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Dimensions of Satisfaction as predictors of Loyalty in tourists visiting La Costa del Sol

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Objective:
To identify the dimensions of Satisfaction that influence the Loyalty of tourists in La Costa del Sol.

Method:
Sample: 144 tourists in La Costa del Sol.

Instruments
-*Questionnaire of Satisfaction* (Devesa-Fernández, Laguna-García and Palacios-Picos, 1997)
-*Questionnaire of Tourist Motivation*

Results: *Satisfaction* with *Accommodation and Catering* was a positive and significant predictor of Tourist Loyalty.

Conclusions: It is relevant to ensure high-quality accommodation and catering in order to increase tourist loyalty in La Costa del Sol.

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Table 1. Dimensions of Satisfaction predicting Tourist Loyalty

Tourist Loyalty	B	SE_B	β	R^2	F
				.10	3.8**
1. Satisfaction with Transport Services and Communication	.10	.14	.07		
2. Satisfaction with Cultural Offer and Entertainment	.17	.17	.12		
3. Satisfaction with Accommodation and Catering	.40**	.13	.29		
4. Satisfaction with Information	.07	.13	.06		

Note: **: $p < .01$.