

Research on Customer Satisfaction Survey of Education and Training Companies Based on Weighted Average —Data from Jungle Tiger Education

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Abstract: This paper takes Jungle Tiger Education Consulting Co., Ltd. as the research object, takes the factors affecting the customer satisfaction of the company as the investigation content, through reviewing the related literature, combining with the actual situation of the company, and analyzing the survey results by using the SPSS19 and EXCEL software to find an effective way to improve the customer satisfaction of the company. To provide valuable market information for the company to develop correct marketing strategies, and also to provide some useful inspiration and reference for the same industry.

Keywords: Customer Satisfaction; Faculty Professionalism; Learning Outcomes

1 Introduction

Currently, the competition among education and training institutions in China's first-tier cities remains fierce due to immediate demand and other reasons. Research on customer satisfaction of education and training institutions is an important topic. It helps to improve their education quality, attract more students and parents, enhance competitiveness and realize sustainable development. Jungle Tiger Education Consulting Co., Ltd. was registered in April 2021 in Guangzhou. The company's main target group is children aged 4-12, mainly engaged in national defense education, student military training, quality development, winter and summer camps, national defense knowledge education lectures. Jungle Tiger Education has been certified by authoritative institutions and has obtained the cooperative training qualification as well as the membership unit of Guangdong National Defense Education Society. As competition in the industry intensifies, the company needs to gain a deeper understanding of its customers' satisfaction with its products and services in order to improve its strategies to maintain its competitive edge.

2 Rationale and research hypothesis

2.1 The Concept of Customer Satisfaction

The concept of customer satisfaction can be traced back as far as 1965, Cardozo (1965) argued that satisfaction is the result of expectations, which are partly derived from prior experience. Kotler (1997) defined satisfaction as the state of feeling of pleasure or disappointment that a person develops by comparing the perceivable effects of a product with his expectations. In the 2000 version of ISO/DIS9000, customer satisfaction is defined as the customer's opinion of the extent to which a matter has met his needs and expectations. In general, the concept of customer satisfaction involves three basic elements: the efficacy of the product or service as perceived by the customer, the customer's expectations of such efficacy, and the customer's perception of the cost of acquiring and using the product and service.

2.2 Customer Satisfaction Influencing Factors

Customer satisfaction influencing factors include three aspects: perceived quality, customer expectations and perceived value, which are interacting with each other and jointly influence customer satisfaction (Fornell et al., 1996); Zeithaml & Bitner (1998) believe that customer satisfaction in the service industry is mainly affected by service quality, product and price factors, while environmental factors and personal factors also have an impact on customer satisfaction.

2.3 Customer Satisfaction Index Algorithm

The formula for the weighted average customer satisfaction index: $CSI = \sum (x_i - k_i)$ (xi - the value of the average rating of customer satisfaction with the ith indicator; ki - the value of the weight of the ith indicator). According to the formula, it can be seen that the weighted average consumer satisfaction is the product of the average consumer satisfaction with the ith indicator and the weight of the ith indicator, and then summed.

2.4 Research Hypotheses

Based on the above theoretical model, combined with the actual situation of education and training companies, this study makes the following hypotheses about the customer satisfaction of Jungle Tiger Education Company. H1: Jungle Tiger Education's products are positively related to its customer satisfaction; H2: Jungle Tiger Education's services are positively related to its customer satisfaction. H3: The professionalism of teachers of Jungle Tiger Education Company is positively related to its customer satisfaction; H4: The professionalism of teachers of Jungle Tiger Education Company is positively related to its customer satisfaction.

3 Survey and Analysis of Customer Satisfaction Status of Jungle Tiger Education, Inc.

3.1 Descriptive Statistical Analysis of the Questionnaire

The basic information part of the questionnaire was analyzed

with descriptive statistics. Firstly, in terms of gender, there are 92 male customers, accounting for 54.1%, and 78 female customers, accounting for 45.9%, with a difference of 5% between female and male consumers, and there is not much difference between the number of male and female consumers in this company; secondly, in terms of educational level, the majority of customers are in the two categories of college and undergraduate degree, which accounted for 70.5% of the total number of people, which shows that customers who like to let their children take part in the national defense education activities of this company Generally speaking, the education level is higher; finally, in terms of monthly income, most of the customers' income is between 5,000 and 10,000 years old, accounting for 39.4% of the total number of respondents, the monthly income of the respondents is relatively high, and the disposable income is more, which shows that the customers of this company not only have a certain economic foundation, but also willing to spend money on the cultivation of children.

