



**THE INFLUENCING FACTORS OF CUSTOMER
SATISFACTION WITH DECORATION COMPANIES - A CASE
STUDY OF YEZHIFENG DECORATION COMPANY**

**CHEN ZHAOZHEN
6517195828**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
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This Independent Study has been Approved as a Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration

Advisor.....

(Dr. Zhang Li)

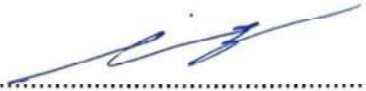
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.....
(Associate Professor Dr. Jomphong Mongkhonvanit)
Dean, Graduate School of Business

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With Decoration Companies -A Case Study of
Yezhifeng Decoration Company
By: Chen Zhaozhen
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(Dr.Zhang Li)

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ABSTRACT

This study aimed to study the influencing factors of customer satisfaction with decoration companies, taking Yezhifeng Decoration Company as a case study. The objective of this study were: 1) To explore the effect of service quality on customer satisfaction; 2) To explore the effect of price discounts on customer satisfaction; 3) To explore the effect of after-sale service on customer satisfaction.

This study adopted the quantitative research method, distributed 425 questionnaires, of which 400 were valid, with an effective rate of 94.10%. The questionnaire survey was conducted in Beijing. The sampling method was the simple random sampling.

This study found that service quality, price discounts, and after-sales service have a positive effect on customer satisfaction.

Studying the influencing factors of customer satisfaction with decoration companies reveals that decoration companies should provide consumers with more targeted high-quality products and services, thereby enhancing their market competitiveness.

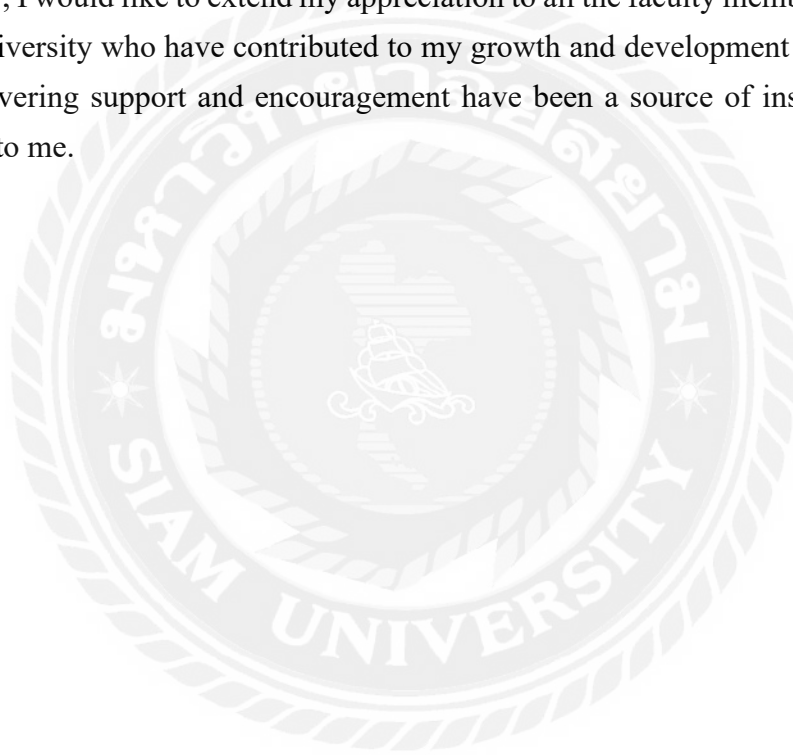
Keywords: influencing factors , decoration companies, customer satisfaction

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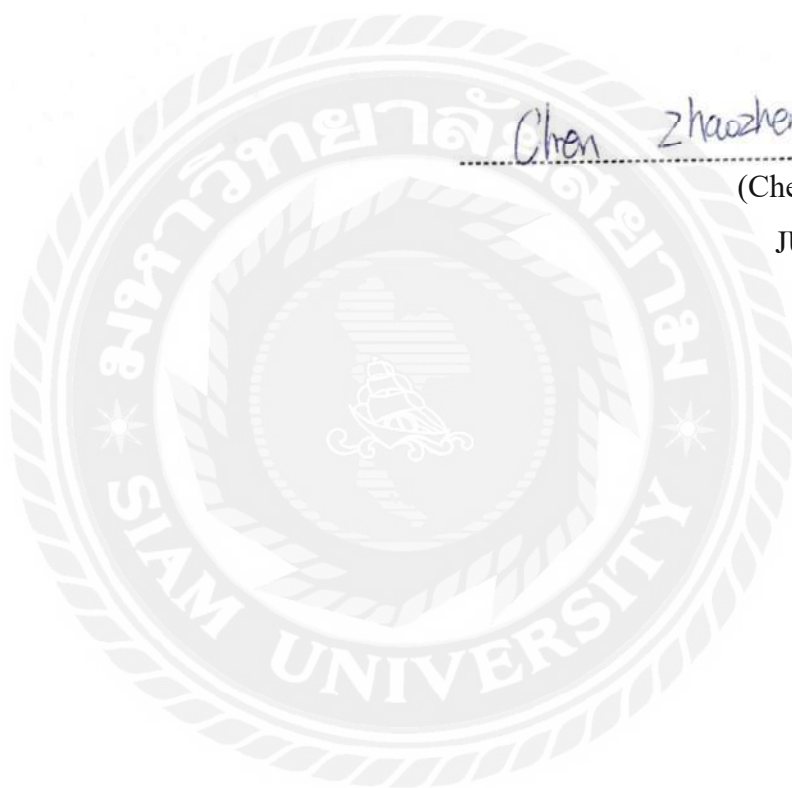
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Declaration

I, ChenZhaozhen, hereby certify that the work embodied in this independent study entitled “ The Influencing Factors of Customer Satisfaction with Decoration Companies: A Case Study of Yezhifeng Decoration Company ” is result of original research and has not been submitted for a higher degree to any other university or institution.



Chen Zhaozhen.

(Chen zhaozhen)

JUL 31, 2024

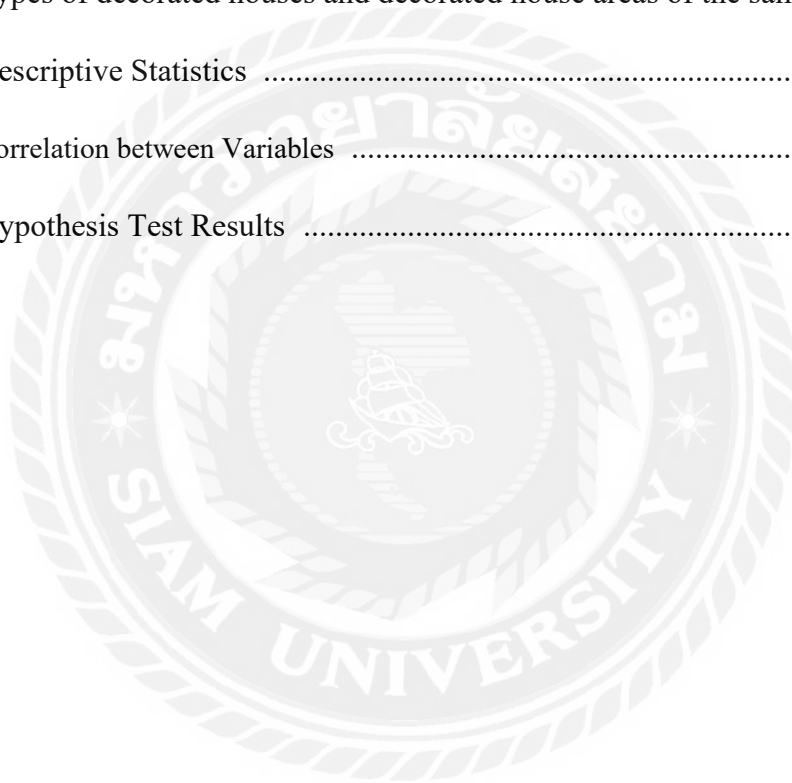
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Chapter 1 Introduction

1.1 Background of the Study

In recent years, China's decoration industry has made great progress. As an important part of the real estate industry, the decoration industry has played a positive role in promoting economic growth, urbanization, and the improvement of people's living standards. (Analysis Report on the Status of China's Decoration Industry, 2023-10-21)

