



**A STUDY OF THE INFLUENCING FACTORS OF CUSTOMER
SATISFACTION WITH HOME DECORATION ENTERPRISES - A CASE
STUDY OF DONGYI RISHENG HOME DECORATION GROUP CO., LTD**



**GAO LILI
6417195066**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY
2024**



**A STUDY OF THE INFLUENCING FACTORS OF CUSTOMER
SATISFACTION WITH HOME DECORATION ENTERPRISES – A CASE
STUDY OF DONGYI RISHENG HOME DECORATION GROUP CO., LTD**

GAO LILI

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)

Date:20...../.....9...../.....2024

.....
(Associate Professor Dr. Jomphong Mongkhonvanit)

Dean, Graduate School of Business

Date.....26...../.....u.v.,.....2557

Title: A Study of the Influencing Factors of Customer Satisfaction with Home Decoration Enterprises - A Case Study of Dongyi Risheng Home Decoration Group Co., Ltd.

By: Gao Lili

Degree: Master of Business Administration

Major: International Business Management

Advisor:

(Dr. Zhang Li)

..... 20 9 2024

ABSTRACT

In recent years, the Internet has rapidly penetrated into people's daily lives, transforming traditionally inefficient industries. As a result, customer satisfaction within the home decoration industry has become increasingly prominent with the rise of Internet portals. The challenge now is to optimize and improve industry efficiency by enhancing the company's operation and service modes, construction quality, after-sales service, and other key aspects. The objectives of this study were: 1) To explore the impact of the company's operation and service mode on customer satisfaction; 2) To explore the impact of construction quality on customer satisfaction; 3) To explore the impact of after-sales service on customer satisfaction. This study was based on the decision theory, used the quantitative research method with a questionnaire survey to collect data. In terms of data collection, customers from 23 offline stores were randomly selected, 350 questionnaires were distributed, and 333 valid questionnaires were collected.

The findings indicate that: 1) The operation and service mode has a significant positive impact on customer satisfaction; 2) Construction quality has a significant positive effect on customer satisfaction; 3) After-sales service has a significant positive effect on customer satisfaction.

The recommendations of this study were: 1) Enhancement of operation and service mode, including comprehensive staff training, customer-centric processes, and personalization of services; 2) Focus on high-quality construction, including stringent quality control measures, investment in skilled labor, and adoption of advanced technologies; 3) Strengthening of after-sales service, including extended warranties and service contracts, proactive customer support, and customer feedback and continuous improvement.

Keywords: customer satisfaction, construction quality, operation and service mode, after-sales service, decision theory

ACKNOWLEDGEMENTS

I would like to express my deepest gratitude to my advisor, for his invaluable guidance, support, and encouragement throughout my independent study. His insightful comments and constructive criticism have significantly improved the quality of my work.

Additionally, I am grateful to Associate Professor Dr. Jomphong Mongkhonvanit, Dean, Graduate School of Business, for his support and encouragement throughout my studies. His dedication to the graduate program and commitment to excellence have inspired me to strive for academic excellence.

Finally, I would like to extend my appreciation to all the faculty members and staff of Siam University who have contributed to my growth and development as a student. Their unwavering support and encouragement have been a source of inspiration and motivation to me.

CONTENTS

ABSTRACT.....	I
ACKNOWLEDGEMENTS	III
CONTENTS.....	IV
LIST OF TABLES	VI
LIST OF FIGURES.....	VII
Chapter 1 Introduction	1
1.1 Background of the Study.....	1
1.2 Questions of the Study	2
1.3 Objectives of the Study	2
1.4 Significance of the Study	3
1.4.1 Theoretical Significance.....	3
1.4.2 Practical Significance.....	4
1.5 Scope of the Study.....	4
Chapter 2 Literature Review	5
2.1 Customer Satisfaction	5
2.2 Operation and Service Mode.....	6
2.3 Construction Quality	7
2.4 After-Sales Service.....	9
2.5 Decision Theory	9
2.6 Research Relevant	11

2.7 Theoretical Framework	14
Chapter 3 Research Methodology	15
3.1 Research Design	15
3.2 Questionnaire Design	15
3.3 Hypothesis	16
3.4 Population and Sampling	16
3.5 Data Collection	17
3.6 Data Analysis	17
3.6.1 Reliability of the Questionnaire	17
3.6.2 Validity of the Questionnaire	17
3.6.3 Analysis of Questionnaire Data	18
Chapter 4 Findings	19
4.1 Introduction	19
4.2 Descriptive Statistical Analysis of Respondents	19
4.3 Regression Analysis	20
4.4 Results of the Study	23
Chapter 5 Conclusion and Recommendation	26
5.1 Conclusion	26
5.2 Recommendation	27
REFERENCES	30
APPENDIX	33

LIST OF TABLES

Table 3.1 Measurement Items.....	15
Table 3.2 Variable Reliability Test.....	17
Table 3.3 Validity Analysis Test.....	18
Table 4.1 Distribution of Demographic Characteristics of Samples.....	19
Table 4.2 Linear Regression Analysis Results (N=333)	21
Table 4.3 ANOVA Table (Intermediate Process).....	23
Table 4.4 Pearson Correlation-Standard Format.....	23
Table 4.5 Pearson Correlation- Deltas Format.....	25
Table 5.1 Hypothesis Test Results.....	26

LIST OF FIGURES

Figure 2.1 Research Framework	14
Figure 4.1 Final Model	22



Chapter 1 Introduction

1.1 Background of the Study

In recent years, the internet has rapidly penetrated into people's daily lives, changing traditional inefficient industries, and the satisfaction of the home decoration industry as an internet portal has also become increasingly prominent. How to optimize and improve from customer consultation, store entry, contract signing, material selection, construction, settlement, after-sales and other aspects, so that customers truly feel at ease and at ease, so that every role in the family chain can live with dignity, and improve industry efficiency, is an urgent problem to be solved.

Satisfaction refers to the degree of customer satisfaction with a product or service, which can measure whether a company truly meets customer needs. Satisfaction is the key to a company's success, as meeting customer needs is the key to sustainable development. Improving customer satisfaction is an effective means of meeting customer needs and expectations, which helps enterprises gain more loyal customers, higher profits, and stronger market competitiveness (Baidu,2023).

The importance of improving customer satisfaction cannot be ignored. The purpose of improving customer satisfaction is to make customers satisfied, loyal, and satisfied with their services, and we hope that they can continue to establish long-term cooperative relationships with the company in the future. Home decoration enterprises can increase customer satisfaction, increase customer loyalty, increase market share, and bring more profits. Therefore, customer satisfaction plays a crucial role in the development of home decoration enterprises.

Decoration is the main expenditure of household consumption. Many homeowners are not familiar with decoration, but they must face strong professional knowledge and complex decoration processes. In actual decoration, many homeowners can only refer to them as "the homeowners who drive them crazy". There are countless cases caused by decoration. Case 1: A homeowner in Beijing rushed to sign a discounted free design contract with a decoration company, but later the decoration company increased the price by 5000 yuan due to issues such as water and electricity renovation. Case 2: A homeowner in Hangzhou signed a contract with a decoration company in August last

year. After acceptance, the house began to experience cracks and drainage problems within less than 2 months of occupancy. However, as the project has been resolved, the home decoration company refuses to take responsibility (Tan, 2019).