3.2 Reliability and Validity Analysis of the Questionnaire

In this study, SPSS 19.0 software was used to calculate the value of Cronbach's alpha coefficient for the characteristic variables. The reliability of the indicators of the satisfaction questionnaire was tested to be reliable. The results are shown in Table 1.

Table 1 Reliability Analysis

Characteristic Variable	Cronbach's Alpha	Item Count
Product Satisfaction	0.735	4
Service satisfaction	0.731	4
Teachers' satisfaction	0.801	4
Satisfaction with learning outcomes	0.795	4

KMO and Bartlett's sphericity tests were conducted for the product satisfaction scale, service satisfaction scale, faculty satisfaction scale, and learning outcome satisfaction scale. The KMO value for each satisfaction scale was greater than 0.7, indicating that the study data were suitable for information extraction for further analysis.

3.3 Hypothesis Verification

In this study, Pearson correlation analysis is used to verify that there is a correlation between satisfaction and product, service, faculty, and learning outcomes in Jungle Tiger Education Company. As shown in Table 2.

Table 2 Correlation Analysis

pearson correlation					
	Product	Service	Teachers	learning outcomes	Satisfaction
Product	1				
Service	.739**	1			
Teachers	.716**	.722**	1		
learning outcomes	.726**	.706**	.798**	1	
Satisfaction	.918**	.874**	.874**	.901**	1
* p<0.05 ** p<0.01					

As can be seen from Table 2, there is correlation between all the variables and the correlation coefficient is greater than 0, which

indicates that there is a significant positive correlation between all the variables. Therefore there is a positive correlation between the satisfaction of Jungle Tiger Educational Consultants Ltd. and its products, services, faculty and learning outcomes. That is, hypotheses H1, H2, H3 and H4 are verified.

3.4 Calculation of the Weighted Average Index of Satisfaction

In this paper, a five-level Likert scale was used, and Excel software was used to statistically organize the collected data and calculate the average of the satisfaction of each component. The formula for calculating the weight is: the weight of a demand indicator = (the average score of the importance of that demand indicator ÷ the sum of the average score of the importance of all demand indicators) × 100%, and according to the importance scores assigned to the five groups, the weight of the indicators of each demand is calculated using the above formula. On this basis, using the formula: $CIS = \sum_{i=1}^n xi * ki$, where $n=16$, the calculation results show that Jungle Tiger's comprehensive satisfaction score is 4.1, as shown in Table 3 below.

Table 3 Calculation Of Comprehensive Customer Satisfaction Index For Jungle Tiger Education Company

Impact factor	Demand index(n)	xi	ki	xi*ki
Product factors	1.Product price	4.02	0.062	0.2473
	2.Educational content	3.95	0.060	0.2388
	3.Practical experience activities	4.00	0.061	0.2449
	4.Story theory courses	4.10	0.063	0.2573
Service factors	5.Teaching hardware	4.01	0.061	0.2461
	6.Teaching software	3.97	0.061	0.2412
	7.Course customization	4.13	0.063	0.2610
	8.Food and accommodation services	4.02	0.062	0.2473
Teacher qualifications	9.Professionalism of instructors	4.21	0.064	0.2713
	10.Uniforms and watches	4.06	0.064	0.2649
	11.Classroom atmosphere	4.13	0.062	0.2486
	12.Course quality	4.19	0.064	0.2687
Learning effect factors	13.Develop good habits	4.35	0.067	0.2896
	14.More independent consciousness	4.11	0.063	0.2585
	15.Loyalty to the country thought	4.10	0.063	0.2573
	16.Improve comprehensive quality	3.99	0.061	0.2437
Customer satisfaction index	CIS=4.10			

4 Deficiencies in Customer Satisfaction in Jungle Tiger Education, Inc.

4.1 Educational product content to be optimized

As can be seen from Table 3, users of Jungle Tiger Education have a high overall evaluation of the product, but there is still some room for improvement. In particular, the evaluation of educational content is not high. In addition, the three aspects of product satisfaction are interrelated and must go hand in hand in order to further improve the overall satisfaction of the product.

