The Role Of Service Quality Dimensions On Destination Loyalty Through Destination Image

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Abstract

This study investigates the impact of service quality dimensions on destination loyalty and secondly to examines the mediating effect of destination image. For instance, data was collected from 400 tourist, from northern areas of Pakistan. Data was analyzed by using the Hierarchical linear regression modal approach. The results revealed that service quality dimensions have positive impact on destination loyalty, furthermore, destination image meditate the association between service quality dimensions and destination loyalty. This might be the first study after covid-19 provides theoretical and practical implications for destination loyalty and have open avenues for future studies.

Keywords; service quality dimensions, destination image, destination loyalty.

1. Introduction

According to a World Tourism and Travel Council "study on the future of the industry," the COVID-19 pandemic has shifted travelers' attention away from abroad travel and toward local travel, as well as nature and outdoor vacation regions (Behsudi, 2020). The outbreak has had a particularly devastating impact on the tourism business in Pakistan, and 60–70 percent fewer tours predicted to travel in 2020 alone (Hussain, 2020). Furthermore, according to the Asian Development Bank's report of 2020, Pakistan's tourism industry will lose $5.8 million in 2020. As a result, the tourism industry is seeking a new strategy that will ensure not just stability and survival but also future growth potential. The hotel industry is not only popular around the world, but it is also becoming one of the most competitive industry (Presbury, 2009).

The phrase "tourism industry" presented the concept of a "market basket" which highlighted how travelers select local goods and services while visiting a tourist location (Lee, Wall, & Kovacs, 2015). According to theorists, the concept of offering quality service in order to increase customer loyalty has long been predicated on assumptions about how people perceive higher quality service (Bowen & Chen, 2001).

According to Parasuraman, Zeithaml, and Berry (1985) service quality model appears to be widely accepted for its applicability in assessing the quality of services provided by organizations. Where tourists' perceptions of tourist sites are crucial (Ruiz, Gonzalez, & Zamora, 2018). According to the most recent Tourism Marketing standards, the creation of a tourist destination's image is based on the consumer's reasoning and emotionality, and is the result of the interaction of two key components or

dimensions, namely cognitive and affective emotions (Stojanovic, Andreu, & Curries-Perez, 2018).

The attributes of a destination's resources and attractions that attract tourists determine its image (Stojanovic, Andreu, & cures-Perez, 2018). Service quality is a fuzzy and difficult to measure notion, unlike commodity quality, which can be objectively validated by variables such as durability and fault count (Brown, Churchill & Peter, 1993). Ground-breaking research on the image of tourists' destinations undertaken in the 1970s and 1980s revealed basic theoretical and conceptual limitations that must be addressed (Echtner& Ritchie, 1993). Destination settings are constantly changing and overlapping, necessitating greater investigation and examination (Lv& McCabe, 2020). According to the literature, investigating the relationship between tourism service quality and destination image is a critical area of research (Ruiz, Gonzalez, & Zamora, 2018) whereas a significant impact of tourism destination image on destination loyalty was confirmed (Moisescu, 2023). Tourist literature has prioritized service quality, scholars and practitioners have not prioritized the consumer experiences (Chen & Rahman, 2018; Sangpikul, 2018).

Sanchez-Rebull, Rudchenko, and Martn (2018) conjured that there is a gape in literature to explore the effect of service delivery on destination image in non-western, collectivist countries and recommended more studies. Prior studies have focused on the supply side (tourism services and related marketing) rather than on tourists and addressing their needs (the demand side). Furthermore, little is known about the tourist service quality dimensions, as well as the impact of these dimensions on the deployment of a destination image as a mediator (Ruiz, Gonzalez & Zamora, 2018). The mediating role of the destination's image was examined by Wipada and Sippavit (2021) and findings suggested that the COVID-19 pandemic has strengthened the power of Destination image. There have been no previous studies that investigate tourists' perceptions of service quality, as well as destination loyalty, in developing country tourism

industry environments (Afshardoost & Eshaghi, 2020). Hence, this study intends to investigate the role of service quality determinants in predicting destination loyalty among tourists through destination image. Further, this research is to create a comprehensive model that demonstrates how higher service quality given by Pakistan's tourism sector can increase destination loyalty.

