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Domestic Honeymoon Tourists' Loyalty towards Hotel Attributes: Mediating Role of Satisfaction

Muthuweera Kalpana & Dahanayake SNS

Department of Tourism and Hospitality Management, Faculty of Management Studies, Rajarata University of Sri Lanka, Mihintale, Anuradhapura, 60170, Sri Lanka

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*Corresponding Author

Email: kalpanamuthuweera@gmail.com

ABSTRACT

Honeymoon tourists, one of the integral market segments, play a vital role in the tourism industry, especially in domestic tourism. However, there is a dearth of literature in the respective study area especially concerning domestic tourism in Sri Lanka. And also, there is a concern about the impact of hotel attributes on the satisfaction and loyalty of domestic tourists. Thus, the study attempts to investigate whether the hotel attributes; accommodation, dining experience, and service staff, impact the loyalty of the domestic honeymoon tourists with the mediation effect of satisfaction. This empirical study on quantitative nature has adopted the post-positivism philosophy and employed an online survey using a structured questionnaire. The sample of 133 domestic honeymoon tourists who have visited three-to-five-star hotels in Sri Lanka, having six-months of reminiscence on their honeymoon trip, were selected through the convenient sampling technique. Data were analyzed employing both descriptive and inferential statistics through the Statistical Package for Social Science (SPSS) version 26.0. T-test and ANOVA test results disclose a significant difference amongst the greatest demographic factors on satisfaction and loyalty. Pearson Correlation results reveal a significant positive relationship among the accommodation, dining experience, service staff, tourists' satisfaction, and tourists' loyalty, while satisfaction presence a significant positive relationship with the tourists' loyalty. All the hypotheses tested were accepted revealing that hotel attributes positively impact the satisfaction of the domestic honeymoon tourists and the overall satisfaction impact loyalty. The Sobel test results prove a partial mediation of the tourists' satisfaction amid accommodation, dining experience, and tourists' loyalty while a full mediation among service staff and tourists' loyalty. So, the findings conclude, that the hotel attributes impact on the on satisfaction, the satisfaction impacts on the loyalty, and finally, the satisfaction mediates the impact caused by the hotel attributes on the loyalty of the domestic honeymoon tourists. Improving the hotel attributes is profoundly recommended to intensify the satisfaction and loyalty of the domestic honeymoon tourists.

1. Introduction

Honeymoon is well known as the special holiday of newlywed couples usually immediately after a marriage ceremony and commitment to a life together (1). Honeymoon tourism is a type of tourism in which newlywedded couples plan well in advance, decide together a long-distance and long duration trip. Many honeymoon tourists see it as an

unforgettable once-in-a-lifetime experience; thus, newlyweds on their honeymoon represent a vital part of the tourism industry (2). So, to experience their once-in-a-lifetime experience, honeymoon tourists will try to select the best hotel which will satisfy them and make the stay unforgettable.

Domestic honeymoon tourists play a vital role in the tourist market and they will seek an elegant service while on their stay in a hotel because of their once in a lifetime experience. When newlyweds travel to a destination, they are willing to fulfill their romantic fantasies with less consideration for incurring travel costs (3). To have a memorable stay hotel attributes are one of the concerns. The hotel attributes provided by the hotels will be varied according to the capacity of the establishment. It can also be varied in different star class hotels and as well as the special procedures followed by these hotels.

Many of the researchers have found out the attributes which may seek by the customers when selecting a destination for travel and satisfaction (4-10). And also, some of the researchers have found out researches related to the importance of hotel attributes (11-14). Few of the researchers have found the hotel attributes which influence the various types of customer satisfaction and loyalty (15-17). Researches regarding the hotel attributes and satisfaction are limited when considering the researches in Sri Lanka. So, there is a literature gap when considering the hotel attributes of domestic honeymoon tourists and their satisfaction and loyalty. Therefore, this study is to fill up this gap of hotel attributes which will influence the domestic honeymoon tourists' satisfaction and the impact of satisfaction to the loyalty of the domestic honeymoon tourists' reference with 3, 4, and 5-star hotels in Sri Lanka.

