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INTRODUCTION

Sport tourism represents a dynamic and rapidly growing sector within the broader travel and tourism industry, drawing enthusiasts from across the globe to various destinations and events. At the heart of the sport tourism experience lies the intricate relationship between service quality and sport tourist loyalty. As sports enthusiasts embark on journeys to witness live events, engage in recreational activities, or partake in sports-related experiences, the quality of services provided becomes a pivotal factor in shaping their satisfaction and, ultimately, their loyalty to a particular destination or event.

This nexus is of paramount importance for stakeholders in the sports tourism industry, including event organizers, destination management entities, and service providers, as it directly influences the long-term success and sustainability of sports tourism ventures Service quality, a multifaceted concept encompassing the excellence of facilities, customer service, amenities, and overall experiences, plays a pivotal role in crafting the sports tourist's perception of a destination or event.

The seamless execution of services contributes to positive experiences, creating a lasting impact on the satisfaction levels of sports tourists.

OBJECTIVE

RESEARCH QUESTION

- What is the current situation of service quality on return on customer loyalty of sport tourist ?

- What is the relationship between service quality on return on customer loyalty of sport tourist ?

RESEARCH OBJECTIVE

- To understand the current situation of service quality on on customer loyalty of sport tourist.

- To explain the relationship between service quality on on customer loyalty of sport tourist.

METHODOLOGY

POPULATION AND SAMPLING

The research focuses on sport tourist who visited Bangkok to join the sport events,constituting a population that cannot be precisely determined. The researcher employed W.G. Cochran's (1953) formula, establishing a sample size of 300 units at a 95% confidence level, utilizing a multi-stage sampling method.

METHODOLOGY

DATA COLLECTION

The research instruments employed for data collection comprised a tailored questionnaire aligned with the operational definition and characteristics to be assessed. To ensure the accuracy of research outcomes and the fulfillment of stated objectives, the researcher conducted a rigorous assessment of the questionnaire's validity and reliability. A preliminary pre-test involving 40 participants was administered, and the confidence check results indicated values ranging from 0.7 to 1.00 for each question and the overall questionnaire. Furthermore, the questionnaire successfully passed the content review conducted by the advisor. Consequently, it was determined that the questionnaires were suitable for collecting data.

METHODOLOGY

DATA ANALYSIS

Statistics used in data analysis to answer the objectives of this research are descriptive statistical analysis used to describe the demographic characteristics of the sample, the statistics used were frequency and percentage, mean, and standard deviation. inferential statistical analysis is used to test hypotheses which used a simple Pearson Product Movement Correlation Coefficient analysis to test the correlation of two independent variables, and multiple regression analysis to test the influence of independent variables on dependent variables.

RESULTS AND FINDING

DESCRIPTIVE ANALYSIS

The general information of sample group were sport tourist who visited Bangkok to join the sport events in 2022, amounting to 300 samples. Most of them were male, 63.7%, age between 31-40 years old, 55.0%, status in marital, 42.25%, the highest level of education at the bachelor's degree level, 49.5%, worked as employees of private companies the most, 35.5%, and monthly income average between 30,001-45,000 baht, 41.25% and domiciled in Bangkok and its vicinities at most 62.00%.

RESULTS AND FINDING

Variable	b	β	t	p-Value	Tolerance	VIF
Constant	.691	-	3.156	.000	-	-
Tangibles	.168	.152	3.067	.004	.438	2.283
Reliability	.319	.281	5.147	.001	.417	2.397
Responsiveness	.202	.176	3.483	.000	.422	2.370
Assurance	.146	.119	2.253	.001	.386	2.592
Empathy	.415	.385	7.564	.000	.417	2.396

Customer Loyalty = .691 +.415(empathy) +.319(Reliability) +.202(Responsiveness) +.168(Tangibles)+.146(Assurance)

CONCLUSION

Service quality significantly influences customer loyalty within sport tourist in bangkok thailand, with various factors operating at a high level. if considering each aspect, the first is empathy followed reliability, responsiveness, tangible and assurance. Sport tourist in bangkok, thailand focus on the empathy from service staff. Service empathy, the ability of service providers to understand and address the feelings and needs of customers, plays a significant role in shaping customer loyalty. When customers feel genuinely heard, understood, and cared for, it fosters a positive emotional connection with the brand or service provider. Empathetic interactions create a sense of trust and loyalty as customers perceive that their concerns and emotions are valued. This emotional bond enhances the overall customer experience, making individuals more likely to return for future transactions and to recommend the brand to others.

CONCLUSION

In essence, service empathy contributes to the development of strong, lasting relationships between customers and businesses, thereby positively impacting customer loyalty and the long-term success of the service provider.the others aspect is reliability , the consistent delivery of accurate and dependable services, is a cornerstone in cultivating customer loyalty. When customers can rely on a business to consistently meet or exceed their expectations, it instills a sense of trust and confidence.

THANKS YOU