The building decoration industry is an important part of China's national economic development. According to the different nature of building use, the building decoration industry is divided into the public building decoration industry and the residential decoration industry. Due to the accelerated urbanization process and the increase in per capita living area, the development space of the building decoration industry has expanded. Each building needs to be decorated several times during its entire life cycle, from the completion of the main structure to the end of its service life. Therefore, the building decoration industry is characterized by sustainable demand. (Zhongjing Baihui Research Centre, Development Status of China's Building Decoration Industry in 2024, 2024-05-29) In 2023, the national building decoration industry completed a total project output value of about 5.82 trillion yuan. Chart: gross project output value of China's building decoration industry, 2019-2023 (China Building Decoration Association, Zhongjing Baihui Research Centre)

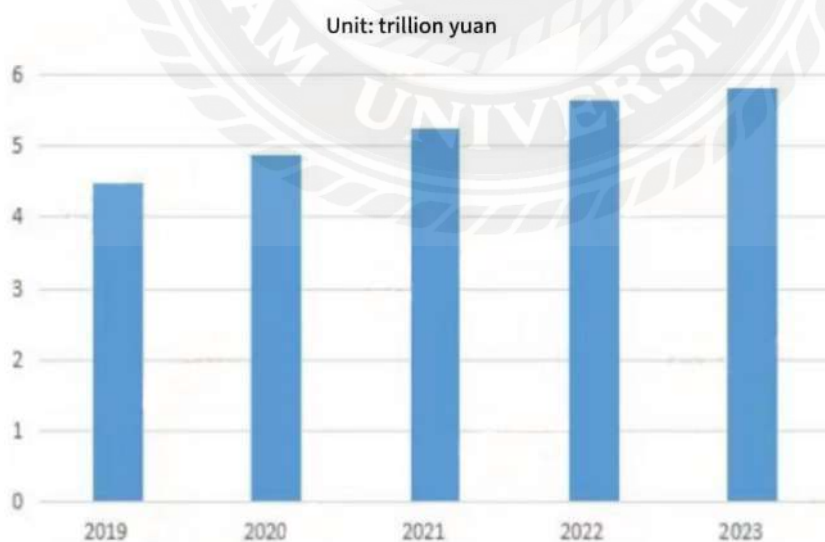


Figure 1.1 Total output value of China's decoration industry projects

Market scale: China's home improvement industry overall base is large, in a mature development stage, in 2022 home improvement market size for the first time exceeded three trillion, year-on-year growth rate of 7.8%. In the future, as the incremental market to the stock market gradually transitions, the industry will also face reshaping, is expected to increase and slightly decline year by year, but from the perspective of the entire economic environment to analyze, the next three years, the home improvement industry growth will continue to be higher than the GDP. It is expected that the market size will reach 3,780,200,000,000,000 in 2025, the industry has sufficient power to grow, and the future is expected. (Huajing Intelligence Network,2023-12-26)

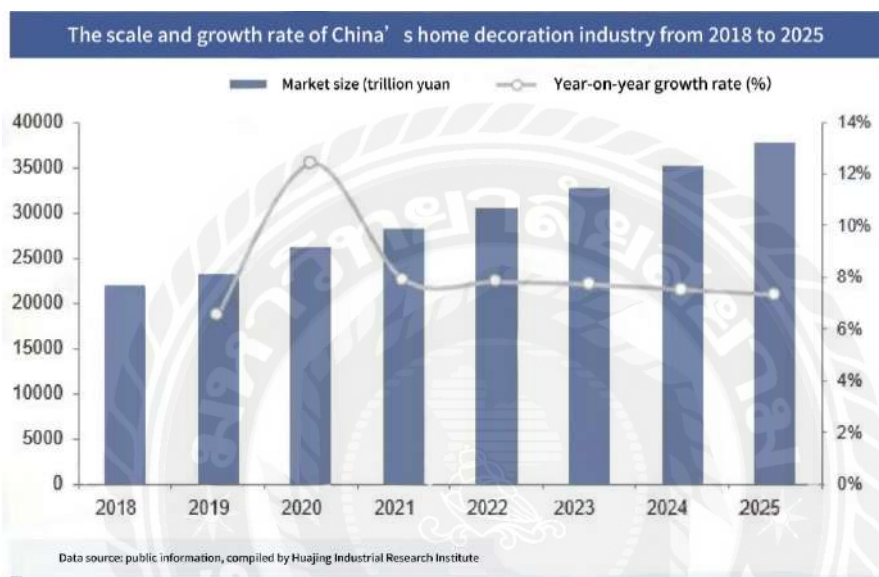


Figure 1.2 Scale and growth rate of China's decoration industry

In 2022, due to the impact of a certain recurrence and rebound of the New Crown epidemic, per capita disposable income excluding price factors grew by 2.9 percent in real terms compared with 2021, and although its growth rate fell, the trend of maintaining growth in per capita disposable income still provides the basis for an effective enhancement of the purchasing power of the population. The scale of per capita consumption expenditure was unchanged from the level in 2021, with a slight year-on-year decline after deducting the price factor - but when it comes to the breakdown of categories, housing is the second largest category of consumption expenditure after food, and its level increased by 4.3% year-on-year compared to 2021, which was the highest category of increase except for other supplies and services, and the growth rate was significantly higher than the overall increase in per capita consumer spending. This shows that consumers are willing to invest more in improving their living environment, which is potentially favorable for the home improvement industry. (Related report: "2024-2030 China Home Decoration Industry Market Research and Investment Potential Forecast Report" published by Huajing Industry Research Institute)

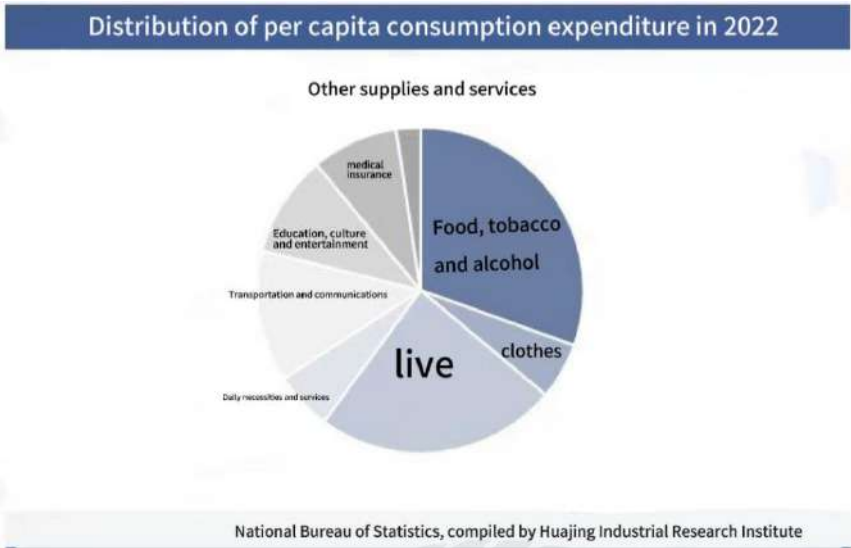


Figure 1.3 Distribution of per capita consumption expenditure

Consumer demand for personalized and customized design is increasing and the industry is adapting to this trend. Companies are committed to meeting the individual needs of their customers by offering customized design and decorating solutions. At the same time, the industry is increasingly focussing on multi-functional and flexible design. The flexibility of buildings and interior spaces can be adapted to different needs, such as flexible layouts of office space that can accommodate different work patterns and team needs. Sustainable construction has also become an important development for the industry in recent years as concerns about environmental impact have grown. This includes the use of renewable materials, energy-efficient technologies and environmentally friendly design and building practices to reduce consumption of resources and impact on the environment. (Zhongjing Baihui Research Centre, Development Status of China's Building Decoration Industry in 2024, 2024-05-29)

Consumers are generally willing to leave decoration to professional organizations. According to the research results, consumers' starting point for choosing a complete decoration company is highly focussed on professionalism and convenience, believing that choosing a complete decoration service can improve the efficiency of house decoration. In the decision-making process of design scheme, more consumers hope that the whole decoration company will provide both quantity and diversity of design schemes to meet personalized customization and select them by combining with the company's previous cases, which is particularly prominent among those who have renovation plans, showing that the majority of consumers have vague concepts of house design before the start of the renovation, and they need the guidance of a professional design team to tap into the demand for house design. (Huajing Intelligence Network, 2023-12-26)