If the hoteliers have the idea and knowledge about these hotel attributes, it is much easier to attract and satisfy the customers. So, the study will educate the hoteliers regarding the hotel attributes which are considered by the customers. Consequently, the concerned authorities; Sri Lanka tourism development authority and other governing bodies, managers of hotels in Sri Lanka, professionals working in hotels in Sri Lanka should exhibit these hotel attributes with superior performance that satisfies domestic honeymoon tourists in Sri Lanka. Honeymooners will also be benefited from this study because when the hoteliers pay more attention and provide a magnificent service, it will enlighten the honeymooners once in a lifetime experience and they will be satisfied and they will have a memorable stay. With the experience gained by the hotel, they will revisit the hotel for their anniversaries.

1.1. Objectives

The primary objective to the study is to identify whether the hotel attributes impact on the domestic honeymoon tourists' satisfaction and loyalty and the specific objectives to the study are,

01. To investigate whether there are any relationships between the hotel attributes, domestic honeymoon tourists' satisfaction, and loyalty
02. To investigate whether there are any demographic differences of domestic honeymoon tourists on satisfaction and the loyalty
03. To identify whether the accommodation impact on satisfaction of the domestic honeymoon tourists
04. To identify whether the dining experience impact on satisfaction of the domestic honeymoon tourists
05. To identify whether the service staff impact on satisfaction of the domestic honeymoon tourists
06. To identify whether the overall satisfaction impact on loyalty of the domestic honeymoon tourists
07. To explore whether the satisfaction mediates the impact caused by the hotel attributes on the loyalty

1.2. Hypotheses

- H1. Accommodation is positively impact on the satisfaction of the domestic honeymoon tourists
 H2. Dining experience is positively impact on the satisfaction of the domestic honeymoon tourists
 H3. Service staff are positively impact on the satisfaction of the domestic honeymoon tourists.
 H4. Satisfaction of the domestic honeymoon tourists' is positively impact on the loyalty.

1.3. Hotel attributes

Once consumers consider specific hotels, hotel features determine their final choices. It is therefore important for hotel managers to understand hotel characteristics that are closely related to customer satisfaction. (11) defines hotel attributes as attributes that determine the choice of accommodation and are considered important in the hotel and these hotel characteristics, leading to high customer loyalty, which allows hotel managers to make an optimal decision for hotel development make capable. (18) also stated that hotel features include products or services that motivate customers to choose one product over another.

According to the oxford dictionary, accommodation is defined as the place to live or providing lodging or room. Most honeymoon couples spend their time and effort deciding where to live when planning their trip (1). The accommodation attributes identified by (3) are quality of the hotel, privacy, picturesque view, romantic gestures, and recreation facilities. Accommodation is one of the essential sectors of the hospitality industry (19) and

hotel accommodation is considered as an important dimension commonly affecting the tourist experience (3). As for the (20), the tourists consider the hotel accommodation as their second home and hope that everything to be perfect. According to the (21) excellent quality of accommodation is expected by honeymoon travelers when selecting a destination to visit and it will influence the overall experience of their visit. Most of the honeymoon couples spend their time and effort deciding where they would be staying when they planning for their visit and the choice of accommodation influenced many of the other attributes as for the (1). According to (Ünal and Dursun 2016: cited in 22) high quality of accommodation facility is one of the top 3 attributes playing a role in honeymoon decisions and (22) found that high quality accommodation facilities are the second most important attribute which influences for the decision making of the honeymoon tourist. The results of the (23) show that the majority of the honeymoon tourists granted Egypt positive perceptions towards accommodation.

In honeymoon travel, dining is one of the top dream activities that newlywed couples are anticipating (21) and identified cleanliness of the food and beverages, romantic dining, live music, variety of cuisines, thematic restaurants as the attributes which will satisfy the honeymoon tourists. (11) identified restaurant facilities, full-service restaurants, specialty restaurants, 24-hour coffee shop, vending machines, atmosphere, quality, food service quality, quality of wine lists, variety, dining hours, large printing on menus, dietary menus, small food portions, bar/lounge and hygiene as food and beverage attributes. As for the findings of the (23) show a better perception to the delivered food and beverages to the honeymooners in UAE and Egypt and words which were used to describe the delivered beverage were 'standard' and 'delicious' among the honeymooners. According to (3) variety of food available is a hybrid factor and good quality of food and beverage is a must be attribute for honeymoon tourists.

