

RESEARCH ON THE CUSTOMER SATISFACTION OF B TRAINING INSTITUTION BASED ON SERVQUEL AND IPA MODEL*

Chao Ruan

Rangsit University, Thailand

E-mail: 747356268@qq.com

Abstract

In the increasingly competitive training market, people begin to seek the uniqueness of intangible services and gain satisfaction and pleasure. Product vendors are also beginning to recognize that the added value of tangible products is more dependent on intangible services.

Based on the concept and importance of customer satisfaction, taking the B training institution as the research object, analyzing the strategy of improving their marketing ability based on customer satisfaction, focusing on the results of the questionnaire based on customer satisfaction, and adopting various statistical analysis methods such as reliability analysis and descriptive analysis. The customer satisfaction scale of B training institutions was designed based on five dimensions of SERVQUAL model, completed the questionnaire design, distribution and collection, and analyzed the data, and found the performance of customer satisfaction of B training institutions, thus raising the customer satisfaction of B training institutions through five dimensions of visibility, reliability, responsiveness, guarantee and empathy. The IPA analysis method is used to analyze the satisfaction and importance of the indicators in the rating system, and to understand the differences between customer expectations and actual perception of the training institution product and service rating indicators, and to propose scientific, reasonable and targeted customer satisfaction improvement strategies based on the five dimensions of the SERVQUAL model and the four quadrants of the IPA model.

Classical theory and tools are used in the research process of B training institutions to provide reference for the improvement and development of institutional customer service evaluation system in the future. It will help B training institutions to improve product sales and market share, while improving customer brand loyalty and satisfaction, which is of great significance to enhance the corporate brand image.

Keywords: Training organization; Service marketing; Customer satisfaction; Seroquel model; IPA model

Introduction

There are two main reasons why the Chinese education and training industry has continued to grow over the past several decades. On the one hand, the acceleration of the global modernization process has created favorable market conditions for global economic integration. On the other hand, the surge in educational and lifelong learning concepts provides a huge historical opportunity for this. The B Training Institution is a well-known and influential educational and training institution. In increasing competition and constant crisis, it is necessary to check the customer satisfaction and identify problems and causes in

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external marketing by focusing on the products and services provided by the company itself. Customer service is of great importance for implementing improvement plans to optimize enterprise-customer relationship management and ensure corporate lead in the industry.

Literature review

Before the 1950s, western developed countries were still mainly manufacturing, and marketers paid more attention to selling tangible products, especially agricultural products. Ferrentino partly studied the nature of the service that was unperceived and formally wrote the findings as an article published above in the marketing magazine at [1]. In the 1980s, Bijarnia studied the degree of difference between consumer expectations and performance before and after purchase, and introduced the expectation confirmation theory into service marketing [2]. Expected confirmation theory assumes that consumers are satisfied with the product and related services, and this attitude will have a significant impact on further consumer consumption. In 2000, Joseph Newnes developed an explanatory model that specifically describes consumer expectations of the value of using a product when purchasing it. In 2005, Philip Catler published "Marketing Management". He emphasized the theoretical perspective of "comprehensive marketing" while demonstrating the marketer's service and marketing capabilities of [3].

Compared with overseas research, Chinese scholars mainly study marketing to establish a long-term cooperative relationship with customers, using electronic channels and intermediaries to serve consumers. Fan Xiumade a comparative analysis of the development trend, development mode and performance of various technology brokerage services at home and abroad, and proposed joint cooperation to improve the quality of Chinese service enterprises.[4]. As for service brands, Wei believes that the diffusion, integration and innovative functions of service brands help adjust the structure of the tertiary industry. In this context, we use the service brand integration model to discuss the components and development process of different service brands in detail, providing important guidance [6] for service enterprises to build their independent brands.

