

INFLUENCING FACTORS OF CUSTOMER SATISFACTION OF THE TRAVEL AGENCY IN BEIJING

Huiguanjia Yan*, Panida Ninaroon**

Suan Sunandha Rajabhat University, Thailand

Email: s 64567810020@ssru.ac.th, panida.ni@ssru.ac.th***

ABSTRACT

The research was to investigate actual factors affecting customer satisfaction of travel agencies in Beijing. The conceptual framework was developed from the literature review, survey, and other contemporaneous research in tourism marketing. Accordingly, the researchers consider the importance of customer-perceived value, social exchange, service quality, reliability, quick responsiveness, and customer satisfaction.

In this, the researchers employed the quantitative research approaches. The instruments of research were the steps of a questionnaire. Data were collected from 359 people who are entrepreneurs of travel agencies. The data collected were analyzed using path modeling and on the basis of observing the actual customer satisfaction of the organizations studied through all operational links in the supply chain of tourism.

Findings are as follows: Applications of customer perceived value, social exchange, service quality, reliability, and quick responsiveness were explanatory of the variance in tourist satisfaction at 49.8 percent ($R^2 = 0.498$). Each factor involves significant aspects, with the total being 26. All elements should be addressed if problems are to be solved over the long haul.

INTRODUCTION

Tourism is becoming more and more developed, and more travel agencies appear; serious homogenization, leading to increasingly fierce competition among travel agencies, and service quality is more and more difficult to guarantee. Travel agency vicious competition is severe. Tourists are increasing and increasing, but the routes provided by travel agencies are much the same, the characteristics are not prominent, and it is difficult to attract tourists. In order to gain a place in the fierce competitive environment, many travel companies have adopted unfair competition means, resulting leads to frequent tourism chaos. (Anderson, Fornell, Lehmann, 1994; Czepiel, Rosenberg, Akerele, 1974). One is to cheat customers and rip off customers. In order to attract tourists, travel agencies arrange some items in the travel as self-funded items, which leads to tourists being forced to shop, "tip", forced to participate in self-funded trips, so that tourists spend more money, affects the mood of tourists, resulting in tourists unhappy travel—second, false propaganda. Since tourists do not know the situation abroad, travel agencies will use some false publicity means, such as exaggerated pictures, and exaggerated copy-writing, in the case of information asymmetry to attract tourists. Therefore, tourists have a huge psychological gap in travel, far from expectations, eventually leading to dissatisfaction. Third, the cost of rights protection is high. (Wang Xia, Gu Chaolin, Mei Hu, 2005; Cronin, Taylor, 1992). Tourists in the travel agency after ripping off customers and other behavior, because of the pay to buy. The willing psychology of tolerance and the channels for rights protection are not clear, especially in the overseas country and because of the language barrier, most tourists therefore choose to give up their rights protection, which also makes the violations of travel agencies more rampant. (Anderson, Fornell, Lehmann, 1994; Czepiel, Rosenberg, Akerele, 1974; Wang Xia, Gu Chaolin, Mei Hu, 2005)

Malthouse et al. (2004) believes customer satisfaction has always been a key result of good marketing practice. Baker & Crompton (2000) believe that visitor satisfaction measures a positive emotional response to the actual experience. Fornell (1992) & Fornell et al. (1996) stated that the framework of satisfaction measurement is divided into three essential aspects: first, general or overall satisfaction, usually used as unique indicators in many surveys and studies and the cumulative nature of consumer satisfaction in our study; Oliver (1980) confirmed performance beyond or below expectations; and third, Johnson & Fornell (1991) considered ideal product performance relative to the consumer assumptions. Parasuraman et al. (1985) proposed ten major factors affecting customer satisfaction: reliability, ability, responsiveness, politeness, accessibility, communication, security, credibility, understanding, and visibility.