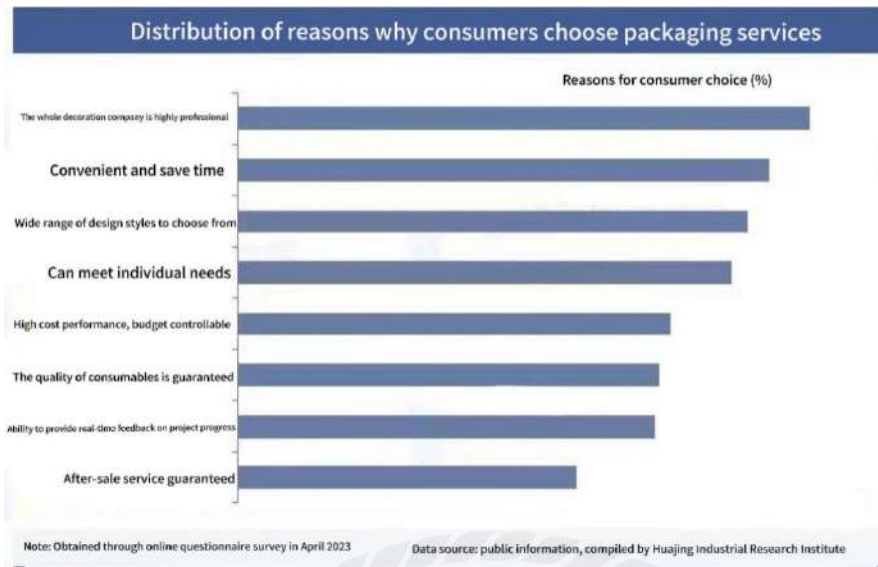


Figure 1.4 Reasons for consumer choice

1.2 Problems of the Study

- 1) Does service quality have a positive impact on customer satisfaction?
- 2) Does Price discounts have a positive impact on customer satisfaction?
- 3) Does after-sale service have a positive impact on customer satisfaction?

1.3 Objectives of the Study

- 1) To explore the effect of service quality on customer satisfaction.
- 2) To explore the effect of price discounts on customer satisfaction.
- 3) To explore the effect of after-sale service on customer satisfaction.

1.4 Scope of the Study

This study focuses on customer satisfaction of with decoration companies. The subject of the study is Yezhifeng Decoration Company, from the pre-sales, sales, after-sales aspects of the customer satisfaction. The study applied the theory of customer satisfaction to provide suggestions to improve the customer satisfaction. This study adopted the quantitative research methods, distributed 425 questionnaires, of which 400 were valid, with an effective rate of 94.10%.

1.5 Significance of the Study

- 1) Relevance:

Firstly, customer satisfaction directly affects the business growth of an organisation. Customer satisfaction leads to business growth and word-of-mouth effect, and satisfied customers are more likely to recommend the company to others, thus attracting more potential customers. Positive word of mouth and high levels of

customer satisfaction are what help to increase a company's competitiveness and market share. Secondly, satisfied customers are more likely to become loyal customers and continue to purchase products or services. This is crucial to the profitability of a business. It is the long-term customer relationships that will help stabilize the revenue stream of the business. Further, high customer satisfaction helps build a good brand image for the business. Satisfied customers become brand advocates for the business and spread a positive image. Trust is the foundation of customer satisfaction. Satisfied customers are more willing to establish a long-term relationship with the enterprise. Through customer satisfaction surveys, companies can tap into the key factors that affect customer satisfaction. This helps to improve the service quality in a targeted way and enhance the customers experience, and willingness to repeat purchases.

2) Theoretical significance:

The first aspect can enrich service marketing theory, provide empirical research on customer satisfaction in the decoration industry for the field of service marketing, and supplement and improve the existing service marketing theoretical system. The second aspect can expand the study of consumer behaviour, explore in depth the psychological and behavioural patterns of consumers in the consumption of decorative services, and provide new perspectives for the research of consumer behaviour and cases. The third aspect can promote interdisciplinary research, combining the theories and methods of management, psychology, sociology and other multidisciplinary disciplines, to promote the application and development of interdisciplinary research in the decorative industry. The fourth aspect can establish industry standards, through the study of customer satisfaction, to establish a set of standards and index systems for the decorative industry to measure the quality of the service and to regulate the industry's development.

In the fifth aspect, this study can provide reference for related research, provide reference and reference for customer satisfaction research in other similar service industries, and promote the service quality improvement of the whole service industry.

Chapter 2 Literature Review

2.1 Introduction

This chapter is divided into five parts: decoration companies, customer satisfaction, service quality, price discounts, and after-sales service.

2.2 Literature review

2.2.1 Studies on Decoration Companies

Wang & Geng (2016) pointed out that they provide an in-depth analysis of the outlook of China's building decoration industry and its development potential in the literature and suggest that shaping brand advantages and developing customer relationships are potential points of focus for future development of building decoration projects.

Xu & Yang (2020) pointed out that they put forward a feasible proposal for the construction of the building industry.

Li et al . (2021) pointed out that home decoration should align with the needs of the new era of society for decorative design and the concept of sustainable development.

Wang (2021) research shows that in the face of diverse decoration requirements from the general public, in order to meet residents' decoration needs as much as possible with extremely high construction efficiency, it is necessary to require units to reasonably apply intelligent technology in building decoration construction management.

Bai (2023) mentioned that for home decoration companies, the focus is on integrating resources and providing customers with comprehensive whole house solutions. But after intervening in whole house customization, the decoration company invested heavily in building a design and service team, mainly due to standardized construction and after-sales service.

2.2.2 Customer Satisfaction

In marketing theory research, the theory of customer satisfaction was put forward for the first time. Dardozo (1965) believed that customer expectations of the product or service directly determine their satisfaction, and the product or service improves customer satisfaction. It can stimulate the customer's desire to buy again. So far, marketing research on customer satisfaction theory has gone through more than half a century of history, foreign scholars mainly from the consumer's consumption of knowledge and product services after the customer's psychological state definition of customer satisfaction.

Miller (1972) pointed out that customer satisfaction is mainly defined as the gap between psychological expectations and experience. If this difference is negative, representing low customer satisfaction, it will cause customer dissatisfaction.

Churchill & Surprenant (1982) in the hundreds of enterprises after investigating consumer data in hundreds of enterprises, it was found that the customer generated psychological expectations and consumption after purchasing goods or services and obtaining the actual results by comparing the perceived state of customer satisfaction.

Wang (2019) pointed out that they constructed a structural equation model based on three satisfaction index models, and the results show that customer satisfaction is affected by a variety of factors, and customer loyalty to the enterprise can be achieved by improving customer satisfaction to increase customer stickiness.

Guerola et al. (2021) was committed to managing customer relations and five innovations to improve the performance of company operations. In today's technological advances, the main topics of the current academic community have been the use of information to carry out the customer's history, the establishment of a set of practical models, and the establishment of a customer relationship management system to carry out scientific customer relationship management.

Wang et al. (2019) pointed out that sorted out the literature related to employee satisfaction and customer satisfaction, and compiled the literature related to attraction and choice theory, balance theory, and emotional influence theory, summarised the literature on the impact of internal employee satisfaction on the company's profit, summarised the factors affecting employee job satisfaction analyzed by scholars, and finally put forward the methods and suggestions for improving employee satisfaction. Finally, it proposes methods and suggestions to improve employee satisfaction, which opens a new perspective for the company to improve customer satisfaction.

Li (2021) analyzed the improvement of customer satisfaction in automobile companies, first classified the links from car purchase to maintenance, determined the measurement indexes, calculated the weights of the indexes by using the hierarchical analysis method, and then designed a questionnaire, verified the authenticity of the survey data by using the secondary return visit and data de-emphasis, and put forward the following suggestions to improve customer satisfaction in C automobile companies: improve customer relationship management system, improve brand loyalty, improve customer relationship management system, improve brand loyalty, improve customer loyalty, improve customer satisfaction, and improve customer satisfaction. It is proposed that C Automotive Company should improve customer satisfaction by improving the customer relationship management system, enhancing brand loyalty, establishing a pre-sale and post-sale full-cycle care return visit system, strengthening the management of the sales staff employment mechanism and training mechanism, promoting the upgrading of dealerships' hardware facilities, strengthening the dissemination of the corporate culture, enhancing the dealerships' service awareness,

and establishing a dealer satisfaction incentive system for customer satisfaction enhancement.

Shang (2021) conducted systematic research on brand loyalty, studied the driving elements, regulating elements, and formation mechanism of brand loyalty, clarified the strategic direction and focus for the company to improve customer satisfaction, and provided theoretical guidance for enterprises to maintain competitive advantage. Scholars have pointed out that the relationship between customers' perceived quality and brand reputation is covariant rather than causal. The customer's perceived quality and brand reputation do not directly determine the customer's loyalty to the brand, but indirectly through customer satisfaction, customer trust, and perceived value, customer satisfaction is the cause, and perceived value is the effect. Customer satisfaction is the cause, and perceived value is the effect. Customer satisfaction is not the primary factor affecting customer loyalty, but trust is the primary factor affecting customer loyalty.

