

<b>Title</b>	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
<b>Name</b>	Zhang Fang
<b>Advisor</b>	Dr.Kanokros Sudprapai
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### Abstract

The objectives of this research were: 1) To explore the relationship between customer-perceived quality and customer satisfaction 2) to analyze consumption has also been upgraded, consumers' demand for spiritual culture has been increase 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. 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.

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 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