Poor decoration, addition and deletion, arbitrary price increases, and lack of after-sales service have seriously affected the healthy development of the home decoration industry. The unclear and incomprehensible needs of homeowners, as well as the physical and mental fatigue caused by long-term battles, have also exacerbated the problems in the home decoration industry.

1.2 Questions of the Study

1. Does operation and service mode have an impact on customer satisfaction?
2. Does construction quality have an impact on customer satisfaction?
3. Does after-sales service have an impact on customer satisfaction?

1.3 Objectives of the Study

Dongyi Risheng Home Decoration Group Co., Ltd. was established in 1997 and has now developed into a large-scale listed group company that integrates branding, specialization, and industrialization (stock code: 002713). In recent years, Dongyi Risheng Home Decoration Group has led the transformation and upgrading of the industry's business model by relying on the company's "Home O2O" platform, "DIM+" system, "Full Information System" and other technologies. Dongyi Risheng Home Decoration Group has launched a full industry chain business model in its industrial sector, including three main businesses: Dongyi Risheng Home Decoration A6, Sumi Super Home, and Ruizhu Villa; 4 major supporting businesses: furniture subsidiary, economic and trade company, precision mold business, and internet company. Dongyi Risheng Industrial Group has 7 subsidiaries, more than 30 directly affiliated branches, and more than 100 franchise chain stores nationwide, forming a market pattern centered around the Beijing headquarters in over 200 cities across the country. Providing diversified home decoration services for hundreds of thousands of families, it has

become a leading home decoration enterprise in the domestic residential decoration field. However, Dongyi Risheng Home Decoration Group Co., Ltd. still faces many problems, which are also problems faced by all Chinese home decoration enterprises.

This study mainly explores the high cost of home decoration sales transformation, weak supervision of the home decoration process, arbitrary price increases, opaque home decoration products, standardization, poor after-sales service in the home decoration market, and the O2O Internet model of home decoration. This study aims to optimize the operation mode of home decoration, focus on customers, improve customer satisfaction, adjust and improve the company's operation and service mode, enhance the company's brand image, and ultimately achieve the goal of enhancing customer satisfaction, enhancing corporate profits, and promoting the healthy development of home decoration enterprises.

This study focuses on the following issues:

1. To explore the impact of operation and service mode on customer satisfaction;
2. To explore the impact of construction quality on customer satisfaction;
3. To explore the impact of after-sales service on customer satisfaction.

1.4 Significance of the Study

1.4.1 Theoretical Significance

This study has certain academic and theoretical satisfaction for the theoretical construction of the home decoration industry. Due to the late development of the home decoration industry, there is currently not much theoretical analysis on its application. The existing theoretical research on home decoration enterprises focuses more on exploring their market positioning and marketing, while there is little theoretical analysis on home decoration customer satisfaction, home decoration product standardization, home decoration O2O, and home decoration market. This study focuses the customer satisfaction of home decoration, standardization of home decoration products, home decoration O2O, customer decision-making theory, and home decoration market. It explores and supplements the prominent problems in the home decoration industry, which is of great significance for enriching the current application theory of the home decoration industry and guiding the business practice of home

decoration enterprises.

1.4.2 Practical Significance

The study puts forward some forward-looking, targeted, feasible, directional, and operable opinions and suggestions for home decoration enterprises to improve their market competitiveness and customer satisfaction.

1.5 Scope of the Study

This study was based on a review of research on customer value enhancement strategies in home decoration enterprises (He, 2017). and explored the influencing factors of customer satisfaction. A questionnaire survey was conducted with 23 stores across China, including Beijing, Xi'an, Zhengzhou, Qingdao, Tianjin, Wuhan, Chengdu, Hangzhou, and Nanjing. 350 questionnaires were distributed, and 333 valid questionnaires were collected. The questionnaire was mainly divided into three parts, which included demographic information, housing decoration information, and internet consumption behavior.

Chapter 2 Literature Review

2.1 Customer Satisfaction

Customer satisfaction refers to the degree to which customers feel that their expressed, usually implicit or mandatory needs or expectations have been met (Lacobucci et al, 2005). Satisfaction is feedback on customer satisfaction, an evaluation of the performance of a product or service and the product or service itself (Hamzah & Shamsudin, 2020). Giving (or being given) a level of happiness related to consumer satisfaction, including levels below or above satisfaction, is a psychological experience.

Customer satisfaction is a variable goal. What can satisfy one customer may not necessarily satisfy another customer, and what can satisfy them in one situation may not satisfy them in another. Only by fully understanding the satisfaction factors of different customer groups can we achieve 100% customer satisfaction (Tien et al, 2021).

In the early-1980s, the competitive environment in the US market was becoming increasingly harsh. In order to put itself in a favorable competitive advantage, AT&T began to try to understand customer satisfaction with the services provided by the company, and based on this, improved service quality, achieving certain results. At the same time, Honda Motor Company in Japan has also begun to use customer satisfaction as a means of understanding the situation and further improved this business strategy (Luo, 2016).

In the mid-1980s, the US government established the Malcolm Baldrige National Quality Award to encourage businesses to apply 'customer satisfaction'. The establishment of this award has greatly promoted the development of "customer satisfaction". Of course, it is not only a simple evaluation of the final score of enterprise customer satisfaction, but also a measurement system for evaluating the comprehensive quality management of enterprises through a series of measures centered on "customer satisfaction". IBM, Motorola, FEDEX, and Xianshi are all recipients of this award, but so far, no more than five companies worldwide have won this award annually (Qin, 2017).

In the mid-1990s, customer satisfaction survey was rapidly and widely used in multinational companies in Chinese Mainland. One of the reasons is that multinational corporations' headquarters require regular access to customer information in the Greater China market according to their headquarters' model, in order to respond to the plans

and challenges in the globalization process; Secondly, in the increasingly fierce competition, excellent service has become an important requirement for enterprises to obtain and maintain competitive advantages; Thirdly, supervisors need to conduct a quantitative evaluation of employees' work performance, which requires customer evaluation (Liu, 2009).

2.2 Operation and Service Mode

According to the cost composition analysis of multiple enterprises in the Chinese home decoration industry, about 60% of the operating costs in the industry come from material procurement, about 30% come from labor expenses, and about 10% come from related operating project expenses. The profitability of the industry is highly determined by the price level of products required for industry construction (Musarat et al., 2021). In recent years, the average price level of building materials in China has been increasing year-on-year. In 2021, the average price of building materials in China has risen again, with a year-on-year increase of 4.1%. Among them, the price level of cement has increased by 6% year-on-year, and the price of flat glass has increased by 35.1% year-on-year. The cost of material procurement in the Chinese home decoration industry has increased sharply. In the first quarter of 2022, the prices of building materials products in China continued to rise year-on-year, with the growth rate of flat glass processing slowing down and the increase in cement prices reaching over 20%. The problem of cost reduction and efficiency increase in China's home decoration industry is becoming increasingly prominent (Li, 2022).

The home furnishing industry requires construction projects to be completed through construction, and it is a highly dependent industry on manual labor (Moavenzadeh, 2022). The workers in this industry in China are mainly migrant workers. In recent years, the average monthly income of migrant workers in China's construction industry has been increasing year by year. Except for the decrease in the increase caused by the epidemic in 2020, the growth rate of the average monthly wage level of migrant workers in China's construction industry has been increasing year by year. This has led to an increase in the operating costs of Chinese home decoration enterprises, and the increase is getting higher and higher. Under the dual pressure of

construction material costs and labor costs, the profitability of Chinese home decoration enterprises is seriously threatened (Tang & Zhu, 2020).

