

ROLE OF SERVICE QUALITY, CUSTOMER-PERCEIVED VALUE AND 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 investigated the role of service quality, customer-perceived value, and customer satisfaction of the travel Agency in Beijing. The conceptual framework was developed from the literature review, survey, and other contemporary research in human resource management. Accordingly, the researchers consider the importance of customer perception, 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 employees of the travel agency in Beijing. The data collected were analyzed using descriptive statistics as mean, standard deviation, and percentage on the basis of observing the actual employee satisfaction of the organizations studied through all operational links in human resource management. Findings are applications of customer perception, social exchange, service quality, reliability, quick responsiveness, and customer satisfaction are high-level.

INTRODUCTION

The service quality of tour guides and other service personnel could be better. With the rapid development of tourism, the number of related service personnel has increased rapidly. Due to the low entry threshold and the lack of systematic training, the ability and quality of service personnel are unique. On the one hand, the lack of online personnel ability makes it difficult for tourists to understand the travel items when consulting and booking services. On the other hand, the attitude or ability of offline service personnel such as tour guides are uneven, and it is challenging to meet the service requirements of tourists, such as insufficient relevant knowledge reserve, poor service attitude, and poor emergency response-ability. (Parasuraman, Zeithaml, and Berry, 1985; Wang, Gu, and Mei, 2005) Especially in overseas travel, the lack of local cultural knowledge will make the tourists feel more dissatisfied with the wide application of mobile Internet and the popularity of social media, and people use smartphones and mobile clients more and more frequently. Especially since the introduction of the marketing concept into the Chinese market in 2010, the mobile Internet has entered a stage of rapid development. (Anderson, Fornell, Lehmann, 1994; Baker, Crompton, 2000; Bowen, 1986). The Marketing Model is an e-commerce model that integrates offline real economy with online e-commerce, combines online business model with offline real economy through the Internet, and makes the Internet become the front desk of offline transactions. The wide application of the marketing model and social media has prompted the transformation and upgrading of major industries, especially in the consumer service industry. (Johnson, Fornell, 1991; Malthouse et al., 2004). Now, marketing mode has realized the local service and the integration and perfection of mobile devices become the primary way of people consumption; in this context, the connotation of tourism service contact is more prosperous, from a single and service personnel, service environment and customer offline contact, developed based on online platform of browsing, booking, payment, sharing and based on offline experience and a

series of activities combining contact, its connotation are significant changes in breadth and depth, to adapt to the development of the new era. (Bowen, 1986; Czepiel, Rosenberg, and Akerele, 1974; Fornell, 1992; Johnson, Fornell, 1991; Malthouse et al., 2004; Parasuraman, Zeithaml, and Berry, 1985; Wang, Gu, and Mei Hu, 2005)

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 is 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. The statistics used to analyze the data were descriptive statistics consisting of mean, standard deviation and percentage

RESULTS

4.1 Personal characteristics of entrepreneurs of the travel Agency

Table 4.1 Personal characteristics of entrepreneurs of the travel Agency

Characteristics of entrepreneurs	number (n=359)	Percentage
Gender		
Male	164	45.68
Female	195	54.32
Age		
18 - 25 Year	99	27.58
26 – 35 year	103	28.69
36 – 45 year	76	21.17
More than 46 year	81	22.56
Marital status		
single	128	35.65
married	133	37.06
divorced	98	27.29
Degree of education		
lower than bachelor's degree	97	27.02
Bachelor's degree	142	39.55
postgraduate	120	33.43
Working time		
1-3 years	110	30.64
4-6 years	155	43.18
More than 7 years	94	26.18

Characteristics of entrepreneurs	number (n=359)	Percentage
Monthly income		
1000-3000 Yuan	139	38.72
3001-5000 Yuan	134	37.33
5001-8000 Yuan	86	23.95

From the table 4.1, the perspective of gender, female are significantly higher than male, accounting for 54.32 percentage, and male 45.68 percentage.

Regarding the age of entrepreneurs, the highest proportion was 26-35 years old, accounting for 28.69%, followed by entrepreneurs aged 18-25 years and entrepreneurs, aged more than 46 years, accounting for 27.58% and 22.56%, respectively, and entrepreneurs, aged 36-45 years 21.17% Representing 24.54% said that travel agency entrepreneurs who responded to the survey were generally middle age.