Liang (2021) believed that in the context of the rapid development of the Internet, consumer needs and demands have become an essential direction of enterprise product production, while consumer demand for products has also become the guide to market demand. For enterprises to improve the value of brand assets, it is necessary to provide value-added services for consumers through service marketing so that the profitability of the brand assets becomes tangible value.

Dash (2021) analyzed the correlation between customer satisfaction and purchase intention and concluded that two main factors influence customer satisfaction: brand awareness and brand image, and customer satisfaction can enhance purchase intention.

2.2.3 Service Quality

Chen (2021) proposed that in the context of a globalized economy, there should be a global indicator for evaluating customer satisfaction index, comparing the quality of products and services in domestic and foreign markets, and using a unified global customer satisfaction index to measure one's competitive advantages and disadvantages.

Chen (2019) believed that customer satisfaction is a composite experience of consumption and emotion. Customer satisfaction with products and services is influenced by factors such as price, quality, and appearance, as well as by improving customer social status. Customer satisfaction is when customers achieve their expected results during the consumption process.

Fomell (1992) argued that after the purchase of goods or services, consumers' subjective evaluation of the content of the goods and services, including the quality of services, is the customer's overall feeling of consumption. This directly affects the psychological feelings of consumers and reflects customer satisfaction.

Liang (2019) constructed a customer satisfaction measurement model for service enterprises based on SCSB, ACSI, and ECSI models to provide a reference for the

further application of the customer satisfaction index in the service industry. Through a survey and analysis of questionnaires distributed to consumers of three-star hotels in Jiangsu and Anhui, scholars found that the factors affecting customer quality perception, customer satisfaction, and customer loyalty are mainly influenced by customers' previous shopping experiences, word-of-mouth publicity, and customer demand. Meanwhile, customers are susceptible to the perceived value of quality and are likelier to ignore the cost of comparison or non-monetary costs in the transaction process. Scholars have studied the impact of customer switching costs on customer loyalty and found that the intense competition in hotels weakens the degree of customer switching and, only to a certain extent, negatively affects the customer's perceived value and customer loyalty.

Zhao (2018) used hierarchical regression analysis to study customer satisfaction and customer service system in five dimensions of building a customer service system for home decoration enterprises in Lhasa. The research results show that the three dimensions of customer perceived customer service system assurance, empathy, and responsiveness in home decoration enterprises are positively correlated with their satisfaction; And based on the results, improvement measures were proposed for home decoration enterprises to attach importance to the quality of software services, cultivate the service awareness and attitude of home decoration enterprise employees, enhance the speed of employee response to customer service, effectively utilize customer information and data, and improve customer complaint feedback mechanisms.

Tan (2011) believed that service quality is intangible and simultaneous, and the level of satisfaction and satisfaction that consumers feel during transactions directly affects the customer's evaluation of the company.

Wu (2017) believed that the impact of companies on service quality will continue to manifest in the later stages. To enhance competitiveness, companies must improve service quality.

Chun (2021) studied the perception of customers at the service stage of customer satisfaction and concluded that credibility service is most clearly perceived at the beginning and that perceived quality has a more significant impact on customer satisfaction at the beginning than at the end, but that the perception of trust in experiential services has a significant impact at all times.

Yu et al. (2019) believe that customers in the new era require higher service and personalized needs, and companies should have higher service quality. Companies should focus on self innovation to improve service quality.

Wu (2023) believed that the influencing factors of customer satisfaction in modern logistics enterprises include the enterprise's reputation, the enterprise's brand influence, serviceability, service attitude, communication with customers, customer care, and other factors, and that the weights of the influencing factors should be clearly defined

and optimally adjusted through the actual monitoring of the results to improve customer satisfaction continuously.

Wei's (2020) study suggests that customer perceived service quality is directly proportional to customer satisfaction.

Yan's (2021) customer satisfaction study based on the two-factor theory found that customer satisfaction is closely related to the emotional and psychological experience of customers receiving services. Customers will often be more satisfied if a company can provide better quality and more suitable services. Conversely, suppose the service content the company provides needs to be more comprehensive to meet customer needs, and there are problems with service quality and attitude. In that case, customers will not be able to generate higher satisfaction.

Wang (2020) believed that customer value has a moderating effect and has established an integrated framework for service quality, customer satisfaction, and customer value.

According to Li (2022), a service-oriented company is a company that focuses on customer satisfaction and provides intangible or tangible products to meet customer needs. Its characteristic is that the profits obtained through services account for an essential proportion of the company's total profits, and the enterprise can establish a long-term foothold in society due to the improvement of service quality. Service-oriented enterprises provide different services to customers due to their different industries. Service-oriented enterprises can better meet customer requirements, enhance user stickiness and loyalty, and strengthen the core competitiveness of the enterprise.

With the flourishing development of economics, Rust (2001) combined the quality of enterprise services with economic laws, proposing that the investment in service quality should match the development and service capabilities of the enterprise itself, rather than being excessively invested by the enterprise. The investment in service quality should ensure consistency between its input and output.

Yoon & Seo (2004) shifted their research focus to the impact of the relationship between enterprises and employees on service quality. Their study found that if enterprises have a positive employment relationship with employees at all levels, the higher the support and identification of employees with customer service work, the higher the customer evaluation and satisfaction; vice versa.

Bi (2006) found that customer satisfaction is determined not only by product quality but also by the quality of services provided by the merchant.

Medjoudj et al. (2013) conducted a multidimensional study on service quality and pointed out that when formulating strategies to improve customer service quality, enterprises should not only start from their management system and regulations but also include customer service satisfaction in the decision-making scope of strategy formulation.

In terms of service quality, early American scholars such as Parasuraman (1985) proposed the theoretical evaluation method of SERVQUAL. Based on the difference between customers' expectations and actual feelings of service, service quality is divided into three levels: rejected, satisfied, and ideal.

Hendayani et al. (2020) pointed out through their research that in the new era, enterprises need to not only meet customers' expectations in improving service quality but also exceed them and adopt a refined, complete process, dynamic, and real-time service model to enhance service quality from multiple perspectives.

Adriana et al. (2016) proposed that the quality of corporate services directly reflects customer satisfaction and is an essential indicator for evaluating performance. Therefore, he divided customer satisfaction into two different indicators: cumulative and specific. He believes that customer satisfaction is the most direct reflection of a company's management ability.

Scholars such as Zhu & Wang (1999) believe that technical quality is the most important quality of service. Only by proficiently applying professional knowledge and skills in service delivery can we provide customers with high-quality services.

2.2.4 Price Discounts

Research has shown that price discounts can improve customer satisfaction in the short term, as customers feel they receive higher value. Lichtenstein et al. (1993). However, this increase in satisfaction may be temporary. As Kumar & Shah (2004) stated, its long-term effects may be influenced by other factors, such as service quality and subsequent support.

High-frequency discounts may weaken a brand's high-end image, leading to increased sensitivity of customers to price discounts and affecting overall service satisfaction Campbell & Diamond (1990). Customers may perceive discounts as a sales strategy, affecting their evaluation of the company's service quality.

Bitner (1990) mentioned in the article that price discounts and the quality of service determine customer satisfaction. Research has found that even with price discounts if service quality is poor, overall customer satisfaction may still be low. Zeithaml et al. (1996) mentioned this in their article. The impact of service reliability, responsiveness, and customer care on customer satisfaction may exceed price factors.

Oliver (1999) believed that combining discounts and service quality can significantly improve customer satisfaction. Customer satisfaction and loyalty often increase when a company provides high-quality services while implementing appropriate discount strategies.

Customer expectations have a significant impact on their satisfaction. Research suggests that discounts may alter customers' expectations of company value (Grewal et al., 1998). If the discount fails to meet customer expectations, it may harm satisfaction.

Bolton & Drew (1991) and other scholars believed that sustained price discounts may make customers accustomed to low prices in the long run, making it difficult for them to accept normal prices in the future. This may affect their long-term satisfaction with the company's brand.

Different types of discounts (such as percentage discounts, cash discounts, and buy one, get one free) may impact customer perception and satisfaction differently, as Narasimhan et al. (2006) mentioned in the article. Research suggests selecting appropriate discount types based on customers' purchasing habits and psychological expectations to maximize their satisfaction.

Homburg et al. (2005) and other scholars believed that in the decoration industry, price discounts are often combined with factors such as service quality, design capabilities, and on-time project delivery, which affect overall customer satisfaction. Successful cases in the industry demonstrate that discount strategies should complement high-quality service and effective customer communication to achieve optimal customer satisfaction.

2.2.5 After-sales Service

Scholars such as Ma et al. (2022) believed that customer satisfaction is a quantitative measurement method that compares customer expectations with the actual degree of customer satisfaction after receiving a product or service. Empirical research was conducted on Guangzhou Telecom, using historical customer satisfaction data and integrating equations through customer satisfaction analysis. It was concluded that network quality is a crucial factor affecting customer satisfaction.

