

ENHANCING DESTINATION LOYALTY: ANALYZING THE FACTORS INFLUENCING TOURISTS DECISION TO REVISIT AMUSEMENT PARK IN PASAY CITY

ABSTRACT

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This study examines the role of destination loyalty in encouraging repeat visitation to amusement parks, with a specific focus on Star City, a prominent amusement destination in Pasay City, Philippines. Destination loyalty refers to a traveler's tendency to revisit a destination due to positive experiences and emotional connections. This concept plays a crucial role in the hospitality and tourism industry by fostering a steady stream of repeat visitors, thus supporting long-term sustainability and business growth. The study employed a descriptive-comparative research design to identify the factors and challenges influencing tourists' decisions to revisit Star City. A purposive sampling technique was used to select 50 respondents who had previously visited the amusement park. Face-to-face surveys were conducted using structured questionnaires to assess their perceptions, experiences, and revisit intentions. Findings revealed that venue accessibility, service efficiency, and competitive pricing were key factors influencing repeat visitation. Safety measures, including visible security personnel and well-maintained equipment, also significantly affected revisit decisions. However, tourists cited long wait times, overcrowding, and accessibility challenges as barriers to returning. The study recommends improvements in crowd control, ride efficiency, and the integration of convenience features such as virtual queues to enhance visitor satisfaction and build long-term destination loyalty. The results offer valuable insights for amusement park operators in Pasay City to enhance guest experiences, foster repeat visitation, and strengthen their competitive edge. By addressing operational challenges and prioritizing service quality, destination loyalty can be reinforced, contributing to sustained success in the hospitality and tourism industry.

RECOMMENDED CITATION

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