Regarding marital status, 35.65% were single, 27.29% were divorced, and 37.06% were related to married. The company had many single travel guide entrepreneurs.

From the perspective of educational background, travel agency entrepreneurs generally have lower than bachelor's degree, Bachelor's degree, and postgraduate accounting for 27.02, 39.55%, and 33.43% respectively.

From the perspective of working years, the travel agency entrepreneur is generally in the range of 1-3 years, 4-6 years of employment, accounting for 30.64 and 43.18 respectively, and the entrepreneur who has worked for more than 7 years also account for a certain proportion, 26.18%.

In terms of monthly income, 37.33% of entrepreneurs have a monthly income of 3000-5000 Yuan, 23.95% of entrepreneurs have a monthly income of 5000-8000 Yuan, and only 38.72% of entrepreneurs have a monthly income of 1000-3000 Yuan, indicating that the average income per month of travel agency entrepreneur has basically reached the middle-income level.

To study customer perceived, social exchange, service quality, reliability, quick responsiveness, and customer satisfaction of Travel agencies in Beijing

4.2 Customer perceived

Table 4.2 The level of opinion about the customer perceived

Customer perceived	Mean	S.D.	Level	Rank
1. Tour guides are very proficient in taking care of tourists	3.669	.588	high	4
2. Tour guides provide assistance with purchasing luggage, depositing and exchanging money.	4.111	.621	high	1
3. Tour guides give advice on places to visit with expertise.	3.888	.661	high	2
4. Tour guides can solve problems such as lost tourists, accommodation problems, sick tourists	3.832	.593	high	3
Total	3.875	.615	high	

From Table 4.2, the mean and standard deviation of the opinion level of the customer perceived variable is at a high level, with the mean value at a higher level being 3.875. Comprehensive from all aspects, the average of the highest side is " Tour guides provide

assistance with purchasing luggage, depositing and exchanging money ", high level average of 4.111, followed by " Tour guides give advice on places to visit with expertise ", high level of average of 3.888, the last is " Tour guides are very proficient in taking care of tourists ", the average is 3.669, in the high level.

4.3 Social exchange

Table 4.3 the level of opinion about the social exchange

Social exchange	Mean	S.D.	Level	Rank
1. The tour guide has foreign language communication skills.	3.761	.553	high	4
2. There is good coordination with other agencies	4.102	.665	high	1
3. There are related agencies to help if there is a problem.	3.984	.622	high	2
4. All tourists are well taken care of by tour guides.	3.885	.558	high	3
Total	3.933	.599	high	

From Table 4.3, both the mean value and the standard deviation regarding the opinion level affecting the social exchange are at a high overall level, with the mean value at a higher level being 3.933. From the various aspects of the variables involved, we found that the highest average is " There is good coordination with other agencies " (4.102), at a high level, followed by " There are related agencies to help if there is a problem " (3.984), at a high level, the lowest is " The tour guide has foreign language communication skills ", the average of 3.761, in the same high level.

4.4 Service quality

Table 4.4 the level of opinion about the service quality

Service quality	Mean	S.D.	Level	Rank
1. The tour leader has been well trained in tourism services.	3.771	.654	high	4
2. Travel agents have a comfortable and safe property	3.987	.675	high	2
3. Travel agents have clear information services.	3.856	.633	high	3
4. There is information about travel services via online channels.	3.452	.559	medium	5
5. There are channels for booking travel programs and paying online	4.109	.683	high	1
Total	3.835	.640	high	

From Table 4.4, the mean and standard deviation of the opinion level of the service quality variable is at a high level, with the mean value at a high level being 3.835. Comprehensive from all aspects, the average of the highest side is "There are channels for booking travel programs and paying online", high-level average of 4.109, followed by " Travel agents have a

comfortable and safe property.", high level of an average of 3.987, the last is " There is information about travel services via online channels" the average is 3.452, in the medium level