2. Literature Review

Parasuraman et al., (1985) theory of service quality provided the foundation for this study. This study supports Oliver's (1999) Four Stage Loyalty Theory. The theory suggests that customer loyalty is structured based on four stages of loyalty in the progressive sequence of: cognitive loyalty, affective loyalty, conative loyalty, and action (behavioral) loyalty. Destination loyalty starts with a person's cognitive loyalty. The above mention theories were chosen to develop a theoretical framework for better understanding of Service quality, destination image and destination loyalty.

2.1 Service quality

According to a number of different researches, the term "service quality" has been used to refer to a variety of distinct things. For example, Parasuraman, Zeithaml and Berry (1985) defined service quality as the contrast of client expectations and client perceptions of service. Cronin and Taylor (1992) define attitude toward service quality as a long-term, thorough assessment. This appears to be consistent with Roest and Pieters' (1997) definition of service quality as a relativistic and cognitive gap between performance in terms of service benefits and performance against experience-based norms (Roest& Pieters, 1997).

Parasuraman, Valarie, Zeithaml and Berry (1985) defined service quality as "perception resulting from a comparison of consumer expectations with actual service performance". In addition, Severt et al. (2006) stated that service quality is a tool for how well the customer expectations are matched by the delivered service level and it is known that if the customer expectations are higher than the perceived performance, then it

could affect the customer satisfaction negatively (Parasuraman et al., 1985). In consonance with this, service quality can be seen as a bond that is created between the organization and its customers (Schneider & White, 2004). Even though there are many different definitions for what service quality is, the general consensus in the literature is that it is the discrepancy between the expectations and the perceptions of customers.

2.1 Determinants of Services Quality

Researchers have made an effort to determine the critical dimensions and attributes that consumers use when evaluating service quality (Loonam & O'loughlin, 2008; Kang & James, 2004). As a result, some academics have worked to improve the current literature on service quality by investigating service quality dimensions or enhancing service quality models, among other techniques. Perceived service quality is a challenging term to grasp (Zaibaf, Taherikia & Fakharian, 2013). There are numerous dimensions that can be used to describe the content or character of service quality, as well as divergent expert perspectives (Berry, Parasuraman & Zeithaml, 1988). Understanding the service quality dimensions enables the determination of which service quality variables are more influential in the formulation of consumer expectations (Brady & Cronin, 2001). According to Kang and James (2004), service quality factors can be used to assess performance in service organizations by determining which aspects are most critical for defining, measuring, and improving consumer perceived service quality.

2.2 Destination Image

Assaker (2011) defines the destination image as "the overall perception of the destination that is formed over time by processing information from various sources such as ideas or perceptions about a destination held individually or collectively by people. Despite significant research on the concept since the early 1970s (Stepchenkova & Mills, 2010), empirical validation of the relationship between the various characteristics of destination image remains elusive. Destination image as having three key components: cognitive, affective, and conative elements (Asgarnezhad, Nemati, &Abbasgholizadeh, 2019; Ruiz, Gonzalez, & Zamora, 2018; Jeong& Kim, 2019). However, the dimensions of the target image can be investigated separately to have a better understanding of its total complexity (Lee &Xie, 2011).