2.3 Construction Quality

The construction quality of building interior decoration engineering is a systematic project, and only by controlling the overall construction process can the quality level of building interior decoration engineering be fundamentally improved (Manzoor et al., 2021). The key to comprehensive quality control is pre-control and in-process control. The construction quality control of decoration engineering includes pre-control, in-process control, and post-control (Luo et al., 2022). Pre-control is prevention, in-process control is key, and post-control is acceptance of quality. To control the construction quality as a whole, pre-prevention and in-process control are of utmost importance

Pre-control mainly refers to the quality control of indoor decoration engineering construction in the process of drawing review and construction organization design (Panteli et al., 2020). Only through effective preventive control in advance, can the subsequent construction process control and post acceptance results be well controlled. (1) Design drawings are an important basis for construction quality control by construction units. Before construction, it is necessary to conduct a thorough review of the construction drawings of decoration and decoration projects in order to detect and reduce errors in the drawings before construction, prevent them from happening, and eliminate quality hazards in the drawings in advance. Because many quality and safety accidents in decoration and renovation projects are directly related to design, the prior drawing review process can prevent designers from not studying relevant national and local norms and standards, only emphasizing the design of decoration effects, and neglecting the quality and safety requirements of the project. (2) The organization design of decoration construction is an important guarantee for the quality of decoration projects. The unit responsible for the construction of building decoration and decoration projects should prepare a construction organization design that has been reviewed and approved. The construction organization design should include a coordination and cooperation plan between the project schedule and other projects, a construction technical plan, inspection and acceptance, and safety measures. The key here is to

review whether the quality management system is sound; How targeted and effective are the main construction organization technical measures; Are there corresponding preventive and quality assurance measures in place for the prevention and control of common quality problems in key areas and weak links.

Process control mainly refers to the quality control carried out during the decoration construction process (Lu et al., 2020). Quality management personnel should strengthen inspection and do a good job in the acceptance of each process. The main tasks are: (1) Check the quality assurance system and measures of the participating decoration and decoration construction parties to ensure that they can strictly select decoration materials and equipment in accordance with national standards for installation and construction. At the same time, it is necessary to check the mutual cooperation and coordination measures between them to avoid unnecessary rework, protect the finished products, and avoid unnecessary losses. (2) The raw materials and equipment entering the site must be reviewed and approved by the supervisor before they can be used in the project. Hidden parts must have self inspection procedures and be reported to the supervisor for acceptance, and hidden materials should be well prepared. (3) Regular or irregular spot checks should be conducted on the parts or processes under construction in a timely manner, and any problems found should be dealt with promptly. The quality control strategy in this matter is to comprehensively control the construction process, with a focus on controlling process quality. The specific measures include: process handover and inspection; There are countermeasures for quality pre control; There is a plan for the construction project; Technical measures have been disclosed; There are tests conducted on the preparation materials; Acceptance of concealed works; Calibration of measuring instruments has been reviewed; There are procedures for design changes; There are measures in place for quality control, inspection, and protection of finished products; There is a veto over the exercise of quality control (if quality abnormalities are discovered and concealed without acceptance, if quality issues are not addressed and design drawings are changed without authorization, or if unqualified materials are used and operators are employed without certification and qualification review, the quality shall be rejected); Quality documents are documented (Ho et al., 2022).

2.4 After-Sales Service

With the development of social economy and the improvement of people's quality of life, the decoration industry is becoming increasingly busy. Decoration after-sales service is an important component of a decoration company, playing a crucial role in improving the company's image and customer satisfaction. However, due to the non-standard management process of decoration after-sales service, the service quality is uneven (Liu, 2022). The implementation of a scientific and efficient after-sales service management plan can improve the efficiency of decoration after-sales service, enhance customer satisfaction, and enhance the company's competitiveness. At the same time, attention should also be paid to addressing potential issues and risks to ensure the smooth implementation and long-term effective operation of the plan (Miller et al., 2004). Ultimately, the company will be able to gain customer recognition and trust with higher quality after-sales service, achieving sustainable development.

2.5 Decision Theory

Different researchers have different opinions on the definition of decision-making. The famous expert Simon (1965), who first observed from the perspective of examining economic phenomena and psychology, believes that decision-making is a process of identifying problems, analyzing and comparing them, and then selecting solutions. The process mainly consists of four stages: intelligence gathering activities, design, selection, and inspection activities; Applying psychological research methods to economic research, American contemporary psychologist Kahneman (2013), also pointed out that decision-making is mainly based on the subjective probability of events, especially for decisions related to uncertain events, such as selecting outcomes and future satisfactions, with a greater focus on heuristic decision-making; American decision research expert Hastie (2014), provided a relatively comprehensive definition of decision-making, proposing that judgment and decision-making are the process of humans, animals, and machines choosing actions based on their own desires (personal satisfaction, goals, utility, results, etc.) and beliefs (expectations, knowledge, means, etc.); Decision making is a behavioral process in which the body responds to

information in the environment over time and has the ability to choose and benefit from different behaviors.

Overall, there are narrow and broad distinctions in decision-making. In a narrow sense, decision-making is a dynamic process of selecting and determining strategies. It is the process of individuals using cognitive abilities such as intuition, attention, memory, and thinking to make choices and judgments about situations within a continuous body of time. In a broad sense, decision-making includes judgment and decision-making. Judgment mainly refers to the process in which people speculate or feel that events and their outcomes or consequences are not yet clear; According to the contractility of environmental factors, decision-making is mainly divided into three categories: deterministic decision-making, risky decision-making, and uncertain decision-making.

The decision theory can be divided into two types: traditional and modern. The core of modern decision-making theory is the principle of satisfaction. The traditional decision-making theory follows the optimal principle to select implementation plans during decision-making. Satisfaction and optimality are two scales for evaluating decision results. Schwartz et al. (2016) used the "rational choice model" and the "bounded rationality model" as the foundation, starting from the decision-making principles of "satisfactory solution" and "optimal solution", and first proposed the decision-making style of "satisfactory type" and "optimal type". Among them, satisfied decision-makers seek "good enough" options in the decision, while optimal decision-makers try to find the best choice in the decision as much as possible.

The decision theory mainly includes four categories: rational decision-making, bounded rational decision-making, behavioral decision-making, and customer behavioral decision-making. The classic rational decision-making theory is based on the mathematical expected utility theory, which believes that individual behavior is completely rational and aims to maximize expected utility. On the basis of the rational model, Simon (1965) replaced "economic man" with "social man" and proposed the bounded rationality model. The bounded rationality model suggests that people's decisions may not follow the principles of "maximization" and "optimization", but rather follow the principle of "satisfaction is the end". When people's demands for the outcome of a decision decrease from "optimal" to "satisfactory", the cognitive

investment in completing the decision decreases, making the decision-making process easier. With the development of bounded rationality theory, based on the achievements of psychological research, "behavioral economics" has gradually become an important field of economic research. The theories of expectation and cognitive bias, heuristic cognitive bias, psychological accounts, and self-restraint provide techniques and means to describe the social incentives and stimuli of economic behavior, and also provide a way to analyze behavioral investment decisions from the perspective of psychological essence and behavior, making decision analysis more realistic and effective.