4.5 Reliability

Table 4.5 the level of opinion about reliability

Reliability	Mean	S.D.	Level	Rank
1. Travel agencies can provide the promised	3.987	.556	high	2
2. Travel agencies are able to help tourists kindly when they are in trouble	3.736	.614	high	4
3. Travel agencies have a good reputation, and they have no consumption trap	3.449	.666	medium	5
4. The travel agency can complete the agreed schedule	3.984	.519	high	3
5. Travel agencies are able to clearly list the services and relevant regulations	4.112	.652	high	1
Total	3.853	.601	high	

From Table 4.5, the mean and standard deviation of the opinion level of the reliability variable is at a high level, with the mean value at a higher level being 3.853. Comprehensive from all aspects, the average of the highest side is " Travel agencies are able to clearly list the services and relevant regulations", high level average of 4.112, followed by " Travel agencies can provide the promised", high level of average of 3.987, the last is " Travel agencies have a good reputation, and they have no consumption trap", the average is 3.449, in the medium level

4.6 Quick responsiveness

Table 4.6 the level of opinion about the quick responsiveness

Quick responsiveness	Mean	S.D.	Level	Rank
1. Travel agency employees can timely and accurately answer the tourist matters consulted	3.845	.652	high	2
2. Registration procedures are fast and accurate	3.999	.594	high	1
3. Tour guides can timely and properly handle the emergencies encountered in the process of tourism	3.778	.578	high	3
4. Travel agencies can timely inform the preparation matters, departure time and other relevant information	3.756	.656	high	4
Total	3.844	.620	high	

From Table 4.6, the mean and standard deviation of the opinion level of the quick responsiveness variable is at a high level, with the mean value at a higher level being 3.844. Comprehensive from all aspects, the average of the highest side is " Registration procedures are fast and accurate", high-level average of 3.999, followed by " Travel agency employees can

timely and accurately answer the tourist matters consulted "high level of an average of 3.845, the last is " Travel agencies can timely inform the preparation matters, departure time and other relevant information ", the average is 3.756, in the high level

4.7 Customer satisfaction

Table 4.7 the level of opinion about the customer satisfaction

Customer satisfaction	Mean	S.D.	Level	Rank
1. Existing customers come back to use the service again.	3.875	.567	high	2
2. Customers always appreciate the service.	4.115	0.549	high	1
3. Customers do not blame the company's service.	3.764	0.552	high	3
4. Customers always refer new customers to the business.	3.721	0.581	high	4
Total	3.868	.562	high	

From Table 4.7, both the mean and the standard deviation regarding the opinion level affecting customer satisfaction are both at a high overall level, with the average at a higher level being 3.868. From all aspects of the variables involved, we found that the highest average value was "customers always appreciate the service" (4.115), at a high level, followed by " Existing customers come back to use the service again" (3.875), at a high level. The last is "customers always refer new customers to the business", the average is 3.7, in the high level

4.8 The factors affecting the overall

Table 4.8 the level of opinion about the factors affecting the overall

The overall	Mean	S.D.	Level	Rank
1. Social exchange	3.933	.599	medium	1
2 .Customer perceived	3.875	.615	high	2
3 .Service quality	3.835	.640	high	5
4 .Reliability	3.853	.601	high	3
5. Quick responsiveness	3.844	.620	high	4
Total	3.868	.615	high	

As seen in Table 4.8, the mean and standard deviation of opinion levels regarding factors affecting customer satisfaction are at a high overall level, with a higher-level mean of 3.868. From each variable, we found that the highest average was social exchange (3.933), at a high level, followed by customer perceived (3.875), and the lowest was service quality, with an average of 3.835.

CONCLUSION

The results of the level of opinion about factors influencing operational efficiency

(1) The level of opinion about the factors affecting the overall

As seen in Table 4.8, the mean and standard deviation of opinion levels regarding factors affecting customer satisfaction are at a high overall level, with a higher-level mean of 3.868. From each variable, we found that the highest average was social exchange (3.933), at a high level, followed by customer perceived (3.875), and the lowest was service quality, with an average of 3.835.