Employees who provide services for customers will affect the satisfaction of the hotel industry in particular. The first impact on customers has a huge impact on employees and one must be committed to maintaining the quality of service on its premises to meet the needs and expectations of hotel customers. The service staff attributes identified by (24) were courtesy of staff, promptness of service, attentiveness of the staff, and (13) also identified attentiveness of the staff, promptness of service and friendliness, politeness, appearance, and responsiveness of staff as service staff attributes. (23) Found that warm and helpful staff gained noticeable positive scores from honeymooners who

visited UAE and it affected the overall impression of the honeymooners. Since staff behavior has a strong influence on service, it is important that hotels properly train their employees so that they serve guests courteously and helpfully for customer satisfaction (17, 25) Stated that front desk staff on duty 24 hours a day is an attribute which has the highest overall traveler's satisfaction.

1.2. Domestic Tourism

Sri Lanka is an island with a rich cultural heritage, geographical diversity and unique hospitality services. Due to these characteristics, domestic tourism is very popular and as for the (26) Domestic tourism is an activity in which residents are tourists who travel or stay in their country for more than twelve consecutive months for leisure and business purposes. (27) Defines domestic tourism as "residents of a country visiting their own country", whether they are visiting relatives and friends or taking holidays away from home. As per the definition formulated by the World Tourism Organization (WTO) "A domestic traveler is any person residing in a country who travels to a place within the country, outside his or her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited".

1.3. Honeymoon Tourism

The term honeymoon had a story in English dating back to the 16th-century. Since there was speculation that the two would have to live together and drink honeyed nectar until a month after the wedding, that their feelings for each other would change when the moon would be fully visible and become brighter (23). As for the (1), honeymoon is known as the special holidays that couples usually take soon after the wedding ceremony and commitment to stay together. The honeymoon also contributes significantly to the tourism industry as they spend more money than other holidays. (21) stated that a honeymoon is a trip taken by a newlywed couple. A honeymoon may also be the first time a newly married couple spend time together, or the first holiday they spend together to celebrate their wedding.

1.4. Tourists' Satisfaction

Tourists' satisfaction is the most important factor in the hospitality industry. It is the result of the interaction between the tourists' pre-purchase expectations and post-purchase evaluation (Handy, C.R 1977: cited in 20, 28, 29). (Oliver 1993: cited in 17) stated that there are two related but distinct construct of tourists' satisfaction. That is overall satisfaction and attribute satisfaction. Overall

satisfaction is related to overall ratings of travel experience, while attribute satisfaction is related to specific aspects or characteristics of a tourism service. Satisfaction has often been regarded as an antecedent of loyalty (Bloemer and de Ruyter 1998: cited in 30) and it can also be defined as post consumption evaluation concerning a specific product or service (Westbrook and Oliver 1991: cited in 31) and proposed to be one of the key judgements that tourist make regarding a tourism service (31).

1.5. Tourists' Loyalty

According to (32), Customer loyalty is the warmth and relationship of the customer with the product and the organization. Loyalty arises when "the customer feels strong enough that you can meet his or her relevant needs, that your competition is practically excluded from the stated idea, and the customer almost exclusively calls you" his restaurant "or nominates the hotel as "his hotel" (Rob Smith 1998: cited in 33). (Bowen and Shoemaker 1998: cited in 33) stated that loyalty is also a possibility that a customer will return to a hotel and that person as a partner for the organization to spend more time on the property, not serving on advisory boards, and informing management when problems arise and willingness to act are found. In addition, non-loyal customers are much more affected by negative information about the service provided by the hotel than by loyal customers. Therefore, it is very important for the hotel industry to retain existing customers and strengthen customer loyalty.

