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The Impact of Service Quality and Destination Image Towards Tourists' Revisit Intention on Cox's Bazar Marine Tourism in Bangladesh

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Abstract

From the standpoint of managing ocean and coastline tourism, marine-based tourism has emerged as a significant focus. Bangladesh boasts some of the most magnificent and diverse maritime tourist locations. The primary objective of this study is to analyze the influence of service quality and destination image on visitor satisfaction regarding their desire to revisit Cox's Bazar marine sites in Bangladesh. This study employed the SERVEQUAL framework, Destination Image theory, and the Stimulus-Organism-Response (SOR) model. A total of 345 questionnaires were sent to visitors throughout five marine tourism locations in the Cox's Bazar region. Partial least squares structural equation modeling (PLS-SEM) was used to perform confirmatory factor analysis for evaluating the measurement model and a structural model for hypothesis testing. The study's findings indicate that service quality and destination image significantly and positively influence tourist satisfaction and

the inclination to revisit. The findings of this study will assist tourism service providers, entrepreneurs, stakeholders, and visitors moving forward. The research was limited to five marine tourist locations in the Cox's Bazar region and focused solely on the marine tourism sector, hence providing opportunities for future researchers to explore other segments of the tourism industry in different regions of the country. © 2026 Taylor & Francis Group, LLC.

Author keywords

destination image; marine tourism; revisit intention; Service quality; SOR model; tourists satisfaction

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