

Title	The Influence of Customer Perceived Quality and Perceived Value on the Satisfaction of Calligraphy Education and Training Companies in Chongqing, China-L Calligraphy Education and Training Company Based in Chongqing, China
Name	Feng Liu
Advisor	Dr. Kanokros Sudprapai
Degree	Master of Business Administration
Year	2023

Abstract

The objectives of this research were: 1) to study the relationship between customer-perceived quality and customer satisfaction. 2) To study consumption, it has also been upgraded, as consumers' demand for spiritual culture has increased. 3) to study the relationship between brand image and customer satisfaction. 4) to study the relationship between customer satisfaction and customer loyalty. 5) to study the relationship between brand image and perceived value. With the rapid development of China's economy, people's living standards have improved significantly, so they pay particular attention to cultivating the personal qualities of individuals and children, expecting they can enrich their spiritual needs after meeting their basic needs. This research applied qualitative research methods using documentary and in-depth interviews with 30 people, divided into two types: structured interviews (10 interviewers) and unstructured interviews (20 interviewers). The data collection approach included purposeful sampling and semistructured interviews with open-ended questions. The data analysis is grounded in theory and content analysis.

The research results revealed that: 1) children expect to cultivate their overall development from a young age, laying a solid foundation for their growth. 2) In some enterprises, the number of calligraphy education and training companies is increasing, and the competition among training companies is becoming increasingly fierce. 3) A training company that can meet the requirements of its customers is the key to winning the competition. Based on the analysis, Several countermeasure suggestions were made. Through the analysis of the above contents, the application of customer satisfaction theory among L company enterprises expands the application scope of customer satisfaction theory, constructs the model of customer satisfaction for L company, especially subdivides the customer perceived quality and perceived value, which helps L company discover the

main driving factors of customer satisfaction, timely deal with the problems in the service process, and puts forward countermeasure suggestions in a targeted manner.

Keywords: calligraphy education and training perceived value; perceived quality customer satisfaction