

**A study on 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**

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Abstract

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. In addition, families with children expect to cultivate their overall development from a young age, laying a solid foundation for their growth. In the current environment, in some enterprises, the number of calligraphy education and training companies is increasing, and the competition among training companies is becoming increasingly fierce, so whether a training company can meet the requirements of its customers is the key to winning the competition. The research in this paper is to study the factors that affect customer satisfaction with Chongqing L calligraphy education and training company and analyze the relationship between factors and satisfaction. Combined with the characteristics of L, the satisfaction questionnaire was designed, and SPSS software was used for descriptive statistical analysis and reliability testing to verify the proposed hypotheses. 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 to 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

1.1 Introduction

Along with the acceleration of China's urbanization process, the continued relaxation of the two-child policy, and the increasingly competitive pressure on children's education in secondary school, students are particularly prominent. With the continuous expansion of various colleges and universities across the country, more and more candidates can enter schools, and parents are paying more and more attention to their children's education and increasing their investment in their child's education. Although the income of various industries has been affected to varying degrees because of Covid-19, the education and training industry has been the immediate needs of the market, coupled with the influence of the idea of expecting children to become dragons and girls to become phoenixes since ancient times, both parents and students themselves for out-of-school tutoring demand has only increased, from 2015 to the present, just six years, the development of out-of-school education and training institutions showed explosive growth, of which the student-based out-of-school education The growth of training institutions is growing more prominent.

Globally, most universities and colleges in the world generally use test-based education to select talent, as is the case in China and its neighboring countries: Japan and Korea. In Chinese society, children of humble families can get ahead quickly by studying hard and constantly passing the appropriate exams. Studying is the shortcut to success for the vast majority of Chinese children. On May 20, 2020, the "2019 National Education Development Statistics Bulletin" released by the Ministry of Education showed that in 2019, there were 14,000 public high schools in China, an increase of 227 compared to the previous year's schools, an increase of 1.65%; 8,394,900 students enrolled, 467,900 more than the previous year, an increase of 5.90%; and 24,143,100 students enrolled, 389,300 more than the previous year, an increase of 1.64%. Meanwhile, a report from the World Bank shows that the cumulative number of students (including primary school students, junior high school students, students, and college students) in China accounts for about 17% of the total number of students in the world. From the blue sea at the beginning to the red sea now, it is not difficult to summarize the development history of out-of-school education and training institutions in first-tier cities nationwide: 2002-2005 was the stage of budding and slow development of out-of-school education and training institutions, 2005-2010 was the stage of the explosive and rapid growth of out-of-school education and training institutions, 2010-2015 was the stage of the explosive and rapid growth of out-of-school education and training institutions.

After 2015, the extracurricular tutoring institutions entered the stage of refined management. The class mode also changed from the traditional large class to a small class and personalized one-to-one. The education and training market also changed from the traditional seller's to the buyer's market. Parents and students at this time not only look at the quality of the extracurricular education and training institutions but also look at their Parents and students are not only interested in the

quality of teaching, but also in the corresponding service level, and the pressure on the survival of out-of-school education and training institutions is naturally increasing. This study focuses on China related to education and training institutions.

Research Objectives

The objectives of this study are as follows;

- 1) To explore the relationship between customer-perceived quality and customer satisfaction;
- 2) To explore the relationship between customer-perceived value and customer satisfaction;
- 3) To explore the relationship between brand image and customer satisfaction;
- 4) To explore the relationship between customer satisfaction and customer loyalty;
- 5) To explore the relationship between brand image and perceived value.

Research Methodology

Questionnaire method: Questionnaires were designed and distributed to L Calligraphy Education and Training Company to determine customers' perceptions of the company's courses, prices, and brands—the results of the questionnaires were used to provide data for the empirical analysis.

Empirical analysis method: SPSS data software was used to analyze the questionnaire results and test the proposed hypotheses.