2. Material and Methods

This study is to find out the impact of the hotel attributes of the domestic honeymoon tourists' satisfaction and loyalty in Sri Lanka. It is quantitative in nature and post positivism was selected as philosophy of the research. There are three independent variables, one intermediate variable and one dependent variable adopted by the study. Accommodation, dining experience and service staff is considered as the independent variables and tourists' satisfaction was considered as intermediate variable to the study. Finally, tourists' loyalty was considered as the dependent variable to the study. The research design adopted by the study is quantitative research design. The type of the study is quantitative study which is generated statistics through the use of large-scale survey research. An online survey form was designed and distributed through emails and social media among the domestic honeymoon tourists who has visited to the three-to-five-star hotels in Sri Lanka and who have the six-month memory of their honeymoon trip.

Domestic honeymoon tourists who have visited to three-to-five-star hotels in Sri Lanka and they will be the population of the study and among them 133 domestic honeymoon tourists who has visited to three-to-five-star hotels in Sri Lanka and who have the six-month memory of their honeymoon trip were the sample adopted to the study. There are two kinds of source of data adopted by the study namely primary source of data and secondary source of data. The primary source data was collected using an online survey form which was distributed among domestic honeymoon tourists who have visited to three to five star hotels in Sri Lanka and who have 6 month memory of their honeymoon trip through emails and social media. The survey was conducted in the months of August, September, and October. The secondary source of data was gathered through research articles, journals, websites, book publications in order to gather literature to the study.

After collecting data, Statistical package for social science (SPSS) version 26.0 was used to analyze the result of all the responded questionnaires from the domestic honeymoon tourists. Independent T-test and ANOVA test was used to test the demographic differences of the domestic honeymoon tourists. To investigate the relationship between the variables, the study employed the Pearson correlation analysis. The study used multiple regression analysis to measure the impact of independent variables (accommodation, dining experience, service staff) towards the intermediate variable and dependent variable which is tourists' satisfaction and loyalty. Finally, the Sobel test was carried out to test the mediating effect of the tourists' satisfaction on the hotel attributes and tourists' loyalty.

3. Results and Discussion

A total of 133 of domestic honeymoon tourists were responded to the online questionnaire and among them 62.4% were female and 37.6% were male respondents. 77.4% were at the age range of 21-30 and 22.6% were 31-40. Majority 29.3% of honeymoon tourists were self-employed and 16.5% work as administrative. The other honeymoon tourists were occupied in sales/retail area, labor oriented, managerial, student, housekeeper, unemployed. They were 5.3%, 8.3%, 5.3%, 10.5%, 6%, and 6% respectively. 11.% were professionals and rest 1.5% worked in other occupations. 31.6% of the domestic honeymoon tourists have an income range between Rs. 80 001 and Rs. 100 000. 22.6% of domestic honeymoon tourists who has an income level between Rs. 40 001 and Rs. 60 000 and Rs. 120 001 and above each. 10.5% and 11.3% of tourists lies between Rs 60 001 and Rs. 80 000 and between Rs. 100 001 and Rs. 120 000 respectively.

The lowest percentage of 1.5% of honeymoon tourists have less than Rs. 40 000 of monthly income. Majority of 69.9% of honeymoon tourists spent an amount between Rs. 50 001 and Rs. 100 000 for their honeymoon trip. Next 13.5% have spent less than Rs. 50 000 amounts of money and 6.8% and 8.3% of honeymoon tourists spent an amount between Rs. 100 001 and 150 000 and between Rs. 150 001 and Rs 200 000 in their honeymoon travel respectively. Only 2 of the honeymoon tourists spent more than Rs 200 001 of money for their honeymoon travel and it was 1.5% from the sample. 27.8% honeymoon tourists were current graduate students. Then the second highest respondent's highest education qualification was the secondary school which was 25.6%. the next 15% and 22.6% domestic honeymoon tourists' highest education was vocational school and undergraduates respectively. Only 12 respondents were having master degree and above qualifications and it was 9% from the sample.