Objectives

First, this study is conducive to improve the service quality of B educational institutions and reduce customer loss. In the external competition of the education industry, the homogenization of training institutions is obvious, and the strength of training institutions is incomparable. When the company's products and services do not meet their psychological expectations, it leads to customer loss. Therefore, the satisfaction survey can quickly find out customers' dissatisfaction with the company's products or services, find the problems and defects existing in the products or services, combine customers' opinions and suggestions with the characteristics of the company, and make personalized and targeted improvement. Second, provide marketing support to B training organizations by identifying customer needs. Ferrentino and Parasuraman noted in their study that customer satisfaction is an important support for marketing decisions for [7,8], constantly improving and optimizing corporate products and ensuring they are not eliminated in the current and future markets.

Methods of study

(1) The design idea of the questionnaire research index system

The customer satisfaction survey of B training institutions is based on the five dimensions (tangible, reliability, responsiveness, guarantee, empathetic) [5] of the SERVQUAL model, which comprehensively considers the corresponding content of these five dimensions. The B Training Agency customer satisfaction survey is mainly at students and parents of B training institutions. The combination of the five dimensions of the SERVQUAL model with the mode of operation, business scope and the characteristics of the B training institutions, establishes five dimensions to cover 14 core project issues to evaluate and consider customers. These 14 key topics are detailed in the table below.

Table 1: The SERVQUAL scale of customer satisfaction at B training institutions

dimension	Questionnaire survey metrics
tangible	Teaching environment comfort
	Advanced nature in teaching equipment
	Staff dress and attitude
Reliability	The teaching content is consistent with the external declaration
	The teaching content is scientific and accurate
	Teaching service commitment to timely fulfillment
Response	The faculty members listen to customer advice
	The staff members serve the customers in time
	The staff volunteered to help customers answer questions
Guarantee	Ensure the professional nature of the faculty and staff
	To ensure the effectiveness of teaching and services
	Ensure the quality of teaching, and improve students' learning ability
Disaffection	The degree of staff care for customers
	The staff consider the needs of customers

(2) Formation of a formal questionnaire

This questionnaire is basically divided into two parts. The first part is the title and guide language of the questionnaire. The second part is composed of questions and answers. This questionnaire was performed using a 10-point system. 1 Said very dissatisfaction, 10 said very satisfied. Customers should score them from 1 to 10 based on their satisfaction.

Results and discussions

The purpose of this survey is the customer satisfaction of B training institutions. The scope of research includes all children's departments and UEA learning centers of the institutional B training institution. In the form of a questionnaire survey, with the strong publicity of the staff of the two teaching projects in the training institutions and the cooperation of the students and their parents, a total of 2,010 questionnaires were collected. The questionnaire was carefully screened, excluding 20 invalid questionnaires, a total of 1990 recovered valid questionnaires, and the recovery rate was up to 99%. The survey subjects of

this questionnaire are the students or their parents. The specific characteristics of the survey subjects are shown in the following table.

Table 2: Study object characteristics

feature 1	feature 2	Children's Department	You can middle school department
Respondent	Students	120	258
	Parents	986	646
The degree of education	Postgraduate student or above	214	160
	Undergraduate	398	284
	Junior college	241	136
	Junior college below	253	324
Per capita household monthly income	More than 200 million yuan	245	143
	10000~20000	483	396
	5000~10000	248	267
	It is not convenient to disclose	130	98
Parent status	On the job	876	793
	Leave	230	111

From the above descriptive statistical analysis results of the customer satisfaction survey of B training institutions, The description results based on the five dimensions of the SERVQUAL model show that, The tangible visibility of the teaching environment in B training institutions (mean = 8.19, SD = 0.978) Reliability of teaching performance (mean = 8.30, SD = 0.954), Teaching services were highly reactive (mean = 8.29, SD= 1.563), Teaching service assurance was relatively low (mean = 7.01, SD= 1.251) Low empathy (mean = 6.44), SD= 1.048).