METHODOLOGY

The study of influencing factors of customer satisfaction of the travel agency in Beijing. The researcher has studied documents, textbooks, concepts, theories, and related research consistent with the study's objectives. This research is quantitative research in the format of survey research. The research tool was a questionnaire. Instrument-based interviews collected data. The survey included 3,470 agencies of travel agencies in Beijing City, China. The survey sample was 359 residents from travel agency entrepreneurs in Beijing, China. The researchers used a simple sampling method to conduct a random sample size, as determined according to the Taro Yamane formula (Yamane, 1973). The tool is a questionnaire about social exchange, customer exchange, service quality, quick responsiveness, reliability, and customer satisfaction. The nature of the questionnaire is a Rating Scale questionnaire with 5 levels. Weights are assigned according to the Likert method by determining each item's weights, scores, and performance levels. There are 5 levels of questions in the questionnaire, separating each variable. They collected data from the entrepreneur of a Travel Agency in Beijing by distributing 359 questionnaires to ask for information from the sample group to complete all of the questionnaires. Multiple Regression Analysis to test the influence of variables between customer perception, social exchange, service quality, reliability, quick responsiveness, and customer satisfaction. After performing the correlation analysis, it is still necessary to further view the regression analysis results. If the correlation analysis is to study the influence relationship between the pairwise variables, then the regression analysis is to study the influence of the respective variables on the dependent variable and the fixed data relationship under the condition of the specified dependent variable. Customer satisfaction in this study was set as a dependent variable, so it is necessary to use a regression model to deeply analyze the role between customer satisfaction and the other six independent variables.

RESULTS

Determination of instrument confidence

3.4.2.1 Reliability Test (Reliability) The researcher used the revised questionnaire to try out the researcher (Try Out) with travel agent 30 people who are not a sample group. Internal consistency was tested using composite reliability and Cronbach's Alpha coefficients, where the researchers analyzed the reliability coefficients of each question and each measure. The alpha value is between 0.5 – 0.65, which is a moderately reliable value. At values from 0.7 and up, it has quite high reliability. But if it is below 0.5, it is less reliable. Normally, the criterion used to measure these two values should not be less than 0.6 (Cronbach, 1990).

3.4.2.1 Validity checking After collecting the data, the researchers checked their validity using the corrected Item-total correlation. Which is a measure of the correlation between the score of any question and the total score of the category in which the question appears, in the

calculation process, the total score must be adjusted by deducting the data value of any question issued in order to prevent the information of the questionnaire from appearing in both places. The decision criteria were that the correlation must not be less than 0.70.

The reliability and validity test results are shown in the following table.

Table 3.2 Results of testing reliability and validity by statistical methods

Variable	Corrected Item-Total Correlation	Cronbach's Alpha
Customer perceived		0.879
1 Tour guides are very proficient in taking care of tourists.	0.765	
2 Tour guides provide assistance with purchasing luggage, depositing, and exchanging money.	0.889	
3. Tour guides give advice on places to visit with expertise.	0.812	
4. Tour guides can solve problems such as lost tourists, accommodation problems, sick tourists	0.728	
Social exchange		0.872
1. The tour guide has foreign language communication skills.	0.764	
2. There is good coordination with other agencies.	0.822	
3. There are related agencies to help if there is a problem.	0.798	
4. All tourists are well taken care of by tour guides.	0.745	
Service quality		0.875
1. The tour leader has been well-trained in tourism services.	0.729	
2. Travel agents have a comfortable and safe property.	0.768	
3. Travel agents have transparent information services.	0.739	
4. There is information about travel services via online channels.	0.811	
5. There are channels for booking travel programs and paying online	0.738	
Reliability		0.898
1. Travel agencies can provide the promised	0.821	
2. Travel agencies are able to help tourists kindly when they are in trouble	0.729	
3. Travel agencies have a good reputation, and they have no consumption trap	0.826	
4. The travel agency can complete the agreed schedule	0.738	
5. Travel agencies are able to list the services and relevant regulations clearly	0.755	
Quick responsiveness		0.908
1. Travel agency employees can timely and accurately answer the tourist matters consulted (including online and offline consultation, etc.)	0.833	
2. Registration procedures are fast and accurate	0.787	
3. Tour guides can timely and properly handle the emergencies encountered in the process of tourism	0.792	
4. Travel agencies can timely inform the preparation matters, departure time and other relevant information	0.817	