2.3 Destination Loyalty

Brand loyalty was referred to as "brand persistence," and it is largely assumed that this is where the study of brand loyalty began (Stepchenkova & Mills, 2010). The concept and meaning of loyalty, as well as attempts to quantify it, were then investigated by scholars (Wu & cheng, 2013). Stepchenkova & Mills (2010) did an examination of the broad subject of consumer behavior and found a large number of different methods to defining loyalty and what makes loyalty. A deeply held commitment to consistently repurchase or re-patronize a preferred product/service, resulting in repeated purchase of the exact same product/service or product/service set, despite situational influences and marketing efforts that prompt switching behavior (Ryu et al., 2020). A result of the growing recognition that positive interactions between managers and customers play a critical role in the development of customer loyalty (Oliver, 1999), it has been advised that additional study into customer loyalty be done.

The most important aspect in a tourism destination's long-term growth stability has been identified as customer loyalty (Stepchenkova & Mills, 2010). Destination loyalty was categorized as either attitudinal or behavioral, depending on the study (Chiu et al., 2016). Behavioral loyalty is defined as the likelihood of customers returning to a company based on real customer behavior or the consequences of customer behavior (Lee, 2011). Behavioral or attitude loyalty, on the other hand, may not accurately indicate goal fidelity (Chen & Gursoy, 2013).

2.4 Service quality determinants linkages with destination image

The structural findings indicate that the four dimensions of tourism service quality have positively and significantly affected destination image (Akroush, et al., 2016). there are significant relationships between service quality and destination image perceptions of thermal tourists (Timur, 2018). Based on the above literature the current study proposed the below hypotheses.

H1: Service quality determinants have +VE impact on destination image

H1a: Human aspect of service quality have +VE impact on destination image.

H1b: Non-human aspect of service quality has +VE impact on destination image.

H1c: Services capes of service quality determinants have +VE impact on destination image.

H1d: Core services aspect of service quality determinants have +VE impact on destination image.

H1e: Social responsibility aspect of service quality determinants have +VE impact on destination image.

2.5 Destination image linkages with destination loyalty

Brand image has positively and significantly affected destination loyalty (Akroush, et al., 2016). It is a known fact that destination image has an impact on the selection and perception tourists have in terms of a destination. Image will have an impact on the destination selection process of tourists, the post-selection assessment of the destination and whether they will prefer the destination in the future (Chi & Qu, 2008). It is indicated that a positive destination image has an impact on the destination selection process (Chi & Qu, 2008). Destination image also affects the behavioral intention of tourists (Chi & Qu, 2008). Similarly Chi and Qu (2008) have also alleged that a positive image has an impact on behavioral intentions of tourists.

The study carried out by Chen and Tsai (2018) in Kengtin region of Taiwan it was revealed that there was a significant affiliation between destination image and destination loyalty. The authors manifested that destination image affected the intent to revisit a destination and the tendency to recommend the destination to others. This study also concluded that there is an affiliation between destination image and destination loyalty as presented in the framework of the above-mentioned literature and carried out an application in northern areas of Pakistan which holds a significant place in Pakistan in terms of tourism.

H2: Destination image have +ve impact on destination loyalty

2.6 Service quality determinants linkage with destination loyalty

According to Dileep, Govindarajo and Khen (2020) the results show that the service quality provided by the park management has a positive impact on destination image and destination loyalty. On the other hand, Mohamad, Ghani & Nasir (2019) illustrated that service quality had no significant effect on destination loyalty. Based on the above literature the current study proposed the below hypotheses.

H3: Service quality determinants have +VE impact on destination loyalty.

H3a: Human aspect of service quality have +VE impact on destination loyalty.

H3b: Non-human aspect of service quality has +VE impact on destination loyalty.

H3c: Services capes of service quality determinants have +VE impact on destination loyalty.

H3d: Core services aspect of service quality determinants have +VE impact on destination loyalty.

H3e: Social responsibility aspect of service quality determinants have +VE impact on destination loyalty.

2.7 Mediating role of destination image between service quality determinants and destination loyalty

Destination image fully mediates the relationship between tourism service quality and destination loyalty (Akroush, et al., 2016). Destination image has a mediating effect (Timur, 2018). Based on the

above literature the current study proposed the below hypotheses.