Table 3: Descriptive statistical analysis of the variables

Variable	Mean	Std.Dev.	Min	Max
tangible	8.19	0.978	1	9
Reliability	8.30	0.954	1	10
Response	8.29	1.563	2	10
Guarantee	7.01	1.251	1	10
Disaffection	6.44	1.047	1	10

Comparative difference data are shown in the following table through pairwise sample tests of the importance and satisfaction of the two cognitive evaluation data on the influencing factors and the customer satisfaction at the B training institution.

Table 4: Results of the T test for significance-satisfaction paired samples

Level 1 indicators	Secondary indicators	Mean significance	Mean satisfaction	The mean difference
tangible	Teaching environment comfort	8.48	8.07	0.41
	Advanced nature in teaching equipment	8.34	8.05	0.29
	Staff dress and attitude	6.28	8.44	-2.16
Reliability	The teaching content is consistent with the external declaration	6.29	8.05	-1.76
	The teaching content is scientific and accurate	6.08	8.58	-2.5
	Teaching service commitment to timely fulfillment	8.39	8.27	0.12
Response	The faculty members listen to customer advice	8.51	8.15	0.36
	The staff members serve the customers in time	6.47	6.28	0.21
	The staff volunteered to help customers answer questions	6.31	8.11	0.20
Guarantee	Ensure the professional nature of the faculty and staff	8.43	8.03	0.40
	To ensure the effectiveness of teaching and services	8.46	6.02	2.44
	Ensure the quality of teaching, and improve students' learning ability	8.53	6.96	1.57
Disaffection	The degree of staff care for customers	6.28	6.03	0.25
	The staff consider the needs of customers	8.06	6.85	1.21

A two-dimensional quadrant matrix map was established with satisfaction as vertical axis and importance as horizontal axis. The first (I) quadrant is called the "dominance zone", the second (II) quadrant is called the "maintenance zone", the third (III) quadrant is the "chance zone", and the fourth (IV) quadrant are the "improvement zones", respectively. Meanwhile, the significance of customer satisfaction displayed by B training institutions and the mean of the evaluation of each secondary index of satisfaction perception data are mapped in the IPA matrix diagram as shown in the figure below.

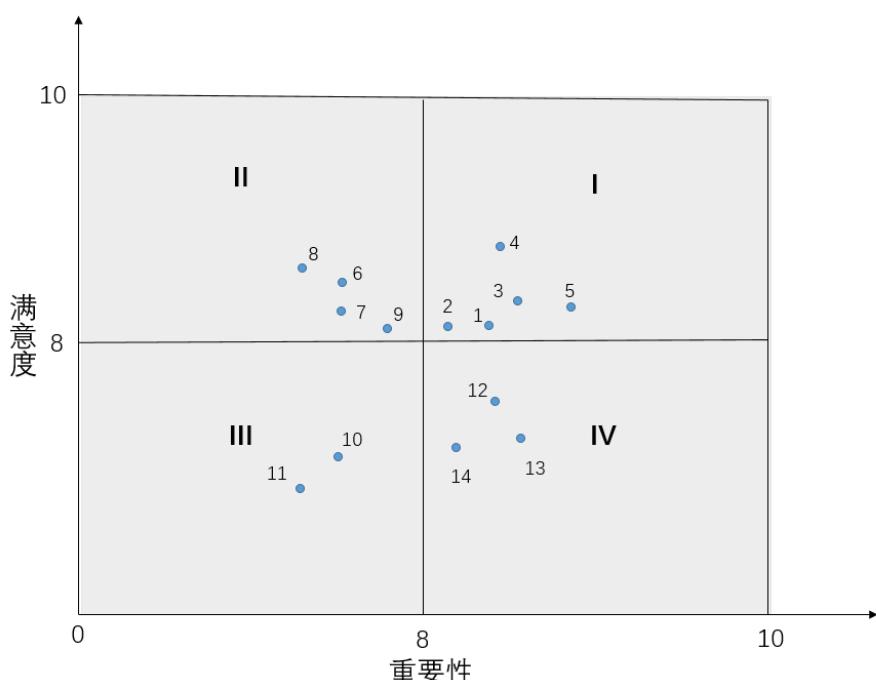


Figure 1: IPA matrix diagram of various evaluation indicators of customer satisfaction of B training institutions