(2) Customer perceived

The mean and standard deviation of the opinion level of the customer perceived variable is at a high level, with the mean value at a higher level being 3.875. Comprehensive from all aspects, the average of the highest side is " Tour guides provide assistance with purchasing luggage, depositing and exchanging money ", a high-level average of 4.111, followed by " Tour guides give advice on places to visit with expertise ", a high level of an average of 3.888, the last is " Tour guides are very proficient in taking care of tourists ", the average is 3.669, in the high level.

(3) Social exchange

The mean value and the standard deviation regarding the opinion level affecting the social exchange are at a high overall level, with the mean value at a higher level being 3.933. From the various aspects of the variables involved, we found that the highest average is " There is good coordination with other agencies " (4.102), at a high level, followed by " There are related agencies to help if there is a problem " (3.984), at a high level, the lowest is " The tour guide has foreign language communication skills ", the average of 3.761, in the same high level.

(4) Service quality

The mean and standard deviation of the opinion level of the service quality variable is at a high level, with the mean value at a high level being 3.835. Comprehensive from all aspects, the average of the highest side is "There are channels for booking travel programs and paying online", high-level average of 4.109, followed by " Travel agents have a comfortable and safe property.", high level of an average of 3.987, the last is " There is information about travel services via online channels" the average is 3.452, in the medium level

(5) Reliability

The mean and standard deviation of the opinion level of the reliability variable is at a high level, with the mean value at a higher level being 3.853. Comprehensive from all aspects, the average of the highest side is " Travel agencies are able to clearly list the services and relevant regulations", high level average of 4.112, followed by " Travel agencies can provide the promised", high level of average of 3.987, the last is " Travel agencies have a good reputation, and they have no consumption trap", the average is 3.449, in the medium level.

(6) Quick responsiveness

The mean and standard deviation of the opinion level of the quick responsiveness variable is at a high level, with the mean value at a higher level being 3.844. Comprehensive from all aspects, the average of the highest side is " Registration procedures are fast and accurate", high-level average of 3.999, followed by " Travel agency employees can timely and accurately answer the tourist matters consulted "high level of an average of 3.845, the last is " Travel agencies can timely inform the preparation matters, departure time and other relevant information ", the average is 3.756, in the high level

(7) Customer satisfaction

The mean and the standard deviation regarding the opinion level affecting customer satisfaction are both at a high overall level, with the average at a higher level being 3.868. From all aspects of the variables involved, we found that the highest average value was "customers

always appreciate the service" (4.115), at a high level, followed by " Existing customers come back to use the service again" (3.875), at a high level. The last is "customers always refer new customers to the business", the average is 3.7, in the high level.

REFERENCES

- [1] Anderson E W, Fornell C, Lehmann D R. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. *Journal of marketing*, 58(3): 53-66.
- [2] Baker D A, Crompton J L. (2000). Quality, satisfaction and behavioral intentions. *Annals of tourism research*, 27(3): 785-804.
- [3] Bowen D E. (1986). Managing customers as human resources n service organizations. *Human resource management*, 25(3): 371-383.
- [4] Czepiel J A, Rosenberg L J, Akerele A. (1974). Perspectives on consumer satisfaction [M]. New York University, *Graduate School of Business Administration*.
- [5] Fornell C. (1992). A national customer satisfaction barometer: the Swedish experience. *Journal of marketing*, 56(1):6-21.
- [6] Fornell C, Johnson M D, Anderson E W, et al. (1996). The American customer satisfaction index: nature, purpose, and findings. *Journal of marketing*, 60(4): 7-18.
- [7] Johnson M D, Fornell C. (1991). A framework for comparing customer satisfaction across individuals and product categories. *Journal of economic psychology*, 12(2): 267-286.
- [8] Malthouse E C, Oakley J L, Calder B J, et al. (2004). Customer satisfaction across organizational units. *Journal of Service Research*, 6(3): 231-242.
- [9] Parasuraman, A., Zeithaml, V. A.& Berry, L. L. (1985). A conceptual model of service quality and its implication for future research. *Journal of Marketing*, 49(4): 41-50.
- [10] Wang Xia, Gu Chaolin, Mei Hu. (2005). The satisfaction index model of customers in tourist attractions. *Journal of Geography*, (05): 807-816.