Majority of 85% domestic honeymoon tourists spent their honeymoon trip in less than 4 days. 13.5% and 1.5% of domestic honeymoon tourists spent their honeymoon trip 5-8 days and 9-12 days

respectively. 62.4% of the honeymoon tourist's decision regarding the honeymoon destination was by both of them. 13.5% regarded it was by himself/herself and by third party people. The rest 10.5% regarded the decision as by their partners. Majority (33.8%) of the domestic honeymoon tourists selected the hotel because of the scenery. The next 30.8% of the domestic honeymoon tourists selected their hotel because of the familiarity. Other domestic honeymoon tourists selected their hotel for food, infrastructure, safety and security, brand name and other reasons. It is 10.5%, 6%, 7.5%, 3.8% and 7.5% respectively. When considering reason for selecting honeymoon destination, 40.6% domestic honeymoon tourists selected the honeymoon destination because of the beautiful scenery. Then 16.5% responded accessibility as the reason for selecting the honeymoon destination. Only 1.5% domestic honeymoon tourists regarded their reason as nightlife entertainment. Other respondents stated their reason as reasonable travel cost, excellent quality of accommodation, romantic places, good weather and other reasons as their reason for selecting the honeymoon destination. It is 9%, 13.5%, 10.5%, 6% and 2.3% from the sample.

Table-1: Pearson Correlation

		Accommodation	Dining experience	Service staff	Tourists' satisfaction	Tourists' loyalty
Accommodation	Correlation	1				
	Sig. (1 tailed)					
	N	133				
Dining experience	Correlation	.558**	1			
	Sig. (1 tailed)	.000				
	N	133	133			
Service staff	Correlation	.166*	.353**	1		
	Sig. (1 tailed)	.028	.000			
	N	133	133	133		
Tourists' satisfaction	Correlation	.693**	.734**	.516**	1	
	Sig. (1 tailed)	.000	.000	.000		
	N	133	133	133	133	
Tourists' loyalty	Correlation	.666**	.705**	.339**	.796**	1
	Sig. (1 tailed)	.000	.000	.000	.000	
	N	133	133	133	133	133

** . Correlation is significant at the 0.01 level (1-tailed)

*. Correlation is significant at the 0.05 level (1-tailed)

Source: Survey data (2020)

According to the independent t test and ANOVA test results, occupation, income of the couple, amount spent for honeymoon travel, highest education, length of the honeymoon trip, reasons for selecting the hotel and reasons for selecting the destination variables are significant because all the significant values are less than 0.05 and reveals that there are demographic differences with the tourists' satisfaction. But age and decision of honeymoon destination and hotel has no significant difference between tourists' satisfaction because the significant values are more than 0.05. The tourists' loyalty, age occupation, amount spent for honeymoon travel, highest education, length of the honeymoon trip, reasons for selecting the hotel and reasons for selecting the destination variables are significant because all the significant values are less than 0.05 and reveals that there are demographic differences with the tourists' loyalty. But the income of the couple, decision of honeymoon destination and hotel has no significant difference between tourists' loyalty because the significant values are more than 0.05.

Pearson Correlation results (Table 1) revealed that accommodation and tourists' satisfaction has a strong positive relationship and a strong positive relationship between accommodation and tourists' loyalty. The dining experience and the tourists' satisfaction also has a strong positive relationship and a strong positive relationship between dining experience and tourists' loyalty. A moderate positive relationship between the service staff and tourists' satisfaction was revealed and a weak positive

relationship between service staff and tourists' loyalty. When it comes to the tourists' satisfaction and tourists' loyalty, there is a significant and strong positive relationship between tourists' satisfaction and tourists' loyalty.

According to the regression analysis (Table 2), the probability of the accommodation is highly significant and accommodation significantly influences on the tourists' satisfaction positively. According to this unstandardized coefficient of beta, accommodation has the highest beta value and therefore, the accommodation is the most influencing factor for tourists' satisfaction. The dining experience also significantly influences on the tourists' satisfaction positively and dining experience is the least influencing factor for tourists' satisfaction. The analysis reveals that service staff significantly influences on the tourists' satisfaction positively and it is the second influencing factor to the tourists' satisfaction. All the tolerance values and VIF values were more than 0.1 and less than 10 respectively. Therefore, all the variables were not perfectly or highly correlated and accordingly there is no multicollinearity problem. Table 3 indicates that the probability of tourists' satisfaction is 0.000 which is highly significant and according to the individual tourists' satisfaction significantly influences on tourists' loyalty positively. According to the tolerance value and VIF values independent factor is not perfectly or highly correlated. Therefore, there is no multicollinearity problem.