Research tools

After the questionnaires were collected, the invalid respondents were eliminated, the statistical software SPSS was used to analyze the questionnaire's reliability and validity, descriptive statistics were conducted on the samples and variables, and regression analysis was used to test the relationship between the two dimensions of perceived quality and satisfaction, the relationship between the dimension of perceived value and satisfaction, the mediating role of perceived value, the moderating role of expectation in perceived quality and customer satisfaction, the brand image on perceived value impression of the brand image.

Conclusion

Based on reading and combing the literature, this paper explores the influence of perceived quality and perceived value on the satisfaction of customers of calligraphy training institutions, using different expectation levels as moderating variables, and constructs a theoretical model of customer satisfaction and proposes corresponding hypotheses; by organizing and analyzing the data, the proposed hypotheses are tested, and the following conclusions can be drawn.

(1) Customer-perceived quality has a direct positive effect on customer satisfaction. Course quality perception, service level, and supervisor mode perception all positively impact customer satisfaction, i.e., the higher the perceived quality, the higher the level of customer satisfaction. Among them, the primary concern of consumers who participate in calligraphy training is the quality of the training course, and the assessment of the quality of the training course can be

measured from multiple perspectives, such as course content, teaching arrangement, teacher quality, training materials, and interactive feedback.

(2) Customer perceived value has a direct positive impact on customer satisfaction. The overall environment and feeling experience were significantly and positively correlated with satisfaction, and the course fee was significantly and negatively correlated with satisfaction. The more perceived benefits of the training, the higher the training satisfaction. In contrast, the economic cost, time cost, and opportunity cost incurred as a result of the training had a negative effect on training satisfaction.

(3) Customer perceived value plays a partially mediating role in customer-perceived quality and customer satisfaction. Consumers who attend calligraphy training courses not only have a particular perception of the perceived quality of the course and service but also have to consider the time and financial resources they pay for the training as well as the opportunity costs they may lose by attending the training, and then make an evaluation. Even if the quality of the course is as good as it should be, the customer will feel dissatisfied because of the low perception of value for money.

(4) The moderating effect of customer expectations on the relationship between perceived quality and satisfaction is not significant in the results of the empirical study in this paper, whether customer expectations impact quality, value, and satisfaction or play a moderating role in these variables. The verification by segmented regression does not yield the desired results or should be explored using structural equation modeling.

(5) Brand image has a direct positive impact on perceived value. Brand image and perceived value are significantly and positively correlated, and customers' perceived value is also improved when brand image is enhanced.

5.2 Recommendations

5.2.1 Improve service quality management

After empirical tests, the perception of service quality of calligraphy training institutions is an important factor affecting the perception of service value and customer satisfaction; therefore, enterprises should try their best to improve the perception of service quality to enhance the satisfaction level and loyalty of customers attending training. It is recommended that training companies pay attention to the training market research according to their actual situation and continuously improve their service quality management model to enhance their core competitiveness. This can be carried out from the following aspects:

First, comprehensively conduct market research and analyze customers' and potential educational needs. Enterprises should always pay attention to national training programs for children and adult hobbies, extensively investigate the training needs in the market, accurately segment the market, find the strengths of their enterprises, play to their strengths, and maintain a low position in the fierce market competition.

Second, customer-oriented education and teaching services. When determining the curriculum and quality policy, enterprises should fully consider the needs and expectations of the participants (customers) rather than developing teaching programs from the perspective of the enterprise managers alone to ensure satisfactory services to customers.

Third, strengthen image promotion. Calligraphy training institutions should strengthen the construction of their brands, improve the visibility of the enterprise in the industry and society, and attract more customers. Strengthening brand building should focus on improving hardware conditions and training and retaining excellent staff and teachers to form the core competitiveness of the enterprise.

Fourth, improve the level of training services. Including the classroom environment, classroom tables and chairs, multimedia applications, latest curriculum, holiday gifts, wall banners, management of non-teaching staff, the ability to deliver on promises, and so on, although not on customer satisfaction and core impact factors, but in these details of the place to do a good job, the same will also have a significant impact on student satisfaction or not.