At the micro level, it mainly refers to the decision-making process of customers purchasing a certain consumer object, indicating how customers ultimately decide whether to "buy" or "not to buy" (Zhang, 2009). Decision making is a concentrated manifestation of willpower, and there is a wealth of psychological content in the decision-making process. Studying consumer psychology not only satisfies the analysis of customers' purchasing motivation, but also links motivation and decision-making to further answer how purchasing decisions are made. Throughout the decision-making process, customers are influenced by multiple factors. Overall, the factors that affect customer decision-making can be classified into three categories: internal influences, external influences, and reaction factors. The research on internal influencing factors includes customer learning style and personality. The study of external influencing factors includes inter generational influence, reference group, cultural and sub cultural influence, advertising and price influence, etc. The reaction factors include the quantity of products available for selection, the quantity and frequency of purchases, etc.

2.6 Research Relevant

Woodruff (1993) believed that in the highly competitive market environment, the new source for enterprises to gain advantages is to create very high customer satisfaction. The original measures taken only in product marketing and resource adjustment can no longer bring competitive advantages to enterprises. Gale (1993) found through empirical research and data survey that the profitability of enterprises that create very high customer satisfaction is three times that of enterprises that create general customer satisfaction. To enhance customer satisfaction is to improve customer satisfaction, while McDougall & Levesque (2000) pointed out that the perceived

satisfaction of customers determines customer satisfaction. And also put forward "customer delivered satisfaction", and believed that customer delivered satisfaction refers to the difference between the total satisfaction of customers and the total cost of customers. Ross et al. (2006) believed that customers are the foundation of an enterprise's survival. The profit of an enterprise comes from customers. The purpose of an enterprise is to create what customers really need. This is the most important thing for an enterprise. Any other ideas and practices that an enterprise takes away from customers are meaningless. Because the satisfaction of customer cognition determines everything for an enterprise, so if you want to have customers, the only way is to create great satisfaction for customers.

From the perspective of foreign research, this study explored the importance of maximizing customer satisfaction from many aspects, such as the purpose of the enterprise, the competitive advantage of the enterprise, customer satisfaction and loyalty, and believes that it is very important to maximize customer satisfaction, which determines whether the enterprise can make profits and whether it has new advantages in the fierce market competition.

Schwartz et al. (2022), based on the classic "bounded rationality model" and "rational choice model", and starting from the decision-making principles of "satisfactory solution" and "optimal solution", first proposed satisfactory and optimal decision-making styles. The factors that affect customer decision-making can be classified into three categories: internal influence, external influence, and reaction factors. The research on internal influencing factors includes customer learning style and personality. The research on external influencing factors includes subculture, advertising, reference groups, inter generational influence, price, culture, etc. The reaction factors include the quantity of products available for selection, the quantity and frequency of purchases, etc.

Overall, various academic theories have studied the role of customer satisfaction, proposed the role of home O2O platform, and elaborated on the role of customer decision-making in influencing customers to purchase related products in a company. However, the relevant theories do not seem to have played a good guiding role in the home decoration industry, or rather, the home decoration industry is still a mess, and various theories have not developed, and there is no effective guidance to promote the

development of the home decoration industry. Therefore, we need to further explore how to better enhance the customer value of home decoration enterprises. Internet thinking is deeply changing traditional industries, but it seems that it has not had an effective impact on home decoration. How to better transform home decoration is a good topic, and how to further understand the consumption decision-making process of home decoration customers and improve the conversion rate of consumption into stores is also a problem that needs to be solved.

The core of customer orientation is that enterprises focus on improving customer satisfaction, and creating customer satisfaction can be achieved by increasing customer perceived benefits or reducing customer perceived prices. Liu (2016) summarized, modeled, and classified the classic customer satisfaction theories in the West from different perspectives by reviewing foreign customer satisfaction theories, and elaborated on the development process of customer satisfaction theory. The theoretical basis for enterprises to achieve sustainable market competitive advantage includes industrial structure theory and resource based theory, which can serve as sources of sustainable competitive advantage for enterprises. Both are based on customer satisfaction and use unique products or services as carriers to maximize customer value and enable enterprises to gain competitive advantage. Customer satisfaction is an important way to acquire a company's core competitiveness, indirectly explaining the importance of creating maximum customer value. By establishing enterprise alliances to compensate for the limited capabilities of the enterprise itself, the rational allocation of resources in the enterprise alliance can meet customer needs while improving reaction speed, continuously creating and providing maximum customer satisfaction. On the basis of analyzing the process and mechanism of customer value oriented enterprise alliance cooperation, a performance evaluation system for enterprise alliance cooperation based on customer satisfaction is proposed.

It can be seen that the research on customer satisfaction theory in China started relatively late. Scholars have conducted relatively simple research on the importance of maximizing customer satisfaction and how to achieve it, which is not systematic or in-depth enough.

2.7 Theoretical Framework

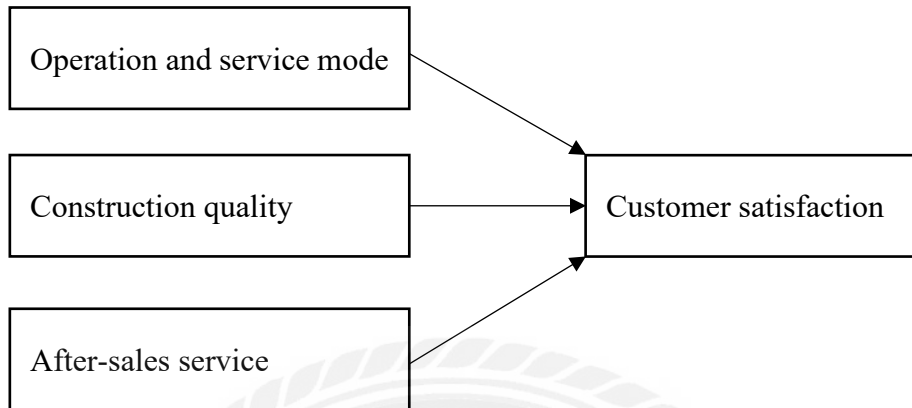
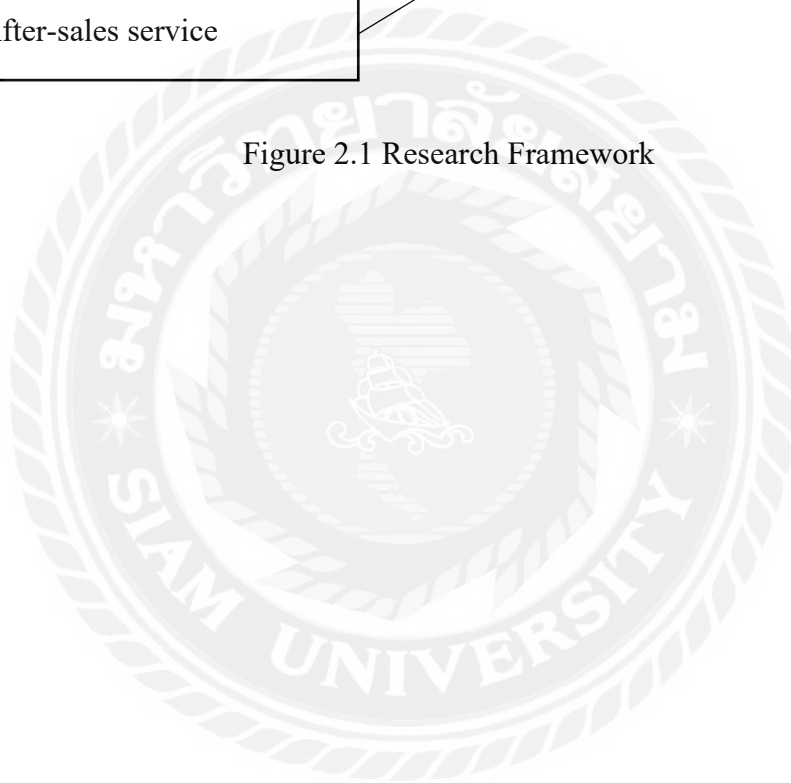


