

Study on the correlation between brand image and customer satisfaction in bilingual kindergarten sch

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ABSTRACT

As the result of the decreased birth rate in Taiwan, the competitiveness between bilingual kindergartens has become severe. Therefore, effective management that bilingual kindergartens should command to improve school brand image is crucial to attract the attention of students' parents. This study is to analyze how brand image that bilingual kindergarten schools manages affects customer satisfaction, in purpose of providing to bilingual kindergarten management as a resourceful reference.

The parents of private kindergartens in Taichung city were used as survey sample in this study. The survey was distributed in June, 2011 and final collections were made in August, 2011. A self-completion questionnaire survey regarding to this study was administered to a sample of 400 participants, which resulted with 360 valid samples, and 90% of response rate was generated. The data in the study was statistically analyzed by SPSS. Valuable finding from the survey results are as following:

1. The better brand image has a positive effect on increasing customer satisfaction.
2. Functional image directly and positively influences customer satisfaction.
3. Symbolic image directly and positively influences customer satisfaction.
4. Experiential image directly and positively influences customer satisfaction.

Keywords : bilingual kindergarten、 brand image、 customer satisfaction

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