be tested to multiple linear regression analysis and to conclude the study. This study is conducted using two regression models. The first regression model aims at explaining the determinants of customer satisfaction where five independent variables, namely service quality, price, destination image, ambiance and coastal tourism are investigated against the dependent variable, customer satisfaction. The model is expressed as follows;

Customer Satisfaction = (service quality, price, destination image, ambiance and coastal tourism)

\[
\text{Customer Satisfaction} = \beta_0 + \beta_{Sq} + \beta_{Ps} + \beta_{Di} + \beta_{Ha} + \beta_{Ct} + \infty
\]

Where

- \( \beta_0 \) = Coefficients for the Constant
- \( \beta_{Sq} \) = Beta Coefficients of Service quality
- \( \beta_{Ps} \) = Beta Coefficients of Price of services
- \( \beta_{Di} \) = Beta Coefficients of Destination image
- \( \beta_{Ha} \) = Beta Coefficients of Hotel ambiance
- \( \beta_{Ct} \) = Beta Coefficients Coastal tourism

The second regression model aims to determine the impact of above determinants of customer satisfaction on customer retention. The dependent variable in the model is customer retention. The model is expressed as follows;

Customer Retention = (service quality, price, destination image, ambiance and coastal tourism)

\[
\text{Customer Retention} = \beta_0 + \beta_{Sq} + \beta_{Ps} + \beta_{Di} + \beta_{Ha} + \beta_{Ct} + \infty
\]

Where

- \( \beta_{Sq} \) = Beta Coefficients of Service Quality
- \( \beta_{Ps} \) = Beta Coefficients of Price of Service
- \( \beta_{Di} \) = Beta Coefficients of Destination image
- \( \beta_{Ha} \) = Beta Coefficients of Hotel ambiance
- \( \beta_{Ct} \) = Beta Coefficients Coastal tourism

The following hypothesis are to be testified and to answer in this study.

- H1. Service Quality has a significant positive impact on Customer Satisfaction and Retention.
- H2. Price of services has a significant positive impact on Customer Satisfaction and Retention.
- H3. Destination Image has a significant positive impact on Customer Satisfaction and Retention.
- H4. Hotel Ambiance has a significant positive impact on Customer Satisfaction and Retention.
- H5. Coastal Tourism has a significant positive impact on Customer Satisfaction and Retention.

### 4.1 Model Summary Customer Satisfaction

As shown in the table below, R square is 0.664 which indicates that 66.4% of the dependent variable (Customer satisfaction) is been influenced by the independent variables. Furthermore, Adjusted R Square is 0.648 which signifies that 64.8% of the dependent variable is been explained by the independent variables while the other 35.2% is explained by the other factors which are not taken into consideration for this study. Hence, the model is found to be a good fit as the adjusted R square value is more than 60%. Lastly, the Durbin Watson is found to be 1.88 which clearly indicates no auto correlation amongst the chosen sample.

<table>
<thead>
<tr>
<th>Model Summary&lt;sup&gt;a&lt;/sup&gt;</th>
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<tr>
<td><strong>Model</strong></td>
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<tr>
<td>---------------</td>
</tr>
<tr>
<td>.815&lt;sup&gt;a&lt;/sup&gt;</td>
</tr>
</tbody>
</table>

<sup>a</sup> Predictors: (Constant), COASTAL TOURISM, SERVICE QUALITY, HOTEL AMBIANCE, DESTINATION IMAGE, PRICE
As shown in the table below, the significance value for the F statistics is 43.05 and the significance ratio is 0.000 which is less than 0.05, which suggests that the regression model used in this study is statistically significant.

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>69.630</td>
<td>5</td>
<td>13.926</td>
<td>43.048</td>
<td>.000b</td>
</tr>
<tr>
<td>Residual</td>
<td>35.261</td>
<td>109</td>
<td>0.323</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>104.890</td>
<td>114</td>
<td></td>
<td></td>
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</tbody>
</table>

As shown in the table below, the standardized beta coefficient for service quality is found to be 0.06 with a significance value of 0.476, which indicates that service quality has no significant impact on customer satisfaction as the significance value is higher than 0.05. There is only a negligible impact of 6% on customer satisfaction. Therefore, the result highlights that the service quality does not play the role of an influential player in satisfying customers in the Maldivian tourist industry.

