

The Influence of Service Quality and Brand Image on Customer Satisfaction - in Case of Chinese Consumers

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ABSTRACT

This study aims at investigating the influence of service quality and brand image on customer satisfaction - in case of Chinese consumers. The influence of service quality and brand image on customer satisfaction is tested. This research also attempts to provide beneficial suggestions and implications for marketing practitioners. This study uses questionnaire survey to access consumers. Statistical analyses and multivariate techniques are applied to verify the proposed hypotheses. The procedure of data analyses starts from descriptive statistics analysis, factor analysis, coefficient of correlation analysis and regression analysis. Analysis results and interpretations are presented in the end of each section. Significant evidences are approved completely in three hypotheses and partially in six hypotheses. Research conclusion indicate that service quality, brand image, service quality and brand image are proved to have a signification positive and negative impact on physical facilities. Evidences also show that service quality, brand image, service quality and brand image imposes positive influence on both servant and advertising promotion are supported, which suggests firms should pay more attention on physical facilities.

Keywords : service quality, brand image, customer satisfaction

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