H4: Destination image mediates the relationship between service quality determinants and destination loyalty

H4a: Destination image mediate the relationship between human aspect of service quality determinants and destination loyalty.

H4b: Destination image mediate the relationship between non-human aspect of service quality determinants and destination loyalty.

H4c: Destination image mediate the relationship between core services aspect of service quality determinants and destination loyalty.

H4d: Destination image mediate the relationship between services capes of service quality determinants and destination loyalty.

H4e: Destination image mediate the relationship between social responsibility aspect of service quality determinants and destination loyalty.

2.8 Conceptual framework

Figure 1: The conceptual framework of the current study
Source: Developed by the researcher

4. Methodology
The purpose of this Study was to investigate the relationship of service quality determinants (human elements, non-human elements, core services, services capes and social responsibility) with destination loyalty and destination image used as a mediator. Hypothesis H1, H1a, H1b, H1c, H1d, H1e and H2, H3, H3a, H3b, H3c, H3d, H3e, H4, H4a, H4b, H4c, H4d, H4e were tested.

Table 6: Study description

Experiments	Hypothesis Testing	Hypothesis Acceptance level	Effects	Factors involved	Mediators
Study	H1	Accepted	Direct effect	Service quality	Destination image
	H1a	Accepted	Direct effect	determinants	
	H1b	Accepted	Direct effect	Human elements	
	H1c	Accepted	Direct effect	Non-human elements	
	H1d	Accepted	Direct effect	Core services	
	H1e	Accepted	Direct effect	Services capes	
	H2	Accepted	Direct effect	Social responsibility	
	H3	Accepted	Direct effect	Destination image	
	H3a	Accepted	Direct effect	Destination loyalty	
	H3b	Accepted	Direct effect		
	H3c	Accepted	Direct effect		
	H3d	Accepted	Direct effect		

H3e	Accepted	Direct effect
H4	Accepted	Mediating
H4a	Accepted	effect
H4b	Accepted	Mediating
H4c	Accepted	effect
H4d	Accepted	Mediating
H4e	Accepted	effect
		Mediating
		effect
		Mediating
		effect
		Mediating
		effect

4.1 Data collection

The area of the study pertains the tourists belong to northern areas of Pakistan such as (Naran-kaghan valley, hunza valley, skardu valley, murree, naltar valley, kumrat valley, chitral, swat valley, neelum valley, kalam valley). Cross sectional method was carried out for the collection of data. The study period was 2023. Kalyar et al (2021) states that sampling is used to reduce the amount of data that must be collected by focusing on a limited group of people rather than every member of the community when collecting data from the entire population is impractical, sampling is a viable alternative to conducting a survey. This is especially true when researchers are limited by both funding and time restrictions.

It is practically impossible to collect data from every tourist in the hospitality industry in Pakistan due to a lack of freely accessible information and the vast number of tourist spots. As a result, Kalyar et al (2021) believes that sampling is more precise in this sense. Furthermore, picking fewer samples through sampling yields more detailed information about the events under inquiry (Majumdar, 2021). According to research released by the Pakistan Tourism Ministry, Pakistan has between 0.2 and 0.3 million hotels, with the majority concentrated in major cities and northern areas of Pakistan. Purposive sampling is the most fundamental type of sampling. The sample of this study pertains to tourism sector. According to world travel and tourism council, large number of tourists travel towards the northern areas of Pakistan every year as compared to other regions of Pakistan, that's why Purposive sample was used to collect the data from the tourism sector in northern areas of Pakistan.

This figure is just out of proportion to the scope of this investigation. Thus 400 was the sample size and data were collected from the 400 tourists in the tourism sector of Pakistan. Research was undertaken using primary data. A survey was conducted.