Figure 2.1 Research Framework



Chapter 3 Research Methodology

3.1 Research Design

This study analyzed the variables related to the influence of operation and service mode, construction quality and after-sales service on customer satisfaction with the Dongyi Risheng Home Decoration Group Co., Ltd. This study adopted the quantitative research method by using a questionnaire survey to study customer satisfaction with Dongyi Risheng Home Decoration Group Co., Ltd.

3.2 Questionnaire Design

The questionnaire is divided into two parts. The first part mainly includes gender, age, income, and education level of the respondents. The second part of the questionnaire is about the variables of the research hypothesis. Among them are operation and service mode, construction quality and after-sales service, and customer satisfaction, with three items for each variable totaling 12. Likert scale of five levels is used as the research scale.

Table 3.1 Measurement Items

Variable	Measurement Item	NO.
Operation and Service Mode	I find the operational procedures easy to understand.	1
	I am satisfied with the professionalism of service team.	2
	The operation and service mode effectively meet my needs.	3
Construction Quality	I believe the quality control measures during the construction process are adequate.	4
	I think the construction quality meets my expectations and standards.	5
	I am satisfied with the quality inspection and acceptance procedures after the construction is completed.	6
After-sales Service	I am satisfied with the responsiveness of the after-sales service team.	7

	I believe the after-sales service team effectively resolves my issues.	8
	I find the overall quality of the after-sales service to be satisfactory.	9
Customer Satisfaction	I am overall delighted after selecting Dongyi Risheng Home Decoration Group Co., Ltd.	10
	Dongyi Risheng Home Decoration Group Co., Ltd. was able to meet my level of expectation.	11
	I am more satisfied with Dongyi Risheng Home Decoration Group Co., Ltd. than with similar enterprise.	12

3.3 Hypothesis

H1: The operation and service mode of Dongyi Risheng Home Decoration Group Co., Ltd. has a positive correlation with customer satisfaction.

H2: The construction quality of Dongyi Risheng Home Decoration Group Co., Ltd. has a positive correlation with customer satisfaction

H3: The after-sales service of Dongyi Risheng Home Decoration Group Co., Ltd. has a positive correlation with customer satisfaction.

3.4 Population and Sampling

This study focuses on the impact of the operation and service mode, construction quality and after-sales service of Dongyi Risheng Home Decoration Group Co., Ltd. on customer satisfaction. The sample size was calculated as follows

$$n = \frac{s^2 * p^2}{e^2}$$

In the formula (Yamane, 1973), n represents the sample size, s Value for the standard normal distribution of the quartile, for the confidence level generally takes the Value of 95%, currently Z = 1.96. p for the sample standard deviation, the sample standard deviation of the estimated value of the standard deviation of the general use of 0.5, to determine the error tolerance E (i.e., the maximum permissible value of the difference between the sample mean and the overall mean), E = 0.05. Calculation of the sample size received in 384 samples. Using the simple random sampling method, an online survey was conducted using Wenjuanxing platform website for questionnaire distribution, and the sample were drawn randomly from the overall population.

3.5 Data Collection

A total of 350 survey questionnaires were distributed and 333 were collected in 23 stores across China, including Beijing, Xi'an, Zhengzhou, Qingdao, Tianjin, Wuhan, Chengdu, Hangzhou, and Nanjing.

3.6 Data Analysis

3.6.1 Reliability of the Questionnaire

The extent to which consistent results can be achieved in the end when the same measured object is tested repeatedly with the same approach (Liu & Xu, 2015). Cronbach's α value is an important indicator to test the reliability of a questionnaire, and the higher the Cronbach's α value is, the higher the reliability of the questionnaire is represented.

Using SPSS as the analysis software tool for this study, the table below shows that Cronbach's α value of the total scale is 0.914, greater than 0.9, thus indicating a high quality of reliability of the study data. And comparing the Cronbach's α value of each subscale in detail, they are all greater than 0.80, which means that the reliability is high, can be used for further analyses. The specific analysis results are shown in Table 3.2.

Table 3.2 Variable Reliability Test

Variable	Cronbach's α	Item
Operation and Service Mode	0.865	3
Construction Quality	0.860	3
After-sales Service	0.877	3
Customer Satisfaction	0.936	3

3.6.2 Validity of the Questionnaire

Validity refers to the extent to which the items of a response scale measure the variables accurately and comprehensively. Validity analysis is to evaluate the accuracy of the content presentation of the questionnaire, i.e., whether the descriptive text of the analyzed items accurately expresses the conceptual image of the study variables and

subdimensions. Validity analysis is divided into content validity and structural validity (Zhang, Ji & Li et al., 2014). Validity analysis can test the rationality of item design and is a judgment of the validity of the data collected by the questionnaire. In this study, factor analysis was used for the structural validity test, and the main evaluation indexes are KMO value (simple correlation coefficient and partial correlation coefficient test), Bartlett's sphere test value (variable independence test), cumulative contribution rate, and factor loading.

Validity was verified using KMO and Bartlett's test and it can be seen from the Table 3.3, the KMO value is 0.836, the KMO value is more than 0.8, the research data is very suitable for extracting the information and at the same time, the validity is very good from the side reaction.

Table 3.3 Validity Analysis Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.836
Bartlett's Test of Sphericity	Approx. Chi-Square	307.212
	df	6
	Sig.	0.000

3.6.3 Analysis of Questionnaire Data

For analysis of questionnaire data, this study used descriptive statistics, linear regression analysis, and pearson correlation analysis.

Chapter 4 Findings

4.1 Introduction

This study analyzed the factors influencing Operation and Service Mode, Construction Quality and After-sales Service. The reliability and validity of the questionnaire were analysed. Descriptive statistics was used and correlation analyses were conducted on the data to further examine the relationship between the variables and test the hypotheses and to clarify the effect of Operation and Service Mode, Construction Quality and After-sales Service on customer satisfaction in the model of interactions among the variables.

4.2 Descriptive Statistical Analysis of Respondents

As can be seen from Table 4.1, the proportion of male and female respondents is relatively balanced, with women slightly outnumbering men, accounting for 54.05% and 45.95% respectively. The age of the samples is mainly concentrated in the age group of 36-45 years old, accounting for 51.35% of the total number, which indicates that the middle-aged group is the main customer group of home decoration enterprises. The educational level of the survey samples is mainly concentrated in master's degrees, accounting for 48.65% of the total number. The main income groups of the survey samples are 6001-8000 yuan and 8001-10000 yuan, accounting for 43.24% and 34.23% respectively.