As per the interpretation of the table below, the standardized beta coefficient for price is found to be 0.209 with a significance value of 0.065 Which indicates that price has no significant impact on customer satisfaction as the significance value is higher than 0.05. Price has a 20% impact on customer satisfaction which is not significant as the significance value is more than 0.05. Therefore, the result highlights that the price does not play as significant role in satisfying customers in hotels industry of Maldives.
Table 6: Statistical Analysis of Price of Services impact on Satisfaction

H2: Therefore, I formulated the following hypothesis; is accepted that price of service has no significant impact on customer satisfaction in Maldives resorts.

4.4 Destination image impact on customer satisfaction

As per the interpretation of statistics in below table, the standardized beta coefficient for destination image is found to be 0.263 with a significance value of 0.008. Which alerted that there is a significant impact on customer satisfaction as the significance value is lower than 0.05 and in accepted range. Destination image explains 26.3% of customer satisfaction as indicated by the beta coefficient. This is also considered significant since the p-value for this coefficient is 0.008 which is below 0.05. Therefore, the result highlights that the destination image does play an influential role in satisfying customers in hotel industry of Maldives.

Table 7: Statistical Analysis of Destination image impact on Satisfaction

H3: Therefore, I formulated the following hypothesis; is accepted that destination image has a significant impact on customer satisfaction in Maldives resorts.

4.5 Hotel ambiance impact on customer satisfaction

As per the interpretation of the table below, the standardized beta coefficient for hotel ambiance is found to be -0.001 with a significance value of 0.990. Which indicates that hotel ambiance has negative weak significant impact on customer satisfaction as the significance value is less than 0.05. The hotel ambiance is indicated to have no impact on customer satisfaction as the beta coefficient is negative 0.1% which is also not significant due to a higher p-value. Therefore, the result highlights that the hotel ambiance does not play an influential role in satisfying customers in hotels industry of Maldives.
Hypotheses | Calculated P Value | Result | Why?
---|---|---|---
H₁: Service Quality has a significant positive impact on Customer Satisfaction and Retention. | 0.476 | Rejected | The P value is 0.476 which is greater than 0.05. Hence there is no significant impact on customer satisfaction.
H₂: Price has a significant positive impact on Customer Satisfaction and Retention. | 0.065 | Rejected | The P value is 0.065 which is greater than 0.05. However, there is no significant impact on customer satisfaction.
H₃: Destination Image has a significant positive impact on | 0.008 | Accepted | The P value 0.008 which is less than 0.05. However there
<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Calculated P Value</th>
<th>Result</th>
<th>Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Satisfaction and Retention.</td>
<td></td>
<td></td>
<td>is a high significant impact on customer satisfaction.</td>
</tr>
<tr>
<td>H4. Hotel Ambiance has a significant positive impact on Customer Satisfaction and Retention.</td>
<td>0.990</td>
<td>Rejected</td>
<td>The P value is 0.990 which is greater than 0.05. Hence there is a weak negative impact on customer satisfaction.</td>
</tr>
<tr>
<td>H5. Coastal Tourism has a significant positive impact on Customer Satisfaction and Retention.</td>
<td>0.000</td>
<td>Accepted</td>
<td>The P value is 0.000 which is less than 0.05. However there is high impact on customer satisfaction.</td>
</tr>
</tbody>
</table>

*Table 10: Summary of Hypotheses results*

On the basis of above regression analysis, the estimated regression model derived as follows;

\[
\text{Customer Satisfaction} = \beta_0 + \beta_{\text{Sq}} + \beta_{\text{Ps}} + \beta_{\text{Di}} + \beta_{\text{Ha}} + \beta_{\text{Ct}} + \epsilon
\]

\[
\text{Customer Satisfaction} = 0.995 + 0.057 (\text{Sq}) + 0.182 (\text{Ps}) + 0.235 (\text{Di}) - 0.001 (\text{Ha}) + 0.354 (\text{Ct})
\]

### 4.7 Model Summary Customer Retention

As shown in the table below, R square is 0.384 which indicates that 38.4% of the dependent variable (Customer satisfaction) is influenced by the independent variables. Furthermore, Adjusted R Square is 0.356 which signifies that 35.6% of the dependent variable is explained by the independent variables while the other 64.4% is explained by the other factors which are not taken into consideration for this study. Hence, the model is found to be a good fit as the adjusted R square value is more than 60%. Lastly, the Durbin Watson is found to be 1.88 which clearly indicates no auto correlation amongst the chosen sample.