Regarding service quality, scholars such as Zhu (1999) believed that technical quality is the most essential quality of service. Only by proficiently applying professional knowledge and skills in the process of service delivery can we provide customers with high-quality services.

Xu & Zheng (2010) believed that expanding the primary salary ratio of after-sales staff in after-sales service outsourcing is beneficial for stabilizing the after-sales service team, reducing the mobility of after-sales service personnel, and minimizing the possibility of one-time transactions. At the same time, implementing performance evaluation based on a specific ratio of basic salary is the key to motivating after-sales maintenance personnel to provide higher levels of after-sales service.

Liu & Ding (2015) believed that outsourcing after-sales service has become a common property between manufacturers and service providers. In the eyes of consumers, after-sales service is an integral part of the goods sold by manufacturers, and the reputation of manufacturers is closely related to after-sales service. Therefore, the governance of the contractual relationship between the contracting parties is essential for contract efficiency.

Potluri (2010) found from a study on customer satisfaction with after-sales service that customer satisfaction is not only influenced by the ability level of service staff, but also by product quality and the response speed of after-sales service.

Su (2014) emphasized the importance of after-sales service satisfaction, pointing out that product price and functionality are no longer the main determining factors in purchasing a product. In the process of service satisfaction and after-sales service, as an intermediary based on trust, further research is conducted on the customer's after-sales service satisfaction, repurchase intention, and recommendation intention when purchasing products.

In their research, Kaner & Karni (2018) adopted new initiatives, such as recycling systems and after-sales service networks. They proposed a holistic approach to integrate manufacturing and services while considering the concept of environmental sustainability.

Gustafsson (2020) pointed out that innovation in after-sales service challenges existing products and business models shapes existing markets, and creates new markets to find new opportunities in after-sales service and provide new directions and ways to improve after-sales service.

On improving customer satisfaction, Liu (2019) made innovations in terms of after-sales service content, process, language, organization, and philosophy.

Li et al. (2012) proposed based on enhancing the core the management innovation practice of competitiveness, pointed out that market-oriented thinking should be used to enhance the innovation of after-sales service, such as How to respond quickly, effectively, and with high-quality to after-sales service is a crucial concern for enterprises.

Liu (2014) believed that QC activities, as an essential enterprise quality management behaviour, can significantly improve after-sales service satisfaction, especially in fully utilizing the diagnostic and improvement functions of QC in after-sales service.

Zhang (2011) conducted research and development on a web-based ERP after-sales service system, which further enriched the construction ideas of after-sales service management systems.

2.3 Overview of Yezhifeng Decoration Co.

Yezhifeng Decoration Company is a home decoration company established in 1997. The full name of Yezhifeng Decoration Company is Beijing Yezhifeng Novartis Decoration Co., Ltd., formerly known as Beijing Yezhifeng Decoration Co., Ltd. It has been committed to environmentally friendly decoration for more than 20 years. Its business covers indoor environmental design, high-quality decoration engineering, and sales of environmentally friendly building materials. It provides customers with a ten-year warranty, full butler service, and one-stop decoration services for environmental protection. It is engaged in the design, construction, and supply of building materials for residential and large public buildings. It is one of the largest home decoration companies in China and the only vice president unit of the China Building Decoration Association for home decoration enterprises in Beijing. Yezhifeng has multiple wholly-owned subsidiaries and branch offices throughout China, including over 20 directly operated branches, more than 90 franchise branches, over 200 storefronts, more than 2000 designers, and over 20000 professional construction personnel, forming one of the largest home decoration service networks in China. With over ten years of experience in decorating more than 100000 households, Yezhifeng has continuously explored and innovated on the path of environmentally friendly home decoration, and has become a true "leader in China's environmentally friendly home decoration". So Yezhifeng also takes "pursuing excellence, harmonious sharing, and creating a noble life" as its responsibility, and aims to become a "sustainable leader in China's home industry" as its vision. It will continuously provide customers with cost-effective home services and contribute to the continuous development of China's home industry. Yezhifeng is distributed throughout the country, forming the largest home decoration service network in China. Yezhifeng leads the development of the industry with innovation, and every innovation drives the transformation of the home decoration industry. Yezhifeng is truly a "leader in China's environmentally friendly home decoration", leading the way in the field of home decoration and environmental protection, with the first domestic research center for decoration and environmental protection.

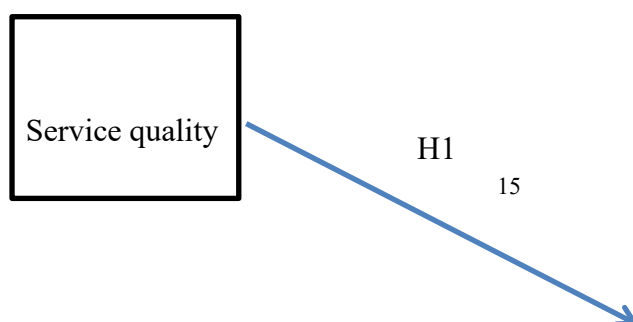
Continuously providing customers with cost-effective home services and contributing to the Chinese home industry. The scale of China's home decoration market continues to expand, reaching 2.5 trillion yuan, of which the proportion of the whole decoration market will exceed 50%. The home decoration industry is facing multiple challenges and opportunities such as consumption upgrading, environmental protection requirements, personalized needs, and intelligent trends. As a leading enterprise in the home decoration industry, Yezhifeng actively responds to market changes, continuously innovates business models, improves service quality, builds brand influence, and develops together with customers, partners, employees, and society. Yezhifeng has a high level of popularity and reputation in the home decoration industry and has also won multiple honors and awards, such as China's Top 100

Customized Home Brands, Excellent Home Brands, and Top 10 Customized Home Furnishings. The goal of Yezhifeng is to become a sustained leader in China's home furnishing industry, creating a noble quality of life for customers.

For many years, Yezhifeng has always adhered to customer evaluation as the standard, and improving customer satisfaction as the company's greatest pursuit, emphasizing the establishment of the corporate brand; Adhere to a generous, professional, innovative, and efficient work style; Adhere to the business philosophy of customer satisfaction and social satisfaction, and create a first-class large enterprise in China. Yezhifeng relies on its large and professional team of designers, as well as hundreds of well-trained and high-quality construction teams, to obtain a series of honors. This is not only a recognition of Yezhifeng's previous work, but also an incentive for their future work. Yezhifeng has been awarded multiple honors such as "AAA level Quality Integrity Member Unit" and "Quality Integrity Consumer (User) Trustworthy Unit" by the China Quality Integrity Promotion Association. So, the service advantages of Yezhifeng include Yezhifeng's three-level design service system: according to different needs, Yezhifeng has set up high-end interior design studios in Fengyi, mainly focusing on villa design, boutique large-scale residential design studios, as well as hundreds of design storefronts and three-level design service organizations to meet the needs of consumers of different levels. ERP enterprise management system: Yezhifeng fully launched the ERP enterprise management system in 2005. This system has strengthened management and tracking in pre-sales consultation, engineering implementation, and after-sales service and warranty in response to the characteristics of the home decoration industry, effectively improving work accuracy and service quality, and realizing the value concept of customer-centric enterprise. Yezhifeng customers have enjoyed more scientific and convenient home decoration services than before.

2.4 Theoretical Framework

Based on the analysis and review of the numerous studies on customer satisfaction, the customer satisfaction with decoration companies is influenced by factors including service quality, price discounts, and after-sales service. Therefore, this study establishes a theoretical framework based on the customer satisfaction theory as shown in Figure 2.1.



