

offered by the travel agency. In addition, the guests are rated that quality of the guide are also as poor.

### Relationship between the External Factors and the Service Quality of the Travel Agency

Table 3: Results of Correlation analysis of the external factors with service quality of the travel agency

External Factors	Correlations		
	Pearson Correlation	Sig. (2-tailed)	N
Cleanliness of the Hotel	0.585**	.000	30
Service of the Hotel	0.682**	.000	30
Foods of the Hotel	0.281**	.000	30
Quality of the Guide	0.526**	.000	30
Quality of Transportation	0.851**	.000	30
Quality of the Driver	0.768**	.000	30

Source: SPSS output from Field Survey (2019)

According to the Pearson correlation values both quality of the Vehicle and the Quality of the driver is having a strong positive relationship to the quality of the travel agent service. Out of those two factors most influential factor to the travel agent service is the quality of the vehicle. Because that holds the highest Pearson correlation value. When considering about the least influential factor there is only on factor that having a weak positive relationship and that is the food of the hotel. This variable is holding the least Pearson correlation value. Therefore, food of the hotel is the least influential factor to the travel agents' service quality. All the other factors are having an average positive relationship.

### Conclusion

The researcher suggest the travel agency needs to be more focused when selecting the hotels, since most of the guests are dissatisfied with the hotel foods, Therefore the travel agencies can use specialized Chinese restaurants for their guests rather than providing them the foods from the hotels. Moreover, the travel agency needs to change or train their guides in order to increase the quality of guiding. As quality of transportation has the highest relationship the travel agency needs to consider the quality of the vehicles by implementing a continuous vehicle inspection process.

**Key Words:** *External Factors, Service Quality, Travel Agency, Chinese Market*