*Table 11: Model Summary Customer Retention*

As shown in the table below, the significance value for the F Statistics is 0.000 which is less than 0.05, which suggests that the regression model used in this study is statistically significant.

*Table 12: ANOVA Analysis results of Model summary (SPSS)*

### 4.7.1 Service Quality impact on customer retention
As per the interpretation of the table above, the standardized beta coefficient for service quality is found to be 0.183 with a significance value of 0.150. Which indicates that service quality has a positive insignificant impact on customer satisfaction as the significance value is greater than 0.05. Service quality found as 18.3% and shows that there is a positive impact with significance value 0.150 which is higher than 0.05. Therefore, the result highlights that the service quality does not play the role of an influential player in customer retention in the Maldivian tourist industry. Therefore,

| Coefficientsa |
|-------------------|-------------------|-------------------|-------------------|-------------------|
| Model 1 | Unstandardized Coefficients B | Unstandardized Coefficients std. Error | Standardized Coefficient Beta | t | Sig. | Collinearity Statistics | Collinearity Statistics |
| (Constant) | 2.276 | 0.364 | -0.183 | - | 6.25 | 0.00 | 0.354 | 2.824 |
| Service Quality | 0.131 | 0.091 | -0.183 | - | 1.44 | 0.15 | 0.354 | 2.824 |

a. Dependent Variable: Customer Retention

**Table 13: Statistical analysis results of service quality impact on retention (SPSS)**

### 4.7.2 Price of services impact on customer retention

As per the interpretation of the table above, the standardized beta coefficient for price is found to be 0.041 with a significance value of 0.788. Which indicates that price has a positive insignificant impact on customer satisfaction as the significance value is greater than 0.05. Price factors constructed in this study found that there is no impact on customer retention with the significance value of 0.788. Therefore, the result highlights that the price does not play the role of an influential player in customer retention in the Maldivian tourist industry.

| Coefficientsa |
|-------------------|-------------------|-------------------|-------------------|-------------------|
| Model 1 | Unstandardized Coefficients B | Unstandardized Coefficients std. Error | Standardized Coefficient Beta | t | Sig. | Collinearity Statistics | Collinearity Statistics |
| (Constant) | 2.276 | 0.364 | -0.041 | 0.27 | 6.25 | 0.00 | 0.246 | 4.059 |
| Price of Service | 0.030 | 0.112 | 0.041 | 0.27 | 0.78 | 0.00 | 0.246 | 4.059 |

a. Dependent Variable: Customer Retention

**Table 14: Statistical analysis results of price of service impact on retention (SPSS)**

### 4.7.3 Destination image impact on customer retention

As per the interpretation of the table above, the standardized beta coefficient for destination image is found to be 0.313 with a significance value of 0.020. Which indicates that destination image has significant impact on customer retention as the significance value is less than 0.05. Destination image found to be one of the major factor affecting on customer retentions in this research showing beta coefficient value of 31.3%. Therefore, the result highlights that the destination image does play the role of an influential player in customer retention in the Maldivian tourist industry. Therefore,
4.7.4 Hotel Ambiance impact on customer retention

As per the interpretation of the table above, the standardized beta coefficient for hotel ambiance is found to be -0.011 with a significance value of 0.326. Which indicates that hotel ambiance has weak negative insignificant impact on customer satisfaction as the significance value is greater than 0.05. Hotel ambiance shows that there is no impact on customer retention indicating negative beta value -0.1%. Therefore, the result highlights that the hotel ambiance does not play the role of an influential player in customer retention in the Maldivian tourist industry. Therefore,