Table-2: Coefficients of Regression analysis

Model	Coefficients						
	Unstandardized Coefficients		Standardized coefficients	t	Sig.	Collinearity statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.013	.278		-.048	.962		
Accommodation	.377	.048	.425	7.827	.000	.688	1.454
Dining experience	.259	.038	.388	6.778	.000	.619	1.615
Service Staff	.365	.057	.308	6.386	.000	.874	1.144

a. Dependent Variable: Tourists' Satisfaction

Source: Survey data (2020)

For testing the mediating effect of the tourists' satisfaction on the hotel attributes and tourists' loyalty, researcher carried out the Sobel test. Figure

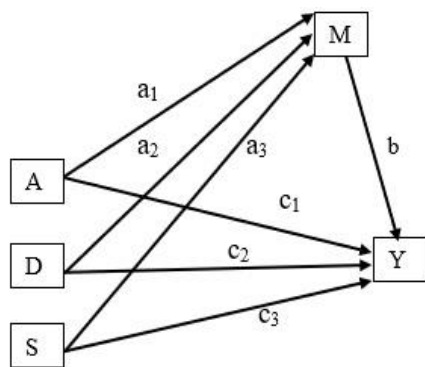
1 shows the elastration drawn to identify the relationship and the mediation among the variables.

Table-3: Individual effect of regression analysis

Model	Coefficients					Collinearity statistics	
	Unstandardized Coefficients		Standardized coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	-1.687	.380		-4.439	.000		
Tourists' Satisfaction	1.328	.088	.796	15.067	.000	1.000	1.000

a. Dependent Variable: Tourists' Loyalty

Source: Survey data (2020)



A – Accommodation, D – Dining experience, S – Service staff, M – Tourists' Satisfaction, Y – Tourists Loyalty.
Source: Developed by researcher (2020)

Figure-1: Mediation effect

According to the Sobel test carried out (Table-4) the mediator variable (tourists' satisfaction) along with independent variable (accommodation) is significantly explaining the dependent variable (tourists' loyalty). The multiple regression analysis indicated that there is a significant direct effect between accommodation and tourists' loyalty. Hence the findings support a partial mediation.

Table-4: Sobel test for accommodation

Input	Test	Test Statistics	Std. Error	P value
a ₁ 0.377	Sobel test	4.4098	0.0733	0.0000
B 0.858	Aroian test	4.3856	0.0737	0.0000
S _{a1} 0.048	Goodman test	4.4345	0.0729	0.0000
S _b 0.161				

Source: Survey data (2020)

According to the multiple regression analysis conducted by the researcher, it indicated that there is a significant direct effect between dining

experience and tourists' loyalty. The Sobel test results (Table-5) also indicate that there is an indirect effect between dining experience and tourists' loyalty via tourists' satisfaction. Hence the findings support a partial mediation.

The multiple regression analysis conducted indicated that there is insignificant direct effect between service staff and tourists' loyalty. The Sobel test results (Table-6) indicate that there is an indirect effect between service staff and tourists' loyalty via tourists' satisfaction. Therefore, the findings support a full mediation.

Table-5: Sobel test for dining experience

Input	Test	Test Statistics	Std. Error	P value
a ₂ 0.259	Sobel test	4.1982	0.0529	0.0000
B 0.858	Aroian test	4.1704	0.0532	0.0000
S _{a2} 0.038	Goodman test	4.2265	0.0525	0.0000
S _b 0.161				

Source: Survey data (2020)

Table-6: Sobel test for service staff

Input	Test	Test Statistics	Std. Error	P value
a ₃ 0.365	Sobel test	4.0962	0.0764	0.0000
B 0.858	Aroian test	4.0670	0.0770	0.0000
S _{a3} 0.057	Goodman test	4.1260	0.0759	0.0000
S _b 0.161				

Source: Survey data (2020)

4. Conclusion

The major purpose of this study was to examine impact of hotel attributes on the domestic honeymoon tourists' satisfaction and loyalty. In order to achieve the primary objective, multiple regression analysis was used. According to the results of multiple regression analysis adjusted R^2 value was 0.732 and multiple correlation is 0.859 and this means that accommodation, dining experience, and service staff are strongly correlated jointly with tourists' satisfaction. The ANOVA probability of F test is highly significant ($F=121.196$, $p=0.000$) according to the result. This means that model is jointly significance. Therefore, accommodation, dining experience and service staff jointly influence on domestic honeymoon tourists' satisfaction. The individual effect of the variables shows that all the variables are highly significant at the 0.01 level. Accommodation, dining experience and service staff significantly impact on the tourists' satisfaction and tourists' loyalty because all the values are 0.000. Finally, it can be concluded that overall hotel attributes impact on the domestic honeymoon tourists' satisfaction and loyalty.