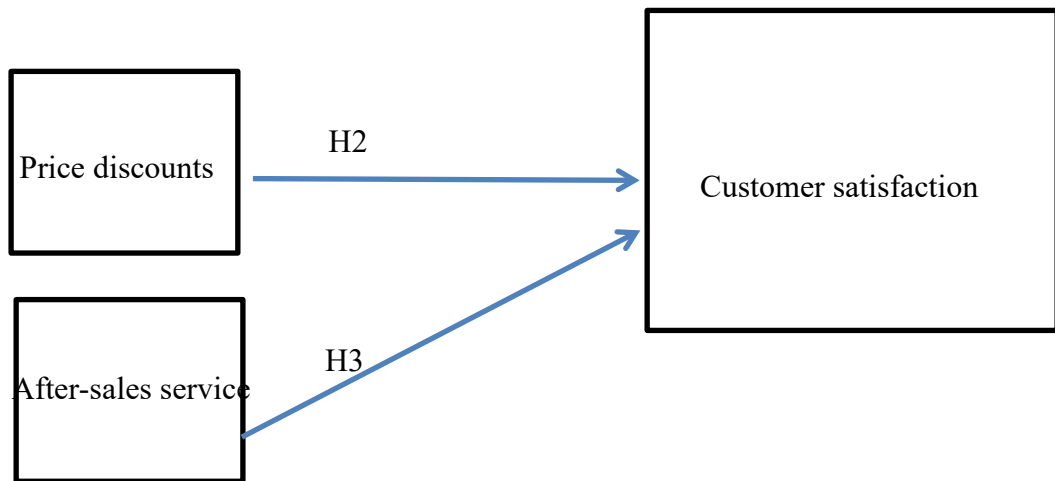
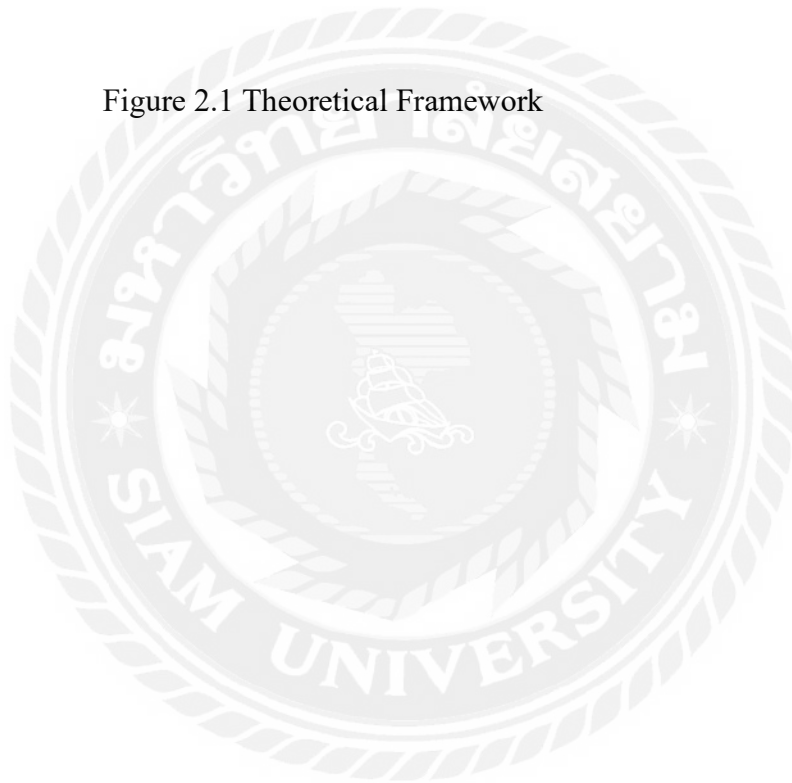


Figure 2.1 Theoretical Framework



Chapter 3 Research Methodology

3.1 Research Design

This study focused on the factors affecting customer satisfaction with decoration companies. Research variables which include service quality, price discounts, and after-sales service are proposed and the measurement for each variable was designed based on the classic scales of the literature.

3.2 Questionnaire Design

This study used a customer satisfaction questionnaire. The first part is the basic information about the customers, including age, gender, type of house decorated, and size of house decorated. The second part is a measurement of satisfaction based on four variables: service quality, price discounts, after-sales service, and overall satisfaction.

Table 3.1 Questionnaire Items

Variate	Measurement item	NO.
Service quality	Are you satisfied with the preliminary consulting services provided by the decoration company?	Q1
	Have you been satisfied with the communication and solution design between the designer and you?	Q2
	Are you satisfied with the technical level and work attitude of the construction team?	Q3
	Is the supervision and management of the construction process by the engineering supervisor in place?	Q4
	Does the quality and selection of decorative materials meet your expectations?	Q5
Price discounts	Do you think the total cost of decoration is reasonable?	Q6
	Are you satisfied with the transparency of the quotation provided by the decoration company?	Q7
After-sales service	Is the response speed of after-sales service after decoration timely?	Q8

	Are you satisfied with the ability and attitude of after-sales personnel to solve problems?	Q9
Customer satisfaction	After comprehensive consideration, how satisfied are you with the overall service of the decoration company this time?	Q10
	Would you be willing to recommend our decoration company to friends or relatives?	Q11

3.3 Hypothesis

The independent variables in this study are service quality, price discounts, after-sales service. The dependent variable is customer satisfaction and the model is constructed based on the relationship between the variables. The relationship between the variables is set through hypotheses. as follows:

- H1: Service quality of decoration companies has a significant positive effect on customer satisfaction.
- H2: Price discounts offered by decoration companies have a significant positive effect on customer satisfaction.
- H3: After-sales service of decoration companies has a significant positive effect on the increase of customer satisfaction.

3.4 Data Collection

To investigate the impact of customer satisfaction with decoration companies, a questionnaire survey was conducted in the Beijing area. The questionnaire was distributed electronically randomly using the questionnaire link. A total of 425 questionnaires were distributed, and 400 valid questionnaires were collected, with a response rate of 94.1%, which can be used for data analysis.

3.5 Data Analysis

3.5.1 Reliability of the Questionnaire

The reliability of the questionnaire, that is, the reliability of the questionnaire. The evaluation of reliability coefficient, if the distance between Cronbach's Alpha reliability coefficient and 1 is small, it means that the reliability within the data is high, and vice versa, the reliability is low. It is generally believed that alpha between 0.6-0.65 is not recommended, alpha between 0.65-0.7 is the minimum acceptable value, alpha between 0.7-0.8 is considered good, and alpha between 0.8-0.9 is considered very good. SPSS reliability analysis was used to test the reliability, mainly examining Cronbach's Alpha reliability coefficient. The test results of this study are shown in section 3.2.

The Cronbach's Alpha coefficient for the service quality of the decoration company is 0.917, the Cronbach's Alpha coefficient for the price discounts of the decoration company is 0.764, the Cronbach's Alpha coefficient for the after-sales service of the decoration company is 0.929, and the Cronbach's Alpha coefficient for the customer satisfaction of the decoration company is 0.924, all ranging from 0.7 to 0.9, indicating that the reliability of this survey questionnaire is good. Further analysis will be conducted to determine its correlation. As shown in Table 3.2.

Table 3.2 Variate reliability test

Variable	Cronbach's Alpha	Item Quantity
Service quality of decoration companies	0.917	5
Price discounts offered by decoration companies	0.764	2
After-sales service of decoration companies	0.929	2
Customer satisfaction	0.924	2

3.5.2 Validity of the Questionnaire

The validity of the questionnaire was tested using KMO and Barirt ball test. According to the testing criteria for KMO values, if the KMO value is less than 0.5, it means that the validity of the questionnaire is poor. When the KMO value approaches 1, it means that there are more common factors among the questionnaire items, which is more conducive to analyzing and testing each factor. The validity results of this questionnaire are shown in Table 3.3. The overall KMO value of the questionnaire reached 0.906, and the significance value of the Barlit ball test was 0.000. Therefore, this questionnaire has good validity.

Table 3.3 KMO and Bartlett's Test

KMO sampling suitability quantity		0.906
Bartlett's Test of Sphericity	Approximate chi square	7221.977
	freedom	55
	significance	0.000

Using principal component analysis to conduct factor analysis on the influencing factors scale of customer satisfaction for decoration companies, and to test the

rationality of the scale dimension setting. Extracting factors with features greater than 1 in the analysis, the cumulative total variance explained by this factor is 87.657, as shown in Table 3.4 for the total variance explanation.

Table 3.4 Total Variance Explained

comp onent	initial eigenvalue			Extract the sum of squared loads			Sum of squared rotational loads		
	total	Variance percentag e	Accu mulat ed%	total	Variance percenta ge	Accu mulat ed%	total	Variance percenta ge	Accu mulat ed%
1	8.491	77.195	77.195	8.491	77.195	77.195	5.968	54.256	54.256
2	1.151	10.461	87.657	1.151	10.461	87.657	3.674	33.401	87.657
3	.495	4.502	92.159						
4	.289	2.625	94.784						
5	.147	1.336	96.120						
6	.123	1.116	97.236						
7	.115	1.048	98.284						
8	.070	.638	98.923						
9	.054	.489	99.411						
10	.038	.341	99.753						
11	.027	.247	100.000						

3.5.3 Analysis of Questionnaire Data

Descriptive Statistics: Descriptive statistics were used to summarize and describe the basic features of the dataset. Measures such as mean, median, standard deviation, and frequency distributions provided an overview of the demographic information and the responses to the survey questions. Descriptive statistics helped in understanding the general patterns and trends in the data, serving as a preliminary step before more complex analyses.