4.7.5 Coastal Tourism impact on customer retention

As per the interpretation of the table above, the standardized beta coefficient for coastal tourism is found to be 0.279 with a significance value of 0.011. Which indicates that coastal tourism has insignificant impact on customer retention as the significance value is less than 0.05. Coastal tourism heightened that as highest impact on customer retention with beta coefficient 27.9%. Therefore, the result highlights that the coastal tourism does play the role of an influential player in customer retention in the Maldivian tourist industry. Therefore,
<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Calculated P Value</th>
<th>Result</th>
<th>Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>H&lt;sub&gt;1&lt;/sub&gt;. Service Quality has a significant positive impact on Customer Satisfaction and Retention.</td>
<td>0.150</td>
<td>Rejected</td>
<td>The P value is 0.150 which is greater than 0.05. Hence there is no significant impact customer retention.</td>
</tr>
<tr>
<td>H&lt;sub&gt;2&lt;/sub&gt;. Price has a significant positive impact on Customer Satisfaction and Retention.</td>
<td>0.788</td>
<td>Rejected</td>
<td>The P value is 0.788 which is greater than 0.05. However, there is no significant impact on customer retention.</td>
</tr>
<tr>
<td>H&lt;sub&gt;3&lt;/sub&gt;. Destination Image has a significant positive impact on Customer Satisfaction and Retention.</td>
<td>0.020</td>
<td>Accepted</td>
<td>The P value 0.020 which is less than 0.05. However there is a high significant impact on customer retention.</td>
</tr>
<tr>
<td>H&lt;sub&gt;4&lt;/sub&gt;. Hotel Ambiance has a significant positive impact on Customer Satisfaction and Retention.</td>
<td>0.326</td>
<td>Rejected</td>
<td>The P value is 0.326 which is greater than 0.05. Hence there is no significant impact on customer retention.</td>
</tr>
<tr>
<td>H&lt;sub&gt;5&lt;/sub&gt;. Coastal Tourism has a significant positive impact on Customer Satisfaction and Retention.</td>
<td>0.011</td>
<td>Accepted</td>
<td>The P value is 0.011 which is less than 0.05. However there is high impact on customer retention.</td>
</tr>
</tbody>
</table>

Table 18: Summary of Hypotheses results

On the basis of above regression analysis, the estimated regression model derived as follows;
Customer retention = \( \beta_0 + \beta_{Sq} + \beta_{Ps} + \beta_{Di} + \beta_{Ha} + \beta_{Cr} + \infty \)

\[
Customer\ retention = 2.276 + 0.131\ (Sq) + 0.030\ (Ps) + 0.237\ (Di) + 0.085\ (Ha) + 0.080\ (Cr)
\]

### 4.8 Discussions

Customer satisfaction and retention has been a dominant topic among tourism researchers in past decade. It is undistinguishable yet the best suite satisfaction tools depending on demographics, heritage, culture, location and environment of around the globe (Yuksel & Yuksel, 2001) these factor are mostly contributing on customer satisfaction and retention. In this research to be identified factors affecting customer satisfaction and its relationship on customer retention. Hence, the chosen factors are service quality, price, destination image, hotel ambiance and coastal tourism.

#### 4.8.1 Service quality

Service quality is identified as one of the prominent factor affecting customer satisfaction and
intention to return, used to measure different influential tools by the researchers. The general instrument to measure service quality is multi-dimensional attributes (Parasuraman, et al. 1985) used in SERVQUAL model while there is no generalization to use same attributes to measure the service quality (Seyedjavadein, et al. 2007). Hence in this research based on following five sub variables to measure service quality (Responsiveness, Speed of delivery, Knowledge, Efficiency, Quality) and its relationship on customer satisfaction and retention in the context of hotel industry of Maldives. Based on previous researches have done on The Impact of Service Quality on Satisfaction, Customer Loyalty and Brand Image: Evidence from Hotel Industry of Pakistan explored that service quality is highly influenced on customer satisfaction and loyalty \([0.250 \ast \text{ and } t=5.037, p<0.01, R^2=0.070]\) and \([0.478 \ast, t=6.037, p<0.01, R^2=0.57]\) accepted (Saleem and Raja, 2014). Hutchinson, Lai and Youcheng did research in Florida, USA on Understanding the relationships of quality, value, equity, satisfaction, and behavioral intentions among golf travelers and found that service quality has no influential on satisfaction with coefficient beta values \((\beta = 0.071)\) and were not significant at level 0.05 (Hutchinson, Lai and Wang, 2009). Similarly, Dr. Seoho Um did a research in Hong Kong to explore antecedents of revisit intention. The researcher did not use to measure SERVQUAL sub variables in the research and found that service quality is an insignificant variable and does not explain any relationship between intentions to return (Um, et al. 2006). Similarly, analytical result of hypothetical regression analysis of present research shows: coefficient beta value at \([\text{customer satisfaction } 0.067(6\%), \text{ customer retention } 0.346 (34.6\%)]\) and significance values \([0.476 \text{ and } 0.150 \geq 0.05]\) respectively. The P values on two dependent variables are higher than 0.05. However, this study accepted that service quality has no influential role in customer satisfaction and retention in the context of hotel industry of Maldives.