4.2 Measure

Because the goal of this study is to determine the causal relationship between service quality, destination image and destination loyalty, primary data collection was conducted via questionnaire. Almost every item in the questionnaire was borrowed from previous studies. It was expected that appropriate indicators were used (i.e., five dimensions of service quality, two of destination image and one of destination loyalty). Each of these dimensions was quantified using a "5-point Likert scale" ranging from "1 to 5", with (1) representing strong disagreement and (5) representing strong agreement. Service quality was measured by using a 41item scale (Sureshchandar, Rajendran &Kamalanabhan 2002). Destination image was measured by using a six-item scale (Hankinson, 2005). Destination loyalty was measured by using a four-item scale (Pike et al., 2010).

4.3 Data-analysis

Hypotheses were analyzed using the Hierarchical linear regression modal approach because this study data was hierarchical in nature. The data analysis was conducted by using AMOS 21 and SPSS 21. Reliability analysis was conducted to know about the scale reliability. Skewness and kurtosis statistics were also used to evaluate the assumptions of normality, which were required for Hierarchical linear regression modal (Kline, 2016; Hair, 2010).

Confirmatory factor analysis was conducted to know about the variance contribution of each factor. Another descriptive statistic applied in this study was the Pearson correlation coefficient (Pearson's r) as per the suggestions of Raudenbush and Bryk (2002), i.e., that correlations between variables must be examined before conducting Hierarchical linear regression analysis. The regression coefficient (R^2) were used to assess the improvement in the model fit of the hypothesized predictor the higher the R^2, the better the effect (Raudenbush& Bryk, 2002). To examine mediation hypotheses, this study adopted the procedures outlined by Baron and Kenny (1986). This study examined the direct and indirect effect hypotheses.

4.4 Results

This study examined the relationship between service quality determinants and destination loyalty and the mediating effects of destination image between human elements, non-human elements, core services, service capes and social responsibility with destination loyalty.

Reliability analysis found that all scales were reliable. Human elements having 17 items with alpha value α = .966, non- human elements having 6 items with alpha value α = .899, core services having 5 items with alpha value α = .931, services capes having 6 items with alpha value α =.953, social responsibility having 7 items with alpha value α=.921, destination image having 6 items with alpha value α=.868, and destination loyalty having 4 items with alpha value α= .867. The reliability coefficient (Cronbach's alpha) values for human elements, non-human elements, core services, services capes, social responsibility, destination image and destination loyalty calculated as presented in Table (1) which exists between, 0.95 to 0.7 that showed very good reliability. Reliability analysis was conducted to assess the internal consistency of each measure.

Table 1: Reliability analysis

Variables	N of Items	Cronbach's Alpha
Human	17	.966
Non- human	6	.899
Core services	5	.931
Services capes	6	.953
Social responsibility	7	.921
Destination image	6	.868
Destination loyalty	4	.867

Data presented in Table2 is normal because Data is considered to be normal if skewness is between -2 to +2 and kurtosis is between -7 to +7 (Kline, 2016).

Table 2: Means, standard deviations, skewness and kurtosis statistics

	N	Mean	St. Error of mean	SD	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis
Human elements	400	4.5401	.01701	.50473	-.744	.082	-.987	.165
Non-human elements	400	4.4804	.01063	.31546	-.113	.082	-1.027	.165
Core services	400	4.8160	.01115	.33062	-1.728	.082	1.695	.165
Services capes	400	4.5337	.01346	.39934	-.177	.082	-1.664	.165
Social responsibility	400	4.6261	.01053	.31243	-.826	.082	-.376	.165
Destination image	400	4.3267	.01584	.46997	-.055	.082	-1.434	.165
Destination loyalty	400	4.7500	.01193	.35375	-1.062	.082	-.395	.165

The results of confirmatory factor analysis showed in Table 3, that all the factors produce significant variance that is maximum .909 and minimum .359.