Correlation Analysis: Correlation analysis was conducted to examine the strength and direction of the relationships between the independent variables and the dependent variable. Pearson's correlation coefficient was used to assess the linear relationships

between service quality, price discounts, after-sales service, and customer satisfaction. This analysis provided initial insights into how these variables are associated with each other, laying the groundwork for further hypothesis testing.



Chapter 4 Findings

4.1 Introduction

A total of 400 valid questionnaires were collected for this study and the validity of the questionnaires was 0.906. The data collected were analyzed descriptively and systematically and the data conformed to normal distribution. The correlation was verified based on the hypothesized relationship between variables. Pearson correlation analysis was used to determine the correlation and significance between each variable. Finally, conclusions of the study were drawn based on the analyses.

4.2 Demographic Characteristics of Respondents

At the time of this study, people who needed to decorate their houses were the subjects of the study, and questionnaires were distributed to people in the areas of Shenzhen, Fujian, Taiyuan, and Guangzhou. A total of 425 questionnaires were distributed, and the recovered valid questionnaires were 400, with an effective recovery rate of 94.12%. The sample distribution of the satisfaction questionnaire is as follows: 208 men participated in the survey, accounting for 52% of the total number of respondents, and 192 women, accounting for 48% of the total number of respondents, with the proportion of men and women equal. As for the age of the respondents, there are 60 people under 25 years old, accounting for 15 %; 264 people aged 25-35 years old, accounting for 66 %; 40 people aged 36-45 years old, accounting for 10 %; 32 people aged 46-55 years old, accounting for 8 %; and 4 people aged 55 years old and above, accounting for 1 %. As shown in Table 4.1, the sample as a whole meets the statistical requirements.

Table 4.1 Distribution of Gender and Age of Samples (N = 400)

Item	Options	Frequency	Percent%
Gender	Male	208	52%
	Female	192	48%
Age	Below 25	60	15%
	25-35	264	66%
	36-45	40	10%
	45-55	32	8%
	Over 55	4	1%
Total		400	100%

4.3 Types of Houses and Housing Areas

The questions on the type of house decorated and housing area show (Table 4.2) that the flat accounted for 37 %, the villa accounted for 22 %, the square accounted for 35%, and other types of housing accounted for 6 %. In the region where the questionnaire was issued, most of them are first-tier cities and second-tier cities, the flat decoration style is roughly the same and similar, the cottage and villa decoration style is not a single style, more styles, more space to play.

The proportion of houses with an area of less than 50 square meters is 18%, the proportion of houses with an area of 50 square meters to 100 square meters is 32%, the proportion of houses with an area of 101 square meters to 150 square meters is 40%, and the proportion of houses with an area of more than 150 square meters is 10%.

Table 4.2 Types of decorated houses and housing areas of the sample (N=400)

Item	Options	Frequency	Percent%
House type	apartment	148	37%
	villa	88	22%
	bungalow	140	35%
	other	24	6%
Housing area	Less than 50 square meters	72	18%
	51-100 square meters	128	32%
	101-150 square meters	160	40%
	Over 151 square meters	40	10%
Total		400	100%

The descriptive statistical analysis was performed on each question item of each variable. The main measurements are the maximum, minimum, mean, and average of each item, as well as the standard deviation of variables. The analysis found that the major and minor values of each question item are 5, the minimum value is 2, and the average value is above 3.8. It can be observed that the average value of the service quality of the decoration company is 3.95, the average value of the price discounts is 3.935, the average value of the after-sales service is 4.065, and the average value of customer satisfaction is 3.86.

Table 4.3 Descriptive Statistics

Various	Items	Min	Max	Mean	Total Mean	Std.Deviation
Service quality	Q1	4	5	4.09	3.95	0.287
	Q2	2	5	3.96		0.547
	Q3	2	5	3.88		0.496
	Q4	2	5	3.95		0.456
	Q5	2	5	3.87		0.542
price	Q6	2	5	3.81	3.935	0.484
	Q7	2	5	4.06		0.507
After-sales service	Q8	2	5	4.11	4.065	0.565
	Q9	2	5	4.02		0.548
Customer satisfaction	Q10	2	5	3.81	3.86	0.612
	Q11	2	5	3.91		0.635

4.4 Correlation Analysis

Correlation analysis is the process of analyzing two or more elements of a variable that are correlated in order to measure the closeness of the correlation between two elements of the variable. There needs to be a certain link or probability between the correlated elements for correlation analysis to take place. In order to be able to explore the relationship between different groups, correlation analysis has definitely become the best method of statistical analysis. Pearson's correlation coefficient: It is suitable for two groups of variables that are continuous, and works best when they satisfy an approximately normal distribution and are linearly related. Pearson's correlation coefficient is a statistical measure used to reflect the degree of linear correlation between two variables. The correlation coefficient is denoted by r , where n is the sample size, and n is the observed and mean values of the two variables. r describes the degree of linear correlation between the two variables, and the larger the absolute value of r , the stronger the correlation is. Based on the results of the above analysis, it can be seen that there is a 99% significant correlation between the variables. And the correlation coefficient is greater than 0, so all are positively correlated.

Table 4.4 Correlation between Variables (Pearson correlation matrix)

		Service quality of decoration companies	Price discounts offered by decoration companies	After-sales service of decoration companies	Customer satisfaction
Service quality of decoration companies	Pearson correlation	1	.906**	.862**	.951**
	Significance (dual tailed)		.000	.000	.000
	Number of cases	400	400	400	400
Price discounts offered by decoration companies	Pearson correlation	.906**	1	.907**	.911**
	Significance (dual tailed)	.000		.000	.000
	Number of cases	400	400	400	400
After-sales service of decoration companies	Pearson correlation	.862**	.907**	1	.827**
	Significance (dual tailed)	.000	.000		.000
	Number of cases	400	400	400	400
Customer satisfaction	Pearson correlation	.951**	.911**	.827**	1
	Significance (dual tailed)	.000	.000	.000	
	Number of cases	400	400	400	400

NOTE:*. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation coefficient between service quality and customer satisfaction is 0.951, $P < 0.01$, indicating a general correlation between service quality and customer satisfaction.

The Pearson correlation coefficient between price discounts and customer satisfaction is 0.911, $P < 0.01$, indicating a general correlation between price discounts and customer satisfaction.

The Pearson correlation coefficient between after-sales service and customer satisfaction is 0.827, $P < 0.01$, indicating a general correlation between after-sales service and customer satisfaction.

The Pearson correlation coefficient between service quality and after-sales service is 0.862, $P < 0.01$, indicating a general correlation between service quality and after-sales service.

The Pearson correlation coefficient between price discounts and after-sales service is 0.907, $P < 0.01$, indicating a general correlation between price discounts and after-sales service.

The Pearson correlation coefficient between service quality and price discounts is 0.906, $P < 0.01$, indicating a general correlation between service quality and price discounts.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

A total of 400 valid questionnaires were collected in this study, and the validity rate is 89.20%. This chapter focuses on analyzing the factors affecting customer satisfaction and proposing countermeasures. Firstly, the factors affecting customer satisfaction are theoretically classified, and the important factors including the company's service quality, price discounts, after-sales service, as well as how they affect the development of the decorating company, were elaborated in detail. Then the degree of influence of each of these factors on customer satisfaction was analysed through correlation analysis. The results show that all three influencing factors have a significant impact on customer satisfaction, with the company's service quality, the company's price discounts, and the company's after-sales service, having almost the same degree of influence. The study on the influencing factors of customer satisfaction provides a good basis for the countermeasures and management suggestions for the development of decoration companies.

5.1.1 Decoration companies' service quality has a significant positive effect on customer satisfaction

The Pearson correlation coefficient between the service quality of decoration companies and customer satisfaction is 0.951, $P < 0.01$, indicating that there is a correlation between the service quality of decoration companies and customer satisfaction, and it is a general correlation. The correlation coefficient is 0.951, which indicates that there is a certain degree of positive correlation between the two, i.e., as the service quality of the company is improved or strengthened, customer satisfaction may increase. The existence of this relationship is supported by a p-value of less than 0.01, which means that the correlation is unlikely to be due to random factors but is statistically significant. Correlation is not the same as causation. Although this study found a correlation between SSI and customer satisfaction, it did not establish a causal relationship. In other words, it cannot simply be assumed that the improvement of the company's service quality will directly lead to the improvement of customer satisfaction, and further research is needed to explore the specific relationship between the two and the possible causal mechanisms.

