

## Results and discussion

### Reliability Analysis

Table 1: Result of Reliability Analysis

Dimension	Cronbach's Alpha
Cleanliness of the Hotel	0.783
Service of the Hotel	0.753
Foods of the Hotel	0.750
Quality of Guide	0.791
Quality of Transportation	0.842
Quality of Driver	0.708
Service on Arrival	0.776
Service of Tour Executive	0.738

Source: SPSS output from Field Survey (2019)

According to the results of reliability test all Cronbach's Alpha values are above 0.7 for all the dimensions in the research. Therefore, the reliability of the questions is high.

Table 2: Guest Satisfactory Level of the External Factors

Dimension	Mean Value	Median
Cleanliness of the Hotel	2.87	3.00
Service of the Hotel	3.07	3.00
Foods of the Hotel	1.93	2.00
Quality of the Guide	2.40	2.00
Quality of Transportation	3.87	4.00
Quality of the Driver	3.70	4.00

Source: SPSS output from Field Survey (2019)

According to the mean values of the external factors that affecting on the service quality of the travel agency, Chinese tourists are highly satisfied with the quality of the transportation and quality of the driver. In addition, cleanliness of the hotel and service of the hotel the guests are averagely satisfied. Foods of the hotels are the least rated variable in this study which shows that the Chinese tourists are dissatisfied with the foods of the hotels that