Variable	Corrected Item-Total Correlation	Cronbach's Alpha
Customer satisfaction		0.940
1. Existing customers come back to use the service again.	0.759	
2. Customers always appreciate the service.	0.819	
3. Customers do not blame the company's service.	0.739	
4. Customers always refer new customers to the business.	0.872	

The results of the study of factors affecting customer satisfaction of travel agency in Beijing are as follows:

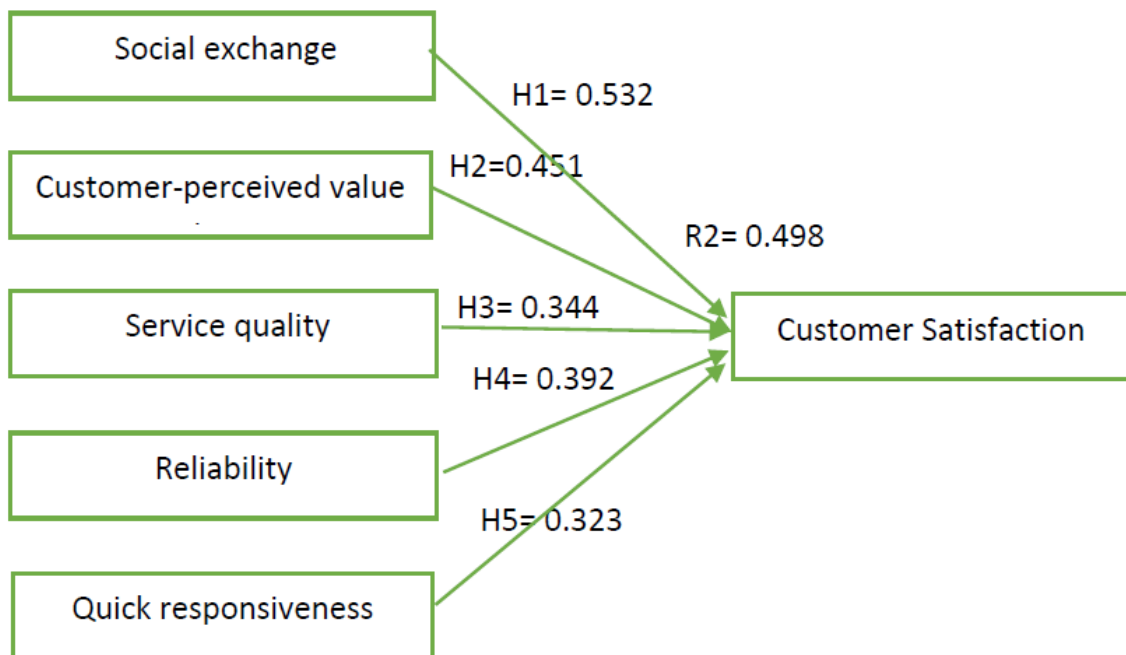


Figure 1 Results of path analysis

Research hypothesis testing

The researcher formulates research hypotheses for testing in accordance with the route equation according to the route analysis model with the following equations and assumptions:

$$EMS = \beta_0 + \beta_1 SOE + \beta_2 CUP + \beta_3 SEQ + \beta_4 REL + \beta_5 QUR + \zeta_1 \dots \dots \dots (1)$$

- Hypothesis 1 Social exchange has a direct influence on customer satisfaction
- Hypothesis 2 Customer perceived has a direct influence on customer satisfaction
- Hypothesis 3 Service quality has a direct influence on customer satisfaction
- Hypothesis 4 Reliability has a direct influence on customer satisfaction
- Hypothesis 5 Quick responsiveness has a direct influence on customer satisfaction

Table 4.1 Hypothesis Testing Results

Path	Path coefficient	t-stat	p-value	Hypothesis
H1: Social exchange → customer satisfaction	0.532	3.512***	0.000	support
H2: Customer perceived → customer satisfaction	0.451	4.291***	0.000	support

Path	Path coefficient	t-stat	p-value	Hypothesis
H3: Service quality → customer satisfaction	0.344	2.189***	0.000	support
H4: Reliability → customer satisfaction	0.392	5.225***	0.000	support
H5: Quick responsiveness → customer satisfaction	0.323	4.328***	0.000	support