Pearson's correlation analysis reveals that accommodation and dining experience has a significant and strong positive relationship with both tourists' satisfaction and loyalty. Service staff has a significant and moderate relationship with tourists' satisfaction and significant and weak relationship with the tourists' loyalty. When it comes to tourists' satisfaction, it has a significant and strong relationship with the tourists' loyalty.

To investigate the demographic differences of domestic honeymoon tourists on satisfaction and loyalty, independent t test and the one-way ANOVA tests were conducted. According to the independent t test, there were no significant difference of gender on both tourists' satisfaction and loyalty. According to the one-way ANOVA test, age and decision of honeymoon destination and hotel has no significance difference on tourists' satisfaction. All the other variables which are occupation, income of the couple, amount spent for honeymoon travel, highest education, length of honeymoon trip, reasons for selecting the hotel, and reasons for selecting the destination have significant difference on tourists' satisfaction. The results also show that income of the couple and decision of the honeymoon destination and hotel has no significant difference on tourists' loyalty. All the other variables which are age, occupation, amount spent for honeymoon travel, highest education, length of honeymoon trip, reasons for selecting the hotel, and reasons for selecting the destination have significant difference on tourists' loyalty.

The regression analysis conducted in order to identify the impact of accommodation, dining experience and service staff on tourists' loyalty revealed that accommodation, dining experience and service staff significantly influences on the tourists' satisfaction positively. The finding also revealed that there is positive impact between the domestic honeymoon tourists' satisfaction and the domestic honeymoon tourists' loyalty.

When the researcher considered about the previous researches, (28) also proved that the accommodation positively impact on the Western and Asian travelers' satisfaction. In the study of (16) front desk and room shows a positive influence toward international tourists' satisfaction which is one of the constituent in the current study. Furthermore, (29, 32) also indicate the results which are similar to the study. The results of (28) also goes in line with the current study. In the study of (28), they proved that the food and beverages and hospitality (service staff) positively impact on the Western and Asian travelers' satisfaction. Furthermore, (29) also indicate the similar results to the study. (16) also proved that the international tourists' satisfaction positively impacts on the tourists' loyalty. the same study shows that the international tourists' satisfaction significantly predicted revisit intentions which is a constituent in current study. (34), (35), (36), (37), (38) and so many researchers have tested and received the similar results.

Finally, the Sobel test revealed that there is a significant and indirect effect between hotel attributes and tourists' loyalty via the intermediary variable of tourists' satisfaction. The results reveals that there is a partial mediation between accommodation, dining experience and tourists' loyalty via tourists' satisfaction while a fully mediation between service staff and tourists' loyalty via tourists' satisfaction.

When considering the concept of tourists' satisfaction and loyalty, this study clearly exhibits that loyalty towards a hotel is driven by satisfaction drawn from hotel attributes. These hotel attributes were the unavoidable factors that lead to domestic honeymoon tourists' satisfaction and ultimately loyalty. In much clearer sense, once the preferences of tourists are clearly recognized and understood, hoteliers are able to accurately predict and service their customer's needs and wants proactively, rather than being reactive to their dissatisfaction. This study actually provides that guiding knowledge to manage domestic honeymoon tourists' satisfaction and loyalty from three to five-star hotels in Sri Lanka.

According to the results of the study, accommodation is the most influencing hotel attribute to the domestic honeymoon tourists' satisfaction following the dining experience and service staff. Consequently, the concerned authorities, Sri Lanka tourism development authority and other governing bodies, managers of hotels in Sri Lanka, professionals working in hotels in the Sri Lanka should exhibit these hotel attributes superiority performance that satisfies domestic honeymoon tourists in Sri Lanka. If these hotel attributes could be delivered, the study shows that domestic honeymoon tourists will be loyal to these hotels and it will gain competitive advantages to the hoteliers.