Fifth, strengthen the process management of training service quality. Calligraphy training institutions are not just a place to help customers improve their examination pass rate, but a more important social responsibility lies in helping to improve customers' literacy. Therefore, while meeting customers' core needs, training institutions give customers more added value, such as exercising customers to stabilize their emotions. Extending customers' perception of added value can also enhance customer satisfaction and, more importantly, the word-of-mouth effect for the enterprise to increase market share.

5.2.2 Strengthen course quality management

The quality of the curriculum of off-campus education and training institutions is of great concern to students, and the improvement of the quality of the curriculum has a pronounced effect on enhancing student satisfaction and increasing business benefits, so strengthening the quality

management of the curriculum is one of the most important ways to enhance student satisfaction. First of all, the most important subject of the tutoring course is the teacher, who should have high professional quality and professional knowledge to fully attract students to the classroom and make the course successful. For calligraphy training institutions, the teacher's teaching experience, teacher qualification review, and comprehensive evaluation of the trial course must be fully considered when recruiting teachers, while for internal teachers to conduct regular collective teaching and research, The school's head of teaching services needs to observe each teacher's class from time to time every day to ensure the high quality of teaching. Secondly, the tutoring institution should take into account the students' current test scores, acceptance ability, and comprehension ability, teach the students according to their abilities, encourage students to think differently and innovate, and make multiple solutions as much as possible, so that every student can have significant gains in the classroom.

Finally, the services related to the quality of teaching, even the preparation of teaching materials, should be meticulous (the teaching materials and exercises used by teachers to teach students need to be approved by the relevant academic affairs director), so that every student can experience the intention of the company, and thus enhance student satisfaction.

The teachers' ability determines the reputation and status of the institution in the industry, the improvement of teachers' personal ability also promotes the institution's development, and the retention of teachers determines the institution's survival. Few teachers employed by small and medium-sized training institutions have professional counterparts. In order to make them competent to teach quickly and achieve stable quality output, they need to be trained in three aspects - subject knowledge, teaching skills, and Teaching skills are some of the necessary skills for teaching. Teaching methods are the optimal teaching design in line with the principles of learning, and teaching content aims to know its structural characteristics.

In training new teachers, the first thing is to learn the various systems, including the attendance system, salary system, benefits, and company culture, values, mission, and vision, so that new teachers have a general understanding. Training is needed in writing teaching and learning plans, guidance in writing lesson plans and learning plans, and guidance in writing lesson plan format and learning plan content so that new teachers understand the requirements of lesson plans and learning plans. The new teacher will be instructed on the process and daily work of the class, including lesson preparation and feedback, as well as communication minutes between the teacher and parents. New teachers are required to evaluate and try out lessons before they can start teaching. It also requires daily lectures and lesson polishing to improve the teacher's teaching level and can take videos for a

secondary review.

For new teachers, the institution can conduct a "training camp" to focus on training teachers in this way, from the details of the teaching materials, the content of the lecture notes, the easy mistakes of students, and the explanation of typical exercises for new teachers. This "boot camp" should last at least two weeks, divided into 14 days. Each training module should be designed to correspond to the time, preferably in a "3434" pattern, that is, three days of training on textbooks, four days of training on lecture notes, three days of introducing students' error points, four days of studying typical exercises, and leaving enough time after each day of training for new teachers to After that, the new teachers were allowed to exchange their opinions with each other in groups, and only by combining "listening" and "speaking" could they improve to the greatest extent. After the "training camp," we will also conduct an assessment and link the assessment results to the teachers' ratings to ensure the teachers' seriousness and enthusiasm in the "training camp." If conditions permit, new teachers should be required to write daily study reports and email them to the subject supervisor. New teachers who have just entered the education and training industry do not have high independent learning ability, so we should adopt corresponding methods to ensure that they can improve their teaching ability as soon as possible to improve the competitiveness of the education and training institutions themselves and achieve stable development.

For teachers new to the profession, these teachers are very honorable, everyone has a sense of honor, and when entering a new field, or a new stage, they all carry a very ambitious heart and treat their work very positively. To make them grow up quickly and enter the competent stage quickly, they must invest very great efforts.