4.2 Personalization of instructional software needs to be strengthened

The survey results show that the company's course customization service is slightly underrated overall, with a mean satisfaction value of 3.97. Therefore, the company should meet the individual learning needs of students in course customization, provide more flexible and targeted teaching solutions, and at the same time listen more to customers' opinions and take timely measures to improve customer satisfaction.

4.3 Slightly lower satisfaction with grooming

As shown in Table 3, the mean score of customer satisfaction with grooming is 4.06, which is lower than the composite index of satisfaction. According to the field survey, when the number of trainees exceeds a certain number, there is a situation of hiring part-time instructors, and the educational ability of part-time instructors is often not guaranteed. Instructors have a leading role in national defense education, and the quality of instructors determines to a certain extent the heights that cadets can reach after undergoing national defense education, so the faculty aspect of Jungle Tiger education needs to be strengthened.

4.4 Low ratings in terms of comprehensive quality improvement

The average satisfaction score of comprehensive quality improvement is 3.99, and there is still some room for improvement. Learning effect is the product value that customers ultimately pursue, and whether it is product, service or teacher satisfaction, it reflects the learning effect of students to a certain extent. Therefore, it is urgent to improve the comprehensive quality of students.

5 Customer Satisfaction Improvement Path of Jungle Tiger Education Company

5.1 Continuous improvement of educational content to ensure the quality of the curriculum

On the one hand, it is necessary to continuously improve the content of education, improve the mechanism of national defense education, and regularly evaluate and give feedback on the content of education. On the other hand, it is necessary to guarantee the quality of the courses and form a unique style. Focus on the systematic and coherent nature of the teaching materials, provide teaching materials suitable for different grades and levels, and meet the learning needs of students.

5.2 Enhancement of hardware and software facilities to improve students' course experience

First, the construction of hardware facilities has been strengthened to provide students with a better teaching environment and teaching resources. Secondly, the construction of software for national defense education will be strengthened to provide students with richer and more diversified learning resources and technical means, so as to improve the attractiveness and effectiveness of national defense education, and to give students a sense of national defense and national defense capability. Finally, the accommodation and food services are upgraded to provide better educational conditions.

5.3 Increase instructor professionalism training and improve teacher qualifications

First, training and attracting talents by means of "internal training and external attraction", and continuously promoting the professionalization of manpower. Secondly, instructor training should be strengthened, and training and support for the national defense education teaching staff should be enhanced, so as to improve the instructors' level of national defense knowledge and teaching ability, and enhance their understanding and grasp of national defense education.

5.4 Enhancing teacher-student interactivity to improve learner outcomes

Firstly, improve the after-sales service ability and respond positively to customers' feedback. Secondly, pay attention to the publicity work, attract customers to participate in the community and pay attention to the official public number of Jungle Tiger. The main duties of the community include the tasks of posting the students' learning situation regularly every day, maintaining the order of the community, and responding to customers' questions individually. When the learning effect of the trainees does not meet the expectation, timely adjustments should be made in the content, form, effect and teaching method of national defense education.

6 Conclusions

In summary, education and training companies want to develop in the long run, there must be a higher degree of satisfaction of customers, you need to do these points: first, establish a long-term customer base, resolve customer dissatisfaction, maintain good customer relations, so that consumers become loyal fans of the enterprise; second, improve the quality of the enterprise's products and services, the output of high-quality content of the education curriculum, to hit the pain points of the consumer, to create value; third. Always maintain a strong faculty, fully recognizing that in education and training the faculty is an important measure of winning consumer satisfaction; fourth, guarantee the final learning effect of the students, a good learning effect is the decisive factor of whether customers continue to consume and spread a good word of mouth.

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