### 4.8.2 Price of Service

This factor knows as one of the important factor of choice on buying tourism goods and service (Kotler, et al. 2009). It is unclear yet the role of pricing on guest satisfaction (Yuksel and Yuksel, 2001). Hence, following sub variables are to be testified: Room Rate, price of Food and Beverage, cost of Inland transport, price of Water sports activities in this research and its relationship on customer satisfaction. The perception of price in the past was considered as coherent attribute to customer satisfaction and retention (Yu and Golden, 2006).

Similarly, some researchers argued in certain industries price was not considered as prominent factor on customer satisfaction and retention. Likewise, Mr. Kahan did a research to explore the determinants of customer satisfaction in Hotel industry of Pakistan, and research results shows that price has no significant association on customer retention (Khan, 2013). Furthermore, this research discovered and statistically showed with calculated P value \([0.788\geq0.05]\) which is higher than significant ratio. Thus, the result of this research explained that price has no significant and influential role on customer retention.

### 4.8.3 Destination image

Destination image involves economic, political situation of destination (Echtner and Ritchie, 1991) altogether comprising hotel structures, natural attraction, functional places of personal attachments like shopping facilities and unique factors like environmental influence lead to overall satisfaction and repurchase behavior (Prayag et al. 2011;2012). Similarly, deriving positive experience, feedback and comments tend to positive evaluation of a destination (Maroofi and Dehqani, 2012). Most of the studies concluded that in hotel and tourism industry, destination image is one the highest factor contributing to customer satisfaction and revisit intention to return (Yoon and Uysal, 2005). According to the research conducted on Factors Influencing Visitors’ Revisit Behavioral Intentions: A Case Study of Sabah, Malaysia revealed that destination image is one of the prominent attribute to motivate guests return to Sabah, Malaysia. As per the descriptive static analysis of tourist perception of destination loyalty showed 40.3% respondents intend to return Sabah. It has explained that destination image has high influential role on customer satisfaction and their intention (Som et al. 2012). As per
regression statistical analysis destination image influence on customer customer satisfaction and retention shows with beta coefficient value (\(\beta = 0.263\) (26.3\%)), significance ratio (0.01 \(\leq 0.05\)) and (\(\beta = 0.313\) (31.3\%)) significant ratio (0.03 \(\leq 0.02\)) respectively. However, this study explored that destination image is a stimuli tool on customer satisfaction and retention to attract guests (Kneesel et al. 2010).

4.8.4 Hotel Ambiance

Hotel ambience is important particularly to the settings of hotel industry in the Maldives (Bitner, 1992). Most of the time guest stays in the room and spent time in different outlets at the resorts, because every resort is one-island and-one resort, due to high cost of ocean transport between islands and capital people would prefer to spend time involving activities on the islands. Consequently, ambient would have an impact on customer satisfaction and retention (Heide and Grønhaug, 2007). Present and past researches shows that ambient has influential role on customer satisfaction and retention (Juwaheer, 2004). A study conducted at beach hotels in Mauritius by Juwaheer, (2004) shows that the décor and ambient has significant relationship on perceived service quality. Apart from that, current research explored and explained with resulting (P=0.990 and 0.326) Therefore, according to this research there is no significant influential role on customer satisfaction and retention in the contest of this research.

4.8.5 Coastal Tourism

From this research it revealed that Coastal Tourism is significant factor on customer satisfaction and retention. The coefficient beta value is 27.9\% on customer satisfaction 40.2\% on customer retention with P value 0.11 and 0.000 respectively. Therefore, coastal tourism would be a main important element that influence to satisfy and to retain customers for Maldives resorts.