5.2.3 Improve reform teaching and management mode

Meeting customers' precise or potential needs is the fundamental starting point of a calligraphy training business. With the rapid socio-economic development, calligraphy training is moving towards a cooperative social partnership to run schools. The so-called collaborative social partnership indicates calligraphy training institutions work with schools and governments to run schools. Schools need students to learn more talents and improve their logical thinking skills to cultivate a full range of talents, and adults need to relieve their emotions through more hobbies and be in a fuller state of mind.

In any industry, the product is the most important. Without the product, the marketing is ineffective, even if it is well done. An educational training institution is also the same; then, how to design the curriculum to make the educational institution sustainable and stable to obtain the

recognition of students and parents is a very important issue in front of the educational training institutions.

Curriculum design refers to the order in which the different lectures of a teaching subject are delivered, a logical arrangement of knowledge chapters and corresponding learning methods, which determines the rationality of students' learning methods and the integrity of their knowledge structure. For training institutions, especially for K12 test-taking courses, more often than not, lectures are given directly according to the order of school textbooks, but, in practice, relying solely on school textbooks or purchased books is not enough to achieve the purpose. The main reason is that each student's actual situation is different, and the purpose of coming to the institution will be slightly different, so if we follow a single lesson content, we cannot meet the needs of more students. At the same time, the learning cycle of students may also change due to some subjective and objective reasons, the institution's enrollment cycle, and other issues. In this way, institutions must have a curriculum design system that suits their needs.

The curriculum design should not be linear but three-dimensional. For a three-dimensional curriculum design, from the X-axis, the curriculum system should include the planning of the curriculum, what should be learned at different levels and at different times; from the Y-axis, the curriculum system should include different class types, and for different class types, the curriculum planning should be slightly different; from the Z-axis, the curriculum system should include short-term classes, regular classes. From the Z-axis, the curriculum should include different classes, such as short-term and regular classes.

First is course planning. It is best to be specific to the week to do medium and long-term planning for students. That is, each week's lecture content is to be determined before the beginning of the semester, and then the students listen to the class to achieve what effect so that parents can have a reference when making a choice; second is the class type, type means to be divided into classes according to the different levels of students, in general, the institution should be divided into at least two different. Generally speaking, institutions should be divided into at least two different class types, preferably three, if conditions allow, can be divided into four or even five, but the number of students and level requirements will be higher; finally, the type of course, the most common types of courses include short-term classes, regular classes. Short-term classes are divided into two types. One is used to do the flow of the entrance grade, mainly for the November period each year will be more; another is to do income, mainly for the graduation grade, more during the May Day period each year. This short-term class is also called "eye class," regular class is the usual normal class, the students in this class. The students in these classes are basically old students who have been studying in our institution for a long time and are familiar with the teaching methods and

teaching styles of the instructors and are very recognized, so they are very sticky and will not be easily lost.

The quality of teaching materials is the most intuitive tool to reflect the ability of an educational institution. An educational institution wants to have the ability to develop teaching materials. In that case, it should have at least 20 R&D personnel for each subject, collect and organize the general exams, joint exams, and mock exams of each province and city, classify them according to the type of questions, and then summarize them in order from easy to difficult, which is a considerable workload and very difficult—dedicated funds to ensure that the work can be smooth.

For small institutions without their own R & D team, one can solve this problem by cooperating with large institutions, establishing a stable partnership with large educational institutions, and supplementing each other in the collection of test questions, research, and development, specifically to a certain point of knowledge, a chapter of the division of labor, can effectively solve the problem of insufficient R & D team personnel.

The research and development capability of the teaching materials can also reflect the institution's recognition from another aspect. A solid research and development team can reflect the institution's teaching ability and teacher strength. Parents will be impressed by the teaching materials and thus increase their chances of choosing the institution.

Independent teaching materials will also reflect the teaching philosophy of an educational institution and allow students and parents to see the differences between this institution and other institutions or the superiority over other institutions. On the other hand, the quality of an institution's teaching materials also reflects the institution's brand from the side. It has a corresponding complementary and promotional role in enhancing the industry's competitiveness and strengthening the market share.