CONCLUSION

The results of the research hypothesis test. The study of the factors affecting the customer satisfaction of travel agencies in Beijing was based on regression equation analysis. It was found that checking the preliminary terms of linearity and checking the regression coefficient had a positive linear relationship between the variables. All 5 factors including social exchange, customer perception, service quality, reliability, and quick responsiveness of travel agency in Beijing were positively linear, which was consistent with agreement. It was also found that there were mutually positive influences, social exchange, customer perceived, service quality, reliability, and quick responsiveness. There is a positive direct influence on customer satisfaction, indicating that the results of the study confirm the consistency of the travel agency in Beijing customer satisfaction variable that is consistent and has a real interplay and can be used in business operations in travel agency in Beijing.

DISCUSSION

The researcher would like to present a discussion of the research results according to the five research objectives as follows.

Based on the literature review, this study determines the social exchange theory and expectation inconsistency theory of the study, proposes a theoretical model and research hypothesis, divides the customer satisfaction affecting travel agency services into five dimensions customer perceived, social exchange, service quality, reliability, quick responsiveness, customer satisfaction, and verifies the reliability of the survey data and the mean, standard deviation Regression analysis and structural equation test the hypothesis to confirm the significance of each dimension of travel agency services affecting customer satisfaction. In general, the research on the structure and dimensions of the assumed variables in this paper enriches the current theoretical achievements and provides an analytical basis for subsequent research. The results show that the effects of Customer satisfaction are: customer perceived, social exchange, service quality, reliability, and quick responsiveness.

Adjusted $R^2=0.498$ Including the following aspects, the factors affecting customer satisfaction of travel agencies are social exchange (Beta=0.532), customer perceived value (Beta=0.451), service quality (Beta=0.344), reliability (Beta=0.392), and quick responsiveness (Beta=0.323).

The customer perceived value, social exchange, service quality, reliability, and quick responsiveness positively affect the customer satisfaction of travel agency

From the above analysis, customer-perceived value, social exchange, service quality, reliability, and quick responsiveness all impact customer satisfaction.

The research results of this paper show that high reliability is also the most important indicator for tourists to measure the value of travel in the five dimensions related to the customer satisfaction of travel agencies, that is, tourists prefer the services provided by travel agencies to be reliable, have no consumption trap, and fulfill the service as promised. To

perform the service to tourists in accordance with the contract is the basic requirement of travel agencies to provide services, but due to the vicious competition in the market, exaggerated to attract consumers and other reasons, tourist complaints frequently, the service reliability of travel agencies is difficult to guarantee, which makes the basic commitment of travel agencies can be fulfilled can make tourists feel good value for money.

Service quality is easier to satisfy visitors. The large number of tourists and the small number of service guide in the tour group makes the personalized service even more precious. Especially in overseas travel, tour guides for tourists are more important. In a foreign country, tourists are faced with the language barrier, different dining habits, cultural and lifestyle differences, unfamiliar routes, and other troubles, so there will inevitably be a lot of discomforts. At this time, the tour guide's guidance and care for tourists are more important. The tour guide's concern for tourists, helps tourists to adapt to the foreign environment, quickly integrate into and enjoy the travel, so that tourists are more satisfied with the travel service.

Reliability are also essential indicators affecting tourists' satisfaction. Tour guide services and quick responsibility also influence consumer satisfaction. Because the service of tour guides runs through the whole travel process, and they play the role of service provider and guide, the service quality of tour guides will directly affect the satisfaction of tourists. Tour guides with high work efficiency and good service attitude can make tourists happy and satisfied. Still, the tour guides cannot provide tourists with insufficient professional ability, low company treatment, and psychological cheating, which eventually leads to tourists' dissatisfaction with the travel service. At the same time, some external factors of travel agencies also affect tourists' satisfaction. Facilities, convenient service locations, and neatly dressed staff can make visitors more willing to buy travel services. Overseas travel is affected by the language barrier, the difficulty of information access, and cultural differences, so tourists rely more on the information provided by travel agencies. Therefore, a good publicity page and software can also quickly and comprehensively show the services travel agencies provide to tourists, attracting more tourists to join the group tour.

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