5. Conclusion

According to this research it shows that destination image and coastal tourism contributes a positive influential role on customer satisfaction and intention to return. However, service quality, price of services and hotel ambiance and its related elements analyzed in this research have no significant impact on customer satisfaction and retention in the context of tourism industry of Maldives.

Furthermore, it reveals that service quality has no significance influential role on customer satisfaction and retention in context of Maldives tourism industry. Likewise, did a research in Florida, USA on Understanding the relationships of quality, value, equity, satisfaction, and behavioral intentions among golf travelers and found that service quality has no influential on satisfaction (Hutchinson; Lai and Wang, 2009). Similarly, Evidence from Hotel Industry of Pakistan shows that service quality is highly influenced on customer satisfaction and loyalty \([0.250 \ast \text{ and } t=5.037, p<0.01, R^2=0.070]\) and \([0.478 \ast \text{, } t=6.037, p<0.01, R^2=0.57]\) accepted (Saleem and Raja, 2104).

Price know as one of the salient factor influences on customer satisfaction and retention. Mr. Kahan did a research to explore the determinants of customer satisfaction in Hotel industry of Pakistan, and research results indicates that price has no significant association on customer retention (Khan, 2013). Similarly, present research discovered and statistically showed with calculated P value \([0.788\geq0.05]\) which is higher than significant ratio. Thus, the result of this research reveals that price has no significant and influential role on customer retention.
According to the research conducted on Factors Influencing Visitors’ Revisit Behavioral Intentions: A Case Study of Sabah, Malaysia shows that destination image is one of the prominent attribute to motivate guests return to Sabah, Malaysia. As per the descriptive static analysis of tourist perception of destination loyalty showed 40.3% respondents intend to return Sabah. It has explained that destination image has high influential role on customer satisfaction and their intention (Som, et al. 2012). As per regression statistical analysis destination image influence on customer satisfaction and retention shows with beta coefficient value ($\beta = 0.263(26.3\%)$, significance ratio ($0.01 \leq 0.05$) and ($\beta = 0.313(31.3\%)$ significant ratio ($0.03 \leq 0.02$) respectively.

There was no profound and published research to compare the past explorations of coastal tourism activities impact on customer satisfaction and retention in hotel and tourism industry. Based on this research it indicates that coastal tourism plays a positive significant role on customer satisfaction and retention in tourism industry of Maldives.

Also this research has revealed that coastal tourism comprising with following factors, Scuba Diving, Windsurfing, Snorkeling, Excursion, Fishing impact on customer satisfaction and guest retention. Coastal tourism is the most unattended segment of the industry while daily operation of resort islands sells natural resources and pollute the surrounding water-ways. Among other impacts visitors request and demand for fresh or live fishes or seafood that would stress life of fishes and snorkeling diving cause damage reefs and sensitive marine species live at the coastal habitat. It is estimated travelers to grow by next decades. Therefore, service providers, hoteliers and concerned agencies required to play a proactive role to eliminate the risk factors that may directly or indirectly impact on coastal tourism segment.

According to this research it is revealed that following elements relating to destination image, Political Stability, Natural Beauty, Accessibility, Safety and Security impact on destination image and plays an influential role between customer satisfaction and retention in setting of tourism industry of Maldives. There for it is essential to to put more efforts to improve and focus on sustainably maintain the natural beauty of resorts by educating staff and guest, conducting researches to explore theoretical implications, improving the scope of protecting beach, surrounded lagoon, reef and marine life of the resorts and holistically across the country. The political instability personal safety and security are top priority of a guest travel to a destination, which are high risk factors for hoteliers to concentrate and monitor closely, to protect the guest from different criminal attacks by implement strategies such as establishing policies and procedures, using latest monitoring technologies. Similarly, it is important for hoteliers to explore and offer alternative and less expensive and safe transport medium to bridge between hotels and local and international air ports by strengthening domestic transport and reducing cost of air and sea transportation.

Particularly, environmental factor plays significant role to satisfy and retain customers. This is one area to concentrate since beginning of constructing properties to preserve ecological, biological life surrounded the property and protecting greenery of islands which is dramatically negated due to the expansion projects in the Maldives. Moreover, hotelier and concerned agencies have to play a prominent role to minimize the risk relating to the above factors to improve customer satisfaction and retention rate in hotel industry of Maldives.

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