Table 3: CFA analysis

Factors	Loading	Factors	Loading	Factors	Loading	Factors	Loading	Factors	Loading
hum1	.923	hum15	.938	scape1	.905	Dima2	.872	DIMAG	.943
hum2	.905	hum16	.927	scape2	.979	Dima3	.872	DLOY	.974
hum3	.979	hum17	.872	scape3	.721	Dima4	.617		
hum4	.678	Nhum1	.617	scape4	.803	Dima5	.359		
hum5	.803	Nhum2	.359	scape5	.870	Dima6	.923		
hum6	.870	Nhum3	.923	sscape6	.909	Dloy1	.870		
hum7	.909	Nhum4	.905	sresp1	.509	Dloy2	.909		
hum8	.827	Nhum5	.979	sresp2	.923	Dloy3	.827		
hum9	.678	Nhum6	.909	sresp3	.905	Dloy4	.678		
hum10	.909	cser1	.827	sresp4	.979	HUM	.994		
hum11	.678	cser2	.678	sresp5	.909	NHUM	.959		

hum12	.827	cser3	.678	sresp6	.827	CSER	.913
hum13	.909	cser4	.909	sresp7	.678	SCAPE	.939
hum14	.870	cser5	.923	Dima1	.923	SRES	.988

Table (4) demonstrates the relationship among indicators. The relationship among all the indicators was significant (p=0.000**). These results support the H1 H1a, H1b, H1c, H1d, H1e,H2, H3, H3a, H3b, H3c, H3d, H3e hypotheses that there is a significant +ve relationships of service quality determinants, human elements, non-human aspects, services capes, core services and social responsibility with destination image and destination loyalty. The results from table (4) showed that service quality determinants have +VE relationship with destination image having ($\beta = 0.951**$, $p \leq .001$). That supported hypothesis H1.

Human aspects of service quality determinants have +VE relationship destination image having ($\beta = 0.938**$, $p \leq .001$). That supported hypothesis H1a. Non-human aspects of service quality determinants have +VE relationship with destination image having ($\beta = 0.971**$, $p \leq .001$). That supported hypothesis H1b.Core services of service quality determinants have +VE relationship with destination image having ($\beta = 0.746**$, $p \leq .001$).

That supported hypothesis H1c. Services capes of service quality determinants have +VE relationship with destination image having ($\beta = 0.977**$, $p \leq .001$). That supported hypothesis H1d. Social responsibility of service quality determinants have +VE relationship with destination image having ($\beta = 0.918**$, $p \leq .001$). That supported hypothesis H1e.
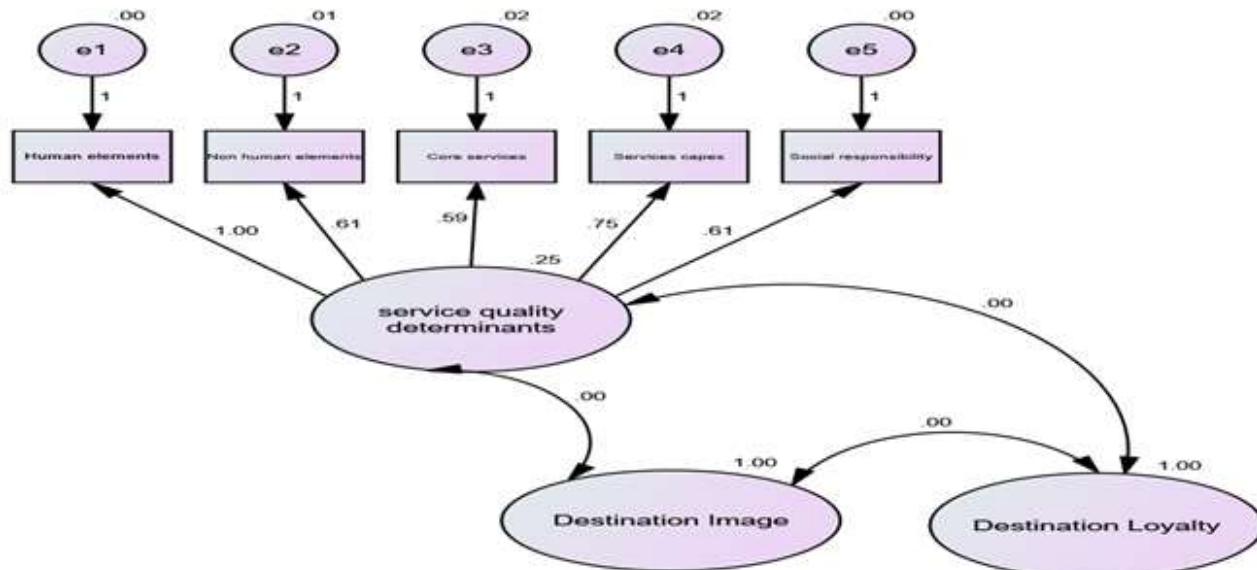
The Human aspects of service quality determinants have +VE relationship with destination loyalty having ($\beta = 0.978**$, $p \leq .001$). That supported hypothesis H3a. Non-human aspects of service

