

DIMENSIONS OF QUALITY AS ANTECEDENTS OF SATISFACTION AND LOYALTY TO SUN AND SEA TOURISM DESTINATION

A Study of Natal, Brazil under the perception of national tourist

Márcio Marreiro das Chagas
Sérgio Marques Júnior
Universidade Federal de
Rio Grande do Norte - Brasil

The study examined the dimensions of perceived quality as antecedents of tourist satisfaction with the destination, as well as the junction of these two constructs in explaining the future behavior of consumers (fidelity). Therefore, it conducted an exploratory, descriptive research with quantitative analytical approach. Data collection was performed by a questionnaire addressed to Brazilian tourists at the Augusto Severo International Airport and Bus station of Natal, the main points of entry and exit of tourists. The composition was a simple random sampling by reaching the final number of 400 tourists interviewed. Among the main results, it was noted that eight are the dimensions of perceived Quality of "Sun and Sand" segment, that is, Beaches and Facilities, Public Equipment, Food and Beverage, Transportation, Hotel Equipment, Hotel Services, Entertainment & Attractions and Hospitality & Access. From the results, it was concluded that all dimensions of quality found work as antecedents of satisfaction, especially the factors Beaches and Facilities and Public Equipments. For the loyalty, the most relevant dimension is the own satisfaction with Hotel Services and Food and Beverage. With less importance exists the others dimensions.

KEY WORDS: *quality dimensions, tourist satisfaction, loyalty, sun and sea segment, mathematic model.*