Table 4.1 Distribution of Demographic Characteristics of Samples

Items	Options	Frequency	Percent%
Gender	Male	153	45.95
	Female	180	54.05
Age	18-25	12	3.60
	26-35	117	35.14
	36-45	171	51.35
	above 45	33	9.91

Education	Bachelor degree	54	16.22
	Master degree	162	48.65
	Ph.D. degree	78	23.42
	Others	39	11.71
Income	Below2000yuan	3	0.90
	2001-4000	0	0.00
	4001-6000	27	8.11
	6001-8000	144	43.24
	8001-10000	114	34.23
	More than 10,001 yuan	45	13.51

4.3 Regression Analysis

Linear regression analysis was also carried out in this study, as can be seen in Table 4.2 below. The model equation is: customer satisfaction = 2.376 + 0.253×operation and service mode + 0.265×constrcution quality + 0.200×after-sales service, and the model R-squared value is 0.436, which means that operation and service mode, constrcution quality, after-sales service can explain 43.6% of the variation in customer satisfaction. The F-test of the model was conducted and it was found that the model passes the F-test (F=24.702, p=0.000<0.05), which indicates that operation and service mode, constrcution quality, after-sales service have an influential relationship with customer satisfaction, In addition, the test for multicollinearity of the model found that all the VIF values in the model are less than 5, which means that there is no problem of covariance; and the D-W value is around the number 2, which means that the model does not have autocorrelation, and there is no correlation between the sample data, and the model is better. The final analysis shows that:

1. Operation and service mode has a regression coefficient value of 0.253 ($t=2.128$, $p=0.036<0.05$), which means that operation and service mode has a significant positive impact on customer satisfaction.

2. The value of regression coefficient of construction quality is 0.265 ($t=2.075$, $p=0.041<0.05$), which means that construction quality has a significant positive effect on customer satisfaction.

3. The value of regression coefficient of after-sales service is 0.200 ($t=2.000$, $p=0.046<0.05$), which means that after-sales service has a significant positive effect on customer satisfaction.

To conclude the analysis, it can be seen that operation and service mode, construction quality and after-sales service have a significant positive relationship on customer satisfaction.

Table 4.2 Linear Regression Analysis Results (N=333)

	Unstandardized coefficients		Standardized coefficient	<i>t</i>	<i>p</i>	Covariance Diagnostics	
	<i>B</i>	Standard Error	<i>Beta</i>			VIF	Tolerance
Constant	2.376	0.310	-	7.670	0.000**	-	-
Operation and Service Mode	0.253	0.119	0.330	2.128	0.036*	4.098	0.244
Construction Quality	0.265	0.128	0.339	2.075	0.041*	4.545	0.220
After-sales Service	0.200	0.100	0.150	2.000	0.046*	3.794	0.264
R^2	0.436						

Adjustment R^2	0.418
F	$F(3,96)=24.702, p=0.000$
D-W Value	1.689

Dependent variable: Customer Satisfaction

* $p < 0.05$ ** $p < 0.01$

This study concludes with a graphical representation of the model results as shown in Figure 4.1.

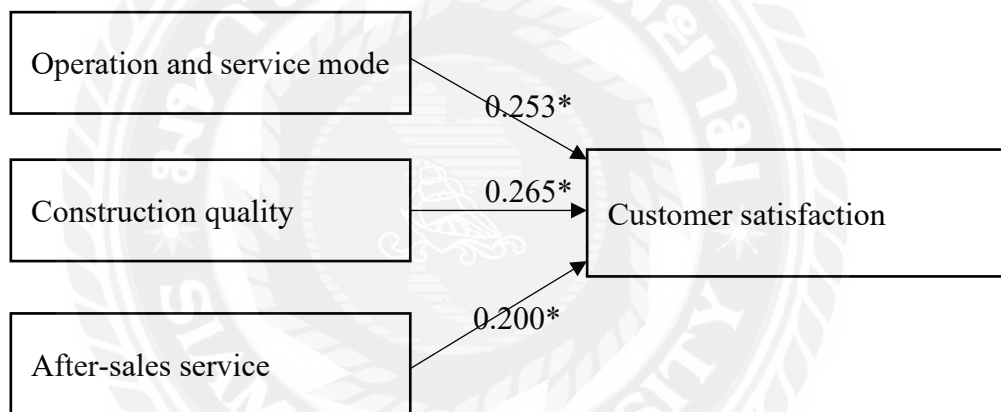


Figure 4.1 Final Model

The F-test is used to test whether the regression model is meaningful. If the model passes the F-test ($p < 0.05$), it means that the model is meaningful and at least one of the independent variables has an effect on the dependent variable. If the model does not pass the F-test ($p > 0.05$), it means that the model construction is not meaningful and none of the independent variables has an effect on the dependent variable. In this study, F-test was conducted on the model as shown in Table 4.3 ANOVA Table (Intermediate Process) below, the study found that the model passed the F-test ($F=24.702, p=0.000 < 0.05$) indicating that the model construction is meaningful.

Table 4.3 ANOVA Table (Intermediate Process)

	Sum of Squares	<i>df</i>	Mean Square	F	<i>p</i>
Regression	11.932	3	3.977	24.702	0.000
Residual	15.458	96	0.161		
Total	27.390	99			

4.4 Results of the Study

This study specifically analysed the relationship between the dependent variable and each independent variable respectively, and determined whether there was a significant relationship between the dependent and independent variables. The correlation was analyzed to see if the relationship is positive or negative; the magnitude of the correlation coefficient was used to indicate the degree of closeness of the relationship. Finally, the analysis was summarised. The Pearson correlation-standard format for this study is shown in Table 4.4 below.

Table 4.4 Pearson Correlation-Standard Format

	Customer Satisfaction
Operation and Service Mode	0.633**
Construction Quality	0.635**
After-sales Service	0.571**

From Table 4.4 above, the correlation analysis was used to determine the correlation between customer satisfaction and operation and service mode, construction quality, and after-sales service respectively, and the Pearson's correlation coefficient indicated the strength of the correlation. Specific analyses show that:

1. The correlation coefficient between customer satisfaction and operation and service mode is 0.633, and shows a significance of 0.01 level, thus indicating that there

is a significant positive correlation between customer satisfaction and operation and service mode.

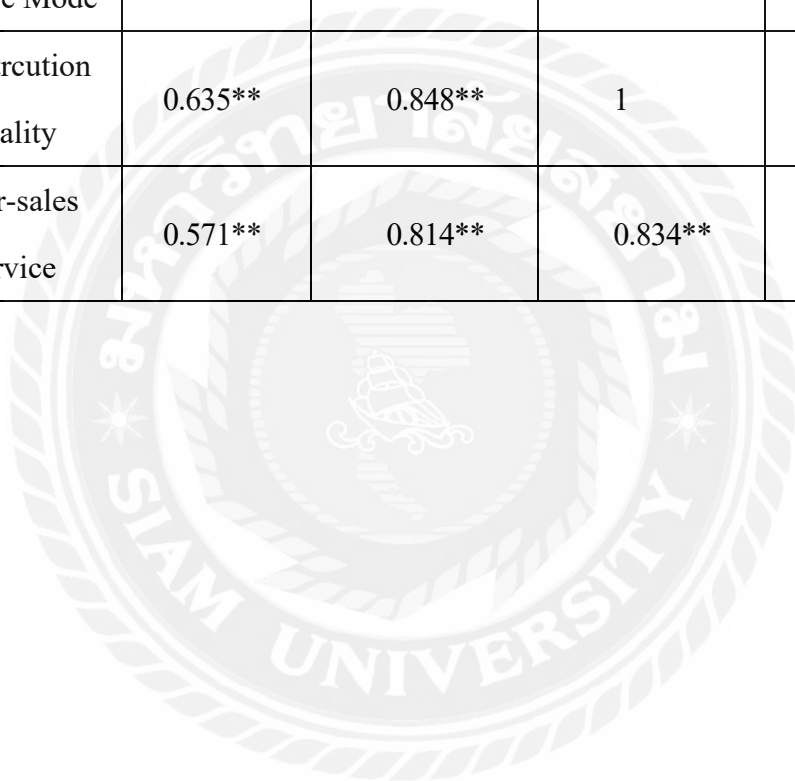
2. The correlation coefficient between customer satisfaction and construction quality is 0.635, and shows the significance at 0.01 level, thus indicating that there is a significant positive correlation between customer satisfaction and construction quality.