quality determinants have +VE relationship with destination loyalty having (β = 0.883**, p ≤ .001). That supported hypothesis H3b.Core services of service quality determinants have +VE relationship with destination loyalty having (β = 0.950**, p ≤ .001).

That supported hypothesis H3c. Services capes of service quality determinants have +VE relationship with destination loyalty having (β = 0.869**, p ≤ .001). That supported hypothesis H3d. Social responsibility of service quality determinants have +VE relationship with destination loyalty having (β = 0.958**, p ≤ .001). That supported hypothesis H3e.

Table 4 Correlation analysis
Correlations

	1	2	3	4	5	6	7	8
Human elements	1							
Non-human elements	.940**	1						
Core services	.897**	.797**	1					
Services capes	.950**	.945**	.725**	1				
Social responsibility	.970**	.956**	.922**	.901**	1			
Service quality determinants	.994**	.966**	.900**	.948**	.987*	1		
Destination image	.938**	.971**	.746**	.977**	.918**	.951**	1	
Destination loyalty	.978**	.883**	.950**	.869**	.958**	.968**	.863**	1

** Correlation is significant at the 0.01 level (2-tailed).

The results of the Hierarchical linear regression modal analysis are presented in Table (5). The results from modal 1 showed that destination image mediate the relationship between service quality determinants and destination loyalty. Service quality determinants having (β = 0.845, p ≤ .001) and destination image having (β = 0.152, p ≤ .001) with R^2 (.989) which supported hypothesis H4. The results from modal 2 showed that destination image mediate the relationship between human aspects of service quality determinants and destination loyalty. Human elements having (β = 0.759, p ≤ .001) and destination image having (β = 0.243, p ≤ .001) with R^2 (.987) which supported hypothesis H4a.
The results from modal 3 showed that destination image mediate the relationship between non-human aspects of service quality determinants and destination loyalty. Non-human elements having (β

= 0.490, p ≤ .001) and destination image having (β = 0.480, p ≤ .001) with R^2 (.956) which supported hypothesis H4b. The results from modal 4 showed that destination image mediate the relationship between core services of service quality determinants and destination loyalty. Core services having (β = 0.331, p ≤ .001) and destination image having (β = 0.708, p ≤ .001) with R^2 (.860) which supported hypothesis H4c.
The results from modal 5 showed that Destination image mediate the relationship between services capes of service quality determinants and destination loyalty. Services capes having (β = 0.791, p ≤ .001) and destination image having (β = 0.181, p ≤ .001) with R^2 (.969) which supported hypothesis H4d.The results from modal 6 showed that destination image mediate the relationship between social responsibility aspect of service quality determinants

and destination loyalty. Social responsibility having ($\beta = 0.545$, p ≤ .001) and destination image having (β

= 0.456, p ≤ .001) with R^2 (.963) which supported hypothesis H4e.

