

Antecedent of Loyalty: A Case of Inbound Tourists in Bangkok, Thailand

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Abstract : This purpose of this paper was to investigate the influence of loyalty of inbound tourists towards tourist destinations in Bangkok, Thailand. The antecedents of loyalty in this study included tourists' satisfaction towards tourist destinations, perceived value of tourist destinations, feelings of engagement with tourist destinations, acquaintance with tourist destinations, and seeking novelty. By using multi-stage sampling technique, 400 tourists were sampled: 200 male and 200 female inbound tourists. The findings revealed that inbound tourists' satisfaction was the most important factor that could influence the factor of loyalty. The findings indicated that the overall antecedents had a mean of 4.416 with the overall standard deviation of 0.808.

Keywords : antecedents, loyalty, inbound tourists, tourist destinations

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