5.2.4 Optimize corporate image of calligraphy training

The results of the empirical study show that corporate image has a more significant impact on customer expectations, and training institutions with reputation and prestige have a stronger appeal to customers. At the same time, the display of corporate culture also drives up the organizational identity of customers. The corporate image comprises various factors, including service orientation, service environment, faculty strength, improved communication with society, making corporate information more transparent and open regarding channels and ways of access, etc. Such a display can reduce customer risk in the case of information asymmetry.

The results of the empirical study show that the overall environment also has a significant impact on student satisfaction. For the out-of-school education and training industry, the overall environment mainly reflects the essence of corporate image, which has a more significant impact on students' purchasing behavior bias. The corporate culture will also drive students to identify with the organization. For example, the doors of off-campus training institutions need to be eye-catching, schools need to display the results of students who have achieved excellent results through training in the past, and schools need to set up walls to display the style of students and teachers.

The industry of off-campus education and training itself is an industry that pays great attention to the accumulation of word of mouth, which is an intangible asset for the enterprise. The corporate image is formed by various factors, including the positioning of corporate services, the overall environment, the enterprise's faculty, the social status of the enterprise. Enterprises should focus on improving these aspects in their daily business management, and even the effect of old students' word-of-mouth publicity will significantly impact the shaping of corporate image. Shaping an excellent corporate image can effectively enhance students' satisfaction, not only making Already participated in the course of the old students to continue to buy, will also attract a large number of new students to buy related courses. The benefits of the enterprise will have a substantial increase.

5.2.5 Establish a timely and efficient complaint response system

Enhancing customer stickiness and improving customer loyalty is an enterprise's premise to develop at high speed. For an enterprise, losing customers means losing everything. When customers are dissatisfied with the enterprise's products or services, customers will complain at this time. The enterprise should take a positive attitude and, with efficient response strategies, timely for the products and services to consumers to bring dissatisfaction to Explain, do everything possible to retain customers. This practice can help enterprises to establish a good reputation and industry reputation, to enhance customer stickiness, and improve customer loyalty also has very important practical significance.

Different ways of responding to complaints will have different effects on the company. Positive and friendly communication is adopted, and a timely and efficient response is to be made. In that case, the image of the company will be significantly enhanced. If, on the contrary, the company is slow to reflect and respond when a complaint occurs, it will produce an irreversible blow to the image of the company.

In everyday work, one will find such a customer when they make a complaint. Suppose they

can solve the problem as soon as possible. In that case, their reliance on the enterprise will often be enhanced. It will have a higher degree of recognition and a more positive evaluation of the enterprise, so one must believe that the complaint is not a fatal problem. The most significant problem is that the enterprise can not promptly solve the complaint. When the complaint is generated, the positive response is the most efficient of all the solutions. When a complaint arises, a positive response is the most efficient of all means of resolution.

If a customer's complaint is not handled correctly, it may magnify a small problem, and if it is severe, it may affect the life and death of the company. When a complaint occurs, the correct and effective handling measures are provided. Then the corporate culture and values are spread to the market, which is the core of a company, the most valuable, and the fundamental that can stand in the industry. The main reason customers of education and training institutions complain is that the student's performance does not meet their expectations, and after a long period of study with human and financial resources, their performance cannot be improved, and their dissatisfaction eventually explodes. In order to understand the parents' demands and solve their specific problems, only by treating the students' and parents' dissatisfaction positively can the students be left behind to the greatest extent possible and not cause the phenomenon of customer loss like refunds.

For educational training institutions, it is also necessary to establish a timely and efficient system to respond to complaints. Larger educational institutions can establish a customer service department to respond to complaints. In comparison, smaller educational institutions can make the principal's phone number public so that when complaints occur, parents can directly communicate with the manager to avoid inefficiencies caused by layers of referrals.

With the rapid development of the education and training industry, the market volume continues to grow. All types of education and training institutions are pursuing the development mode of personalization and Koran quality service, so the managers of education and training institutions are required to have the eyes to find the value of complaints, integrate complaint management into the daily operation of the institution, and fully understand the connection between customer value and complaint value, to develop and grow the institution.

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