3. The correlation coefficient value between customer satisfaction and after-sales service is 0.571 and shows significance at 0.01 level, thus indicating that there is a significant positive relationship between customer satisfaction and after-sales service.

As can be seen in Table 4.4, each of the independent variables in this study was analysed separately with the dependent variable in a binary correlation analysis, and all the three variables in this study were correlated with customer satisfaction, which indicates that each of the independent variables is strongly correlated with the dependent variable, and that the confidence level of each of the variables is shown to be significant. Finally, the results of this study were analysed and summarised to produce the Pearson correlation-deltas format as shown in Table 4.5 below.

Table 4.5 Pearson Correlation- Deltas Format

	Customer Satisfaction	Operation and Service Mode	Construction Quality	After-sales Service
Customer Satisfaction	1			
Operation and Service Mode	0.633**	1		
Construction Quality	0.635**	0.848**	1	
After-sales Service	0.571**	0.814**	0.834**	1



Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study explored the factors influencing customer satisfaction with Dongyi Risheng Home Decoration Group Co., Ltd., focusing on three key aspects: operation and service mode, construction quality, and after-sales service. The research was conducted using regression analysis to determine the impact of these variables on customer satisfaction. The study found that there is a significant positive correlation between the variables as shown in Table 5.1, below which indicates that the hypothesis is supported.

Table 5.1 Hypothesis Test Results

	Hypothesis	Result
1	The operation and service mode of Dongyi Risheng Home Decoration Group Co., Ltd. has a positive correlation with customer satisfaction.	Supported
2	The construction quality of Dongyi Risheng Home Decoration Group Co., Ltd. has a positive correlation with customer satisfaction.	Supported
3	The after-sales service of Dongyi Risheng Home Decoration Group Co., Ltd. has a positive correlation with customer satisfaction.	Supported

After analyzing the study, the following major conclusions were drawn from the study.

1. Operation and Service Mode: the regression analysis revealed that the operation and service mode has a significant positive impact on customer satisfaction, with a regression coefficient of 0.253 ($t=2.128$, $p=0.036<0.05$).

The correlation coefficient between customer satisfaction and operation and service mode was found to be 0.633, significant at the 0.01 level, confirming a strong positive relationship between these variables.

2. Construction quality also showed a significant positive effect on customer satisfaction, with a regression coefficient of 0.265 ($t=2.075$, $p=0.041<0.05$).

The correlation coefficient between customer satisfaction and construction quality was 0.635, significant at the 0.01 level, indicating a robust positive correlation.

3. After-sales service demonstrated a significant positive impact on customer satisfaction, with a regression coefficient of 0.200 ($t=2.000$, $p=0.046<0.05$).

The correlation coefficient between customer satisfaction and after-sales service was 0.571, significant at the 0.01 level, signifying a notable positive relationship.

These findings collectively suggest that customer satisfaction is significantly influenced by the operation and service mode, construction quality, and after-sales service provided by Dongyi Risheng Home Decoration Group Co., Ltd. Each of these factors plays a crucial role in shaping customers' overall satisfaction, with construction quality and operation and service mode having slightly stronger impacts.

5.2 Recommendation

Based on the findings of this study, the following detailed recommendations are proposed to further enhance customer satisfaction with Dongyi Risheng Home Decoration Group Co., Ltd.

1. Enhancement of Operation and Service Mode.

The operation and service mode of a company serve as the primary touchpoints for customer interaction and can significantly shape customer perceptions. Given the strong positive correlation identified in this study, Dongyi Risheng should prioritize the continuous improvement of these specific strategies:

(1) **Comprehensive Staff Training:** Regular training programs should be conducted to ensure that all staff members, from front-line customer service representatives to project managers, are well-equipped with the latest knowledge and skills. This training should focus on effective communication, problem-solving, and customer relationship management to enhance the overall customer experience.

(2) Customer-Centric Processes: Dongyi Risheng should evaluate and optimize its service processes to be more customer-centric. This may involve simplifying procedures, reducing response times, and ensuring that customer needs are met efficiently and effectively. Implementing a customer feedback loop can also help in continuously refining these processes.

(3) Personalization of Services: Personalizing services to meet the unique needs and preferences of each customer can significantly boost satisfaction. This could involve offering tailored design solutions, flexible scheduling, and customized service packages. By understanding and addressing individual customer needs, Dongyi Risheng can create a more engaging and satisfactory customer experience.

2. Focus on High-Quality Construction.

Construction quality is a critical determinant of customer satisfaction, as it directly impacts the functionality, aesthetics, and longevity of the final product. The study's findings highlight the importance of maintaining high construction standards. To ensure consistent quality, Dongyi Risheng should consider the following.

(1) Stringent Quality Control Measures: The company should implement rigorous quality control processes at every stage of the construction process. This includes regular inspections, adherence to industry standards, and the use of high-quality materials. Quality assurance protocols should be established to catch and address potential issues before they affect the final product.

(2) Investment in Skilled Labor: Skilled labor is essential to maintaining high construction quality. Dongyi Risheng should invest in the recruitment, training, and retention of experienced professionals. Providing ongoing education and skill development opportunities can help ensure that the workforce remains adept at delivering high-quality results.

(3) Adoption of Advanced Technologies: Leveraging advanced construction technologies can enhance both the efficiency and quality of projects. Dongyi Risheng should consider adopting innovative construction techniques, such as modular construction or sustainable building practices, to improve quality and meet the evolving demands of customers.

3. Strengthening of After-Sales Service.

After-sales service is a key factor in sustaining customer satisfaction and building long-term customer loyalty. The study's results indicate that after-sales service has a significant positive impact on customer satisfaction, underscoring the need for Dongyi Risheng to prioritize this area. The following initiatives could be implemented.

(1) Extended Warranties and Service Contracts: Offering extended warranties or service contracts can provide customers with peace of mind and reinforce their confidence in the quality of the company's work. These offerings should be clearly communicated to customers, emphasizing the company's commitment to supporting them even after project completion.

(2) Proactive Customer Support: Instead of waiting for customers to report issues, Dongyi Risheng should adopt a proactive approach to after-sales service. Regular follow-ups, periodic maintenance checks, and prompt resolution of any post-construction issues can significantly enhance customer satisfaction. Utilizing a CRM (Customer Relationship Management) system can help track and manage these interactions efficiently.

(3) Customer Feedback and Continuous Improvement: Actively seeking and acting on customer feedback is crucial for continuous improvement. Dongyi Risheng should establish formal mechanisms for collecting feedback, such as surveys or post-service interviews. The insights gained from this feedback should be used to refine after-sales service processes and address any areas of concern.