Table 5: Hierarchical linear regression modal

Aspects	Modal 1	Modal 2	Modal 3	Modal 4	Modal 5	Modal 6	Modal 7
Human elements	-----	.759	-----	-----	-----	-----	-----
Non-human elements	-----	-----	.490	-----	-----	-----	-----
Core services	-----	-----	-----	.331	-----	-----	-----
Services capes	-----	-----	-----	-----	.791	-----	-----
Social responsibility	-----	-----	-----	-----	-----	.545	-----
Service quality determinants	.845	-----	-----	-----	-----	-----	-----
Destination image	.152	.243	.480	.708	.181	.456	.041
Destination loyalty	-----	-----	-----	-----	-----	-----	-----
R2	.989	.987	.956	.860	.969	.963	.866

4.5 Discussion and Conclusion

The results revealed that there is significance relationship between Service quality determinants and destination loyalty. Akroush, et al (2016) also found the same linkages between Service quality determinants and destination loyalty. The findings of this study showed that destination image mediates the relationship between service quality determinants and destination loyalty as well as destination image mediates the relationship between human elements, non-human elements, core services, services capes and social responsibility factors with destination loyalty. Prior study of (Chen & Tsai, 2018) also noted the same mediated relationship between service quality determinants and destination loyalty. The main objective of this study was to investigate the relationship of service quality determinants with destination loyalty. All the proposed hypotheses were supported by the findings. The results of this study supported the hypothesis that there is a relationship between service quality determinants and destination loyalty (Dileep, Govindarajo and Khen, 2020). The results also supported the hypotheses regarding mediators like destination image (Dileep, Govindarajo and Khen, 2020) mediate the relationship between service quality determinants and destination loyalty. These results

are reliable with those of earlier studies which also found that the quality of the service provided has significant impact on destination loyalty (Dileep, Govindarajo and Khen, 2020).

The key drive of this research is to provide a complete understanding of the theory of service quality and to examine its outcomes. The study has provided a few methodological and theoretical contributions to the literature relating to destination loyalty in tourism and hospitality management. Little is known about the impact of service quality dimensions on the deployment of a destination image as a mediator (Le & Le, 2020; Ruiz, Gonzalez & Zamora, 2018) as well as there have been no previous studies that investigate tourists' perceptions of service quality, as well as destination loyalty in developing country tourism industry environments (Afshardoost & Eshaghi, 2020). According to (Le & Le, 2020; Ruiz, Gonzalez & Zamora, 2018) destination image should use as a mediator. Therefore, destination image was use as a mediator between service quality determinants and destination image and significant results was obtained.

Furthermore, this study key methodological contribution is that it is one of very few in tourism and hospitality literature, to empirically and theoretically examine destination loyalty by using a

multilevel analysis. This study also offers clear directions for future studies.

4.6 Managerial implications

The findings can be helpful for hospitality managers to manage their tourist by providing good service quality. If hospitality managers provide good service quality like take care of the human elements, non-human elements, core services, services capes and social responsibility then this means that tourist have good destination image. Hospitality practitioners can play a very significant role to make the tourists loyal.

Hospitality practitioners could advance a training program for managers by keeping in mind this study factors to make their tourists loyal to the destination. In particular, managers could be encouraged to allow their employees, particularly in the sense of delivering good service quality. Practitioners should never give up on making the Tourist loyal to the destination.

4.7 Limitations and suggestions for future research

This study is not without limitations. The generalizability of the findings may be limited because the data was collected in Pakistan. In addition, the context of this study is limited to Pakistan only other countries should have to be investigated to refine the generalizability of the study. Future research is invigorated to examine other tourist outcomes in relation to destination loyalty. Future research could also examine the different dimensions of destination loyalty and its outcomes, so that a more understanding implication could be explored. Comparative studies should have to conduct that will compare different countries tourist destination loyalty. Other mediators should have to use and this study have no moderator others studies should have to introduce moderator variable as well and compare the studies to find out the generalizability.

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