

<b>Research Title</b>	Influential Factors on Tourist Loyalty for Floating Market
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This research was aimed to develop structure equation model of influential factors on tourist loyalty for floating market and test this model with empirical data. Sampling groups were tourists visited popular floating markets; Taling Chan Floating Market, Bang Nam Phueng Floating Market, Don Wai Floating Market, Ampawa Floating Market and Damneon Saduak Floating Market. Research method was questionnaire. Statistics used for this research included basic statistics and SEM analysis using computer programme.

The results of this research found that influential factors on tourist loyalty for floating market were both direct and indirect effects. The direct effect factor was tourist satisfaction and indirect effect factors were tourist satisfaction, elements of tourism and perceived value. Elements of tourism had indirect effect on tourist loyalty through destination image. Destination image had indirect effect on tourist loyalty through tourist satisfaction and perceived value. Perceived value had indirect effect on tourist loyalty through tourist satisfaction. Tourist satisfaction had direct effect on tourist loyalty. Considering total effect, destination image had the most effect on tourist loyalty, followed by tourist satisfaction, elements of tourism and perceived value.

Therefore, development of destination image which influenced by elements of tourism led to positive perceived value and tourist satisfaction and finally resulted in tourist loyalty for floating market.