By implementing these recommendations, Dongyi Risheng Home Decoration Group Co., Ltd. can not only enhance customer satisfaction but also strengthen its market position, improve customer loyalty, and build a reputation for excellence in the home decoration industry.

REFERENCES

- Dan, J. (2012). An investigation of the effect of online consumer trust on expectation, satisfaction, and post-expectation. *Information Systems and e-Business Management, 10*(2), 219-240.
- Gale, B. (1993). *Managing customer satisfaction: Creating quality and service that customers can see*. The Free Press.
- Hamzah, A. A., & Shamsudin, M. F. (2020). Why customer satisfaction is important to business? *Journal of Undergraduate Social Science and Technology, 1*(1).
- Ho, P. T., Albajez, J. A., Santolaria, J., & Yagüe-Fabra, J. A. (2022). Study of augmented reality based manufacturing for further integration of quality control 4.0: A systematic literature review. *Applied Sciences, 12*(4), 1961.
- Iacobucci, D., Ostrom, A., & Grayson, K. (1995). Distinguishing service quality and customer satisfaction: the voice of the consumer. *Journal of consumer psychology, 4*(3), 277-303.
- Kahneman, D., & Tversky, A. (2013). Prospect theory: An analysis of decision under risk. In *Handbook of the fundamentals of financial decision making: Part I* (pp. 99-127). [N.P.].
- Kotler, P. (1973). *Marketing management: Analysis, planning, and control*. Prentice-Hall.
- Li, C. (2022). *Analysis of existing problems in the home decoration industry*. Home Decoration Industry.
- Liu, Q. (2022). *Analysis of home decoration service quality*. Research on Home Decoration Quality.
- Liu, X. L., & Xu, D. J. (2015). A method of questionnaire design based on reliability analysis. *Modern Education, 9*(05), 78-79.
- Lu, Y., Xu, X., & Wang, L. (2020). Smart manufacturing process and system automation—a critical review of the standards and envisioned scenarios. *Journal of Manufacturing Systems, 56*, 312-325.
- Luo, H., Lin, L., Chen, K., Antwi-Afari, M. F., & Chen, L. (2022). Digital technology for quality management in construction: A review and future research directions. *Developments in the Built Environment, 12*, 100087.

- Manzoor, B., Othman, I., & Pomares, J. C. (2021). Digital technologies in the architecture, engineering and construction (Aec) industry—a bibliometric—qualitative literature review of research activities. *International Journal of Environmental Research and Public Health*, 18(11), 6135.
- McDougall, G. H., & Levesque, T. (2000). Customer satisfaction with services: putting perceived value into the equation. *Journal of Services Marketing*, 14(5), 392-410.
- McKnight, D.(2002). Developing and validating trust measures for e-Commerce: An integrative typology. *Information Systems Research*, 2(3), 334-359.
- Miller, S., Wilson, D., & Hickson, D. (2004). Beyond planning: Strategies for successfully implementing strategic decisions. *Long Range Planning*, 37(3), 201-218.
- Moavenzadeh, F. (2022). The construction industry. In *Shelter, Settlement & Development* (pp. 73-109). Routledge.
- Musarat, M. A., Alaloul, W. S., & Liew, M. S. (2021). Impact of inflation rate on construction projects budget: A review. *Ain Shams Engineering Journal*, 12(1), 407-414.
- Panteli, C., Kylili, A., & Fokaides, P. A. (2020). Building information modelling applications in smart buildings: From design to commissioning and beyond A critical review. *Journal of Cleaner Production*, 265, 121766.
- Qin, X. (2017). *A study on the consumption decision style of college students and its relationship with personality*. Jiangxi University Press.
- Ross, J. W., Weill, P., & Robertson, D. (2006). *Enterprise architecture as strategy: Creating a foundation for business execution*. Harvard business press.
- Schwartz, B. (2022). Maximizing versus satisficing: Happiness is a matter of choice. *Journal of Personality & Social Psychology*, 83(5), 1178-1197.
- Simon, H. A. (1965). The logic of rational decision. *The British Journal for the Philosophy of Science*, 16(63), 169-186.
- Tan, J. (2006). *Discussion on customer satisfaction and customer satisfaction*. Entrepreneur World.

- Tang, W., & Zhu, J. (2020). Informality and rural industry: Rethinking the impacts of E-Commerce on rural development in China. *Journal of Rural Studies*, 75, 20-29.
- Tien, N. H., Anh, N., Dung, H., On, P., Anh, V., Dat, N., & Tam, B. (2021). Factors impacting customer satisfaction at Vietcombank in Vietnam. *Hmylan J. Econ. Bus. Manag*, 2, 44-51.
- Woodruff, R. (1993). Understanding satisfaction and dissatisfaction from the customer's point of view. *Survey of Business*, (3), 18.
- Yamamoto, H. (2004). Modeling reputation management system on online C2C market. *Computational and Mathematical Organization Theory*, 10(2), 165-178.
- Zhang, B. (2009). *Online and physical stores will coexist for a long time*. Market Observation.
- Zhang, W.C., Ji, Y., & Li, X. (2014). Reliability analysis of the Chinese version of the Cognitive Integration Questionnaire. *Chinese Journal of Mental Health Journal*, 28(01), 40-44.
- Zhao, X. (2014) *Analysis of consumer psychology and behavior in E-commerce*. Economic and Trade in the Era.

APPENDIX

Dear Sir/Madam,

Thank you for your participation in this questionnaire survey. The survey will be conducted anonymously, and your relevant information will be kept confidential. Thank you again for your cooperation.

Part 1:

1. Gender?

A Male B Female

2. Age?

A 18-25 B 26-35 C 36-45 D above 45

3. The highest education?

A Bachelor's degree B Master's degree C Ph.D. degree D Others

4. Monthly income?

A Below 2000yuan B 2001-4000 C 4001-6000 D 6001-8000 E
8001-10000 F More than 10000 yuan

Part 2: Please judge to what extent you agree with the following statement: choose the most appropriate option and mark the corresponding number "√." The questionnaire used a five-point Likert scale with scores ranging from 1-5, ranging from 1 to 5 in which 1 = Strongly disagree/3 = neutral/ 5 = Strongly agree. Higher scores indicate greater agreement with the item.

Measuring Item	Strongly Disagree	Disagree	Average	Agree	Strongly Agree
Operation and Service Mode					
1. I find the operational procedures easy to understand.					
2. I am satisfied with the					

professionalism of service team.					
3. The operation and service mode effectively meet my needs.					
Construction Quality					
4. I believe the quality control measures during the construction process are adequate.					
5. I think the construction quality meets my expectations and standards.					
6. I am satisfied with the quality inspection and acceptance procedures after the construction is completed.					
After-sales Service					
7. I am satisfied with the responsiveness of the after-sales service team.					
8. I believe the after-sales service team effectively resolves my issues.					
9. I find the overall quality of the after-sales service to be satisfactory.					

Customer Satisfaction					
10. I am overall delighted after selecting Dongyi Risheng Home Decoration Group Co., Ltd.					
11. Dongyi Risheng Home Decoration Group Co., Ltd. was able to meet my level of expectation.					
12. I am more satisfied with Dongyi Risheng Home Decoration Group Co., Ltd. than with similar enterprise.					