5. Recommendations and Implications

When considering the concept of tourists' satisfaction and loyalty, this study clearly exhibits that loyalty towards a hotel is driven by satisfaction drawn from hotel attributes. These hotel attributes were the unavoidable factors that lead to domestic honeymoon tourists' satisfaction and ultimately loyalty. In much clearer sense, once the preferences of tourists are clearly recognized and understood, hoteliers are able to accurately predict and service their customer's needs and wants proactively, rather than being reactive to their dissatisfaction. This study actually provides that guiding knowledge to manage domestic honeymoon tourists' satisfaction and loyalty from three to five-star hotels in Sri Lanka.

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Since the hotel services are intangible, the marketing team of the hotel must take steps to improve the tangibility of the products and services through the promotional materials. Also, the marketing team should consider the ethical responsibility when promoting their products. The majority of the hotel's promotional material misleads tourists. When tourists arrive at the hotel, the promised products and services may not be available. Therefore, it creates disappointment and dissatisfaction among tourists. To make the hotel a

success, hoteliers must identify customer satisfaction and dissatisfaction.

The accommodation must be perfect in order to have a memorable experience and it is recommended to provide memorable stay by providing an arranged welcome, romantic gestures in the room, symbolic elements, flower petals etc. It is also recommended to provide the accommodation with cleanliness and comfort, privacy and with picturesque view to the customers. The foods are the next essential element which the tourists seek. The foods and beverages provided by the hotels should be quality and also there should be varieties of food and beverages in order to delight the guests. To improve the quality of the food, the hoteliers have to purchase fresh and quality raw materials and as well as the cooking equipment should be in quality in order to produce quality foods. When preparing meals for the guests, the nutritional level and also the food presentation should be considered. An eye-catching presentation of food is recommended have a positive attitude towards the foods and beverages offered to the honeymoon tourists. Not only the food and beverages, the dining experience should be surprisal. A pleasant music playing live or background, a candle light dinner with a pleasant environment should be provided by the hotels in order to provide a memorable dining experience to the domestic honeymoon tourists. The behavior of the hotel staff and their services can make the customer satisfied or dissatisfied. Therefore, the hoteliers should take the necessary actions to improve the efficiency and attitudes of the employees in order to have positive behaviors and provide quality services to the customers specially the domestic honeymoon tourists. They have to devote extra effort for the human resource development. Team-oriented training programs, awareness programs, and correctly implemented procedures will definitely lead to good results of service staff. A good working environment should also provide to employees in order to have a positive work attitude and quality service to the customers.

6. Suggestions for future research

The researcher was found some limitations when conducting the research as presented through the limitations of the study section in the first chapter. Therefore, the researcher proposed some recommendations for future researchers who interested in this area, for the purpose of making some improvements. First, the survey to collect data for this research was only conducted in three-to-five-star hotels in Sri Lanka. So, the results of the study may not reflex the attributes of other accommodations which the domestic honeymoon tourists travel. Therefore, the further suggestions are

recommended to include more coverage area of accommodations. With the complete concentration on satisfaction and loyalty of the domestic honeymoon tourists, it is suggested that future research investigate other types of domestic as well as international travelers to disclose the hotel attributes that influence their satisfaction and loyalty. Future studies could also examine the moderating role of other variables in the relationships between hotel attributes and the tourists' loyalty. The current study has adopted only three attributes which are accommodation, dining experience and service staff. Therefore, the future study could expand the pool of hotel attributes to examine the satisfaction and loyalty of the domestic honeymoon tourists. The number of participants in the survey was quite small. Further research should increase the number of participants and put more time in doing research that could improve the quality of the research. In addition, there are many determinants that effect the satisfaction and loyalty of the domestic honeymoon tourists. This study has only adopted to investigate the impact of the hotel attributes on domestic honeymoon tourists' satisfaction and loyalty. Therefore, strongly recommended that, the future researchers have to add more dimensions to test the satisfaction and loyalty of the domestic honeymoon tourists.

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