Note: (1. comfort of teaching environment; 2. Advanced nature of teaching equipment; 3. Timely fulfillment of teaching service commitments; 4 Teaching staff to listen to customer opinions; 5. Ensure the professionalism of the teaching staff; 6 Staff dress and attitude; 7. Consistency of teaching content and external publicity; 8. Scientific nature and accuracy of the teaching content; 9 Teaching staff take the initiative to help customers answer questions; 10 Teaching staff to serve customers in time; 11 Customer care of the staff; 12. Ensure the effectiveness of teaching; 13 Ensure the teaching quality and improve students' learning ability; 14 Faculty members consider the needs of their customers, Request required)

(1) Analysis of the dominance area of the IPA model

The first quadrant is "opportunity area", customer satisfaction and the importance of regional index awareness is high, therefore, regional indicators to improve B training institutions satisfaction plays a very important role, distributed in the area of the index is: "teaching environment comfort", "teaching equipment advanced", "teaching service commitment timely performance", "staff listen to customer opinions", "ensure staff professional", a total of five indicators. It can be seen from the indicators of the region that "teaching environment comfort" and "advanced teaching equipment" belong to the tangible dimension, which shows that B training institutions are basically recognized by customers in

visibility, but the importance of "staff dress and attitude" in visibility is relatively low, and satisfaction is ok, which shows that the staff can be more appropriate and appropriate.

(2) Analysis of the IPA model maintenance area

The second quadrant of the IPA matrix represents the maintenance region, where customers have less awareness of importance to the metrics distributed, but give a higher satisfaction perception evaluation of the metrics in the field. The maintenance area index needs to be maintained, without increasing investment. The indicators distributed in the area are: "dress and attitudes of teaching staff", "consistency of teaching content and external publicity", "scientific nature and accuracy of teaching content", "teaching staff actively help customers to answer questions", and a total of four evaluation indicators. It can be seen from the indicators of this region that "the consistency of teaching content and external publicity" and "the scientific nature and accuracy of teaching content" belong to the reliability dimension, which shows that B training institutions still recognize the teaching content and service in the minds of customers.

(3) Analysis of the IPA model chance area

The third quadrant is the "opportunity zone", which represents low levels of customer satisfaction and importance perception. The indicators distributed in the area are: "staff timely service of customers" and "staff care for customers", a total of two indicators. Therefore, according to this survey structure, from the perspective of satisfaction, B training institutions focus a little emphasis on teaching quality, but relatively lack of care for customers and timely feedback on customer needs. Customers feel that the organization cannot satisfy them with their psychological needs and care degree, which shows that the service awareness of the staff is still relatively lacking. Therefore, the staff should have the idea of serving good customers as the first purpose, need to pay more attention to the needs of customers, and have more psychological communication with customers.

(4) Analysis of the IPA model improvement area

The fourth quadrant represents the "improvement zone" where customers more feel the importance of indicators distributed in the field, but less satisfied. Compared with the third quadrant indicators, the improvement of the regional indicators is more urgent, so managers should pay more attention to the indicators of the region, and focus on the problems and deficiencies existing in investment and promotion. The indicators distributed in the region are: "ensure the effectiveness of teaching" and "ensure teaching quality, students' learning ability improvement" and "staff consider the needs of customers, a total of three". This shows that B training institutions in terms of teaching quality feedback is not enough, students on the effectiveness of teaching and ability to keep hesitant attitude, and customer complaints and complaints to make timely response and proper processing, so the customer related teaching quality or effectiveness complaints should be paid attention to.