5.1.2 Decoration companies' price discounts have a significant positive effect on customer satisfaction

The Pearson's correlation coefficient of the price discounts of decoration companies on customer satisfaction is 0.911, $P < 0.01$, indicating that there is a correlation between the price discounts of decoration companies and customer

satisfaction, and it is a general correlation. When Pearson's correlation coefficient is 0.911, it shows that there is a moderate positive correlation between price discounts of decoration companies and customer satisfaction. This means that there is a consistency between price discounts of decorating companies on customer satisfaction, i.e., the higher the price discounts of the company, the higher the likelihood of a corresponding increase in customer satisfaction. However, the value of the correlation coefficient is not entirely positive, suggesting that the company's favorable price is not the only factor affecting customer satisfaction, but may be influenced by other factors. $p < 0.01$ indicates that this correlation is not accidental and is statistically significant. This means that in statistical analyses, we can exclude correlations due to random errors, so the correlation is real and not due to sample error or chance. The results of this study suggest that price discounts of discounts companies have a positive impact on customer satisfaction, but it is not certain that the company's favorable price is the direct cause and there may be other influencing factors. Therefore, although the company's favorable price can provide some support for customer satisfaction, the influence of other factors on customer satisfaction needs to be considered to develop a more comprehensive and effective plan to improve customer satisfaction.

5.1.3 Decoration companies' after-sales service has a significant positive effect on customer satisfaction

The Pearson correlation coefficient of the after-sales service of decoration companies on customer satisfaction is 0.827, $P < 0.01$, indicating that there is a correlation between the after-sales service of a decoration company and customer satisfaction, and it is a general correlation. When Pearson's correlation coefficient is 0.827, it shows that there is a moderate positive correlation between the after-sales service and customer satisfaction. This means that there is a consistency between after-sales service and customer satisfaction in decoration companies, i.e. the better the company's after-sales service, the higher the customer satisfaction accordingly. However, the value of the correlation coefficient is not completely positive, which means that the company's after-sales service is not the only factor affecting customer satisfaction, but may also be affected by other factors. $p < 0.01$ indicates that this correlation does not occur by chance and is statistically significant. This means that when performing statistical analyses, we can exclude the correlation due to random errors, and therefore the correlation is real and not due to sample error or chance. The results of this study show that there is a correlation between after-sales service of decoration companies and customer satisfaction, but it is not certain that after-sales service of decoration companies is the direct cause of the increase in customer satisfaction, and there may be other influencing factors. Therefore, in the process of carrying out after-sales service, other influencing factors are needed to develop appropriate after-sales teaching and training programs to better meet customers' needs.

Table 5.1 Hypothesis Test Results

NO.	Hypothesis	Result
H1	Service quality of decoration companies has a significant positive effect on customer satisfaction.	Established
H2	Price discounts offered by decoration companies have a significant positive effect on customer satisfaction.	Established
H3	After-sales service of decoration companies has a significant positive effect on customer satisfaction.	Established

5.2 Recommendation

5.2.1 Service quality

Firstly, optimize the quality of decoration, strictly control the quality of materials, establish long-term cooperative relationships with high-quality suppliers, and ensure that the materials used meet environmental protection, durability, and other standards. Conduct quality inspections on each batch of materials to prevent substandard products from being passed off as good. Improve the level of construction technology, regularly train construction personnel to master the latest construction techniques and processes, establish strict construction specifications and quality standards, and strengthen supervision and inspection during the construction process.

Secondly, provide personalized design services, deeply understand customer needs, arrange professional designers to communicate sufficiently with customers, and understand their living habits, preferences, and decoration budgets. Conduct regular market research to understand the constantly changing needs and expectations of customers in the field of decoration. Analyze the characteristics and preferences of different customer groups in order to provide more targeted services. Innovative design concepts encourage designers to continuously learn and draw on advanced design concepts from domestic and international sources and innovate based on customer needs. Provide diverse design solutions for customers to choose from and meet their personalized needs.

The third is to strengthen project management and develop a reasonable construction plan. Before the project starts, develop a detailed construction plan based on the scale and complexity of the project, clarifying the work tasks and time nodes of each stage. Consider possible influencing factors such as weather changes and material supply delays, and reserve a certain amount of flexible time. Strengthen construction progress monitoring, regularly hold project progress meetings, report on project progress, and promptly solve problems that arise during construction. Utilize project management software and other tools to track construction progress in real-time and ensure timely project delivery.

The fourth is to enhance communication and service, establish timely and effective communication mechanisms, designate dedicated project managers for clients, be responsible for maintaining close communication with clients, and provide timely feedback on project progress and issues. Ensure customers can contact the company through multiple channels (phone, WeChat, email). Improve service attitude and professional level, strengthen service awareness training for employees, and enable them to establish a customer-centric service philosophy. Require employees to maintain patience, enthusiasm, and professionalism when communicating with customers and answering their questions and concerns.

5.2.2 Price discounts

Firstly, provide a transparent quotation system and give customers a detailed decoration quotation list, including material costs, labour costs, management fees, and other details, to avoid hiding charging items. Explain various expenses composition and calculation methods to help customers understand their consumption. Secondly, optimizing cost management can control costs by improving procurement efficiency, reducing material loss, and providing customers with reasonable prices while ensuring quality. Customer satisfaction is the core competitiveness for the development of decoration companies. By optimizing decoration quality, providing personalized design services, strengthening project management, enhancing communication and service, improving after-sales service, and reasonably controlling prices, decoration companies can effectively improve customer satisfaction, establish a good brand image in the market, and achieve sustainable development.

5.2.3 After-sales service

The company needs to clarify the content and duration of after-sales service and specify the contract's scope, duration, and response time so that customers can clearly understand their rights and interests. Establish a rapid response mechanism and a comprehensive customer feedback mechanism: Collect customer opinions and suggestions at different stages of the decoration project and adjust service strategies promptly. Classify and analyze customer feedback and identify common issues and critical areas for improvement. After the customer raises an after-sales issue, arrange for personnel to visit and resolve it within the specified time.

Classify and handle after-sales issues, prioritize solving urgent problems, and ensure that customers' everyday lives are unaffected. Strengthen employee training: Conduct customer service training courses to enhance employees' communication skills and service awareness. Let employees understand the importance of customer satisfaction to the company and motivate them to improve service quality actively. Emphasize brand building: Improve customer satisfaction, establish a good brand image, and increase brand awareness and reputation. Social media and other channels

are used to promote the company's high-quality services and successful cases. Continuous improvement of service process: Regularly review and optimize the decoration service process to reduce unnecessary steps and waiting time. Introduce advanced management methods and technologies to improve work efficiency and service quality. Establish a customer loyalty program: Provide discounts, value-added services, or special care to existing customers, encourage them to choose the company again, and recommend it to others.



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Appendix Questionnaire

Dear customer:

Hello! Thank you very much for choosing our decoration company. In order to continuously improve our service quality and better meet your needs, we cordially invite you to participate in this customer satisfaction survey. Your valuable feedback is crucial to us, and we will take it seriously and continuously improve. This survey will take approximately 5 minutes, and please check the options below with a "√" to choose based on your true thoughts. We will listen carefully to your opinions and strive to improve. Thank you for your support and cooperation!

Part 1

1. Gender A. Male B. Female

2. Age A. Under 25 years old B. 25-35 years old C. 36-45 years old
 D. 46-55 years old E. Over 55 years old

3. House type A. Apartment B. Villa C. Bungalow D. Other

4. House area A. Less than 50 square meters B. 51-100 square meters
 C. 101-150 square meters D. Over 151 square meters

Part 36

Measuring item	Strongly disagree	Disagree	General	Agree	Strongly agree
Service quality					
Q1:Are you satisfied with the preliminary consulting services provided by the decoration company?					
Q2:Have you been satisfied with the communication and					

solution design between the designer and you?					
Q3:Are you satisfied with the technical level and work attitude of the construction team?					
Q4:Is the supervision and management of the construction process by the engineering supervisor in place?					
Q5:Does the quality and selection of decorative materials meet your expectations?					
Q6:Is the decoration schedule completed on time?					
Price					
Q7:Do you think the initial consulting fees for decoration are reasonable?					
Q8:Do you think the total cost of decoration is reasonable?					
Q9:Are you satisfied with the warranty fees of the decoration company?					
Q10:Are you satisfied with the transparency of the quotation provided by the decoration company?					
After sales service					
Q11:Is the response speed of after-sales service after decoration timely?					
Q12:Are you satisfied with the ability and attitude of after-sales personnel to solve problems?					
Customer satisfaction					

Q13:After comprehensive consideration, how satisfied are you with the overall service of the decoration company this time?					
Q14:Would you be willing to recommend our decoration company to friends or relatives?					
Q15:What other suggestions or opinions do you have for our decoration company?					