Customer satisfaction improvement strategy in B training institutions

(1) Strengthen the staff training and improve the teaching quality

According to the analysis results of IPA model, the satisfaction numbers of "ensuring teaching quality, improving students 'learning ability" and "teaching staff consider customers' needs and responding" are small, indicating that customers put forward requirements for the teaching quality and teaching ability of teaching staff. Therefore, it is necessary to strengthen professional training for teachers and teaching staff to increase reliability. One is to strengthen the understanding and understanding of the staff resources, so that all the staff have a good familiar with the resources and environment. Secondly, we regularly strengthen the training of each teacher's use of resources, so that every teacher can use resources competent. Online educational resources can be used to guide and answer questions from parents.

(2) Strengthen the supervision over teaching services

According to the results of IPA model analysis, the indicators of "ensuring the effectiveness of teaching and service" and "staff care for customers" fall in the fourth and third quadrants of IPA matrix, respectively. Both mean satisfaction display is small, and the areas are areas for urgent improvement of training institutions. Therefore, training institutions need to strengthen the supervision of teaching and service and give the maximum care to customers within a limited capacity. Put forward the following suggestions according to the operating characteristics of the training institutions in the past. First, the class is equipped with learning service personnel who will provide consultation, download and upload services. Second, strengthen the professional training and supervision of teaching staff. It is necessary to strengthen the training of faculty members, strengthen the teaching awareness and service concept, and guide them to abide by the teaching standards and service process elements.

(3) Ensure the continuity of the course products

According to the results of the IPA model analysis, the indicators of "teaching content and external publicity" and "scientific and teaching content accuracy" of "reliability" fell in the second quadrant of the IPA matrix, that is, the maintenance area. It shows that the accuracy and declared customer satisfaction with the course content of B training institutions is high, but it is not very important. B training institutions offer more courses, so time factors should be considered when setting up courses. B training institutions currently have more than 10 learning centers. As part of the course design, special attention should be paid to topics such as learning centers and course duration. Efficient use of the classroom, so that students can organize different class hours when choosing subjects, give students a variety of choices, and provide combinations of subjects for students who choose multiple subjects.

(4) Improve the service speed and service efficiency of teaching staff

According to the results of the IPA model analysis, the metrics of "staff timely serving customers" and "staff" actively helping customers answer questions in the dimensions of "responsiveness" fell in the fourth and second quadrants of the IPA matrix, respectively. This result also shows that the service speed of the staff and the service efficiency need to be greatly improved. Considering the situation that the head teacher fails to timely respond to

customer needs and provide services due to the busy remedial lessons, it is recommended to take the following measures. One is to provide classroom learning services for teachers. Learning service teachers are responsible for consulting services and answering class questions. Second, to increase the promotion of service content. The multi-dimensional characteristics of service quality determines that the selection of service personnel is far from limited to terms of service ability, but also must be screened through service willingness.

Conclusions

Teaching has always been the core business of the B training institution, This study designed the customer satisfaction scale of B training institutions based on the five dimensions of the SERVQUAL model, This study was based on the performance characteristics of the survey findings, Problems in all dimensions are not reflected in all sectors, But considering the overall work improvement of B training institutions and the overall satisfaction of B training institutions, Data from the four quadrant study based on the IPA model, For low customer satisfaction "ensure teaching quality, student learning ability improvement", "staff to consider customer needs, request", "ensure the effectiveness of teaching and service" and "staff care", "teaching content and external publicity consistency" and "teaching content scientific and accuracy" and "staff timely service customer" and "staff help customer satisfaction improvement strategy, To improve customer satisfaction at the institutional B. The strategies proposed to improve the customer satisfaction of B training institutions are the following: (1) strengthen staff training, improve the quality of teaching, (2) strengthen the supervision of teaching service, (3) ensure the continuity of course products, and (4) improve the service speed and service efficiency of teaching staff.

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