

อิทธิพลของส่วนประสมการตลาดบริการต่อความพึงพอใจของลูกค้าใน
สถาบันฝึกอบรมศิลปะในมณฑลกุ้ยโจว สาธารณรัฐประชาชนจีน
The Effect of Service Marketing Mix on Customer Satisfaction of art training
institutions in Guizhou Province. People's Republic of China

YuJingFang Wu^{1*} Peevara Parnitvitidkun^{2*} and Supang Nunta³

*Corresponding author, e-mail: peevara.p@srru.ac.th

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บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาอิทธิพลผลกระทบของส่วนประสมการตลาดบริการต่อความพึงพอใจของลูกค้าของสถาบันฝึกอบรมศิลปะในมณฑลกุ้ยโจว สาธารณรัฐประชาชนจีน งานวิจัยตัวอย่างนี้ประกอบด้วยผู้ปกครองของนักเรียนในสถาบันฝึกอบรมศิลปะ จำนวน 401 คน แบบสอบถามออนไลน์เป็นเครื่องมือวิจัยที่ใช้ในการรวบรวมข้อมูล และใช้การสุ่มตัวอย่างอย่างง่ายเพื่อกระจายแบบสอบถามผ่านรหัสคิวอาร์ ผลการวิเคราะห์การถดถอยพหุคูณจากอาสาสมัครซึ่งส่วนใหญ่เป็นเพศหญิง ระดับการศึกษาปริญญาตรี และมีสมาชิกในครอบครัว 4-6 คน รายได้ 5,000-8,000 หยวนต่อเดือน และอาศัยอยู่ในมณฑลกุ้ยโจว แสดงให้เห็นว่าส่วนประสมการตลาดบริการด้านราคา ด้านผลิตภัณฑ์ ด้านส่งเสริมการขาย ด้านสถานที่ ด้านกระบวนการ ด้านบุคลากร และด้านกายภาพ ส่งผลกระทบต่อความพึงพอใจของลูกค้า ผลการวิจัยครั้งนี้จะช่วยเป็นแนวทางในการวิจัยและการวิจัยในอนาคต และมีความสำคัญอย่างยิ่งต่ออุตสาหกรรมฝึกอบรมศิลปะและสถาบันที่แข่งขัน โดยจะเพิ่มมูลค่าของลูกค้าและเสริมสร้างตำแหน่งทางการแข่งขันของสถาบัน

คำสำคัญ: ส่วนประสมการตลาดบริการ ความพึงพอใจของลูกค้า สถาบันฝึกอบรมศิลปะ

Abstract

This study aimed to examine the effect of the service marketing mix on customer satisfaction at art training institutions in Guizhou Province, People's Republic of China. The study involved surveying 401 guardians of students enrolled in these institutions. This research collected data through an online questionnaire distributed via QR codes using simple random sampling. The results of multiple regression analysis on the subjects, who were mostly female, had bachelor's degrees, had 4-6 family members, had a monthly income of 5000-8000 yuan, and lived in Guizhou Province, showed that

¹ Master of Business Administration Student, Faculty of Management Science, Surindra Rajabhat University

² Faculty of Management Science, Surindra Rajabhat University

³ Faculty of Management Science, Surindra Rajabhat University

various elements of the service marketing mix, including price, product, promotion, place, process, personnel, and physical aspects, significantly influenced customer satisfaction. The findings of this study hold value for guiding future research and development in the competitive art training industry, as they can contribute to enhancing customer value and fortifying the competitive position of these institutions.

Keywords: Service marketing mix, Customer satisfaction, Art training institution

Introduction

With the continuous development of China's economy and society, the income level of residents is also gradually improving, and the investment in family education is also increasing. In addition, parents after the 1980s and 1990s paid more attention to children's education. China's current per capita GDP is constantly increasing, and the scope of primary art education is expected to expand rapidly. The art education sector in China is still in its infancy; however, exceptional businesses may quickly annex them. To stay competitive, the government also provided strong policy support for children's art education, making children's art quality the focus of current parents' education. Government policy encourages art and science to inherit Chinese tradition and supports future traditional Chinese calligraphy and paintings (Li et al. 2022). There are many new entrants in the training industry business market in China. The research on service marketing in my country's training industry has matured. Many large training institutions have begun to use and develop a set of marketing models and systems suitable for themselves. However, most of these systems are systematic, suitable for training institutions with large brands, and rarely customized service marketing research for small and medium-sized training institutions. In 2020, the market size of the Chinese art education industry will reach 259.8 billion yuan, and the compound growth rate of 2016-2020 will reach 9.53% (Zhuanzang, 2023). Despite this rapid growth, there remains a pressing need for marketing strategies that cater specifically to the unique challenges faced by small and medium-sized training institutions in the art education sector.

The service marketing portfolio, the prosperity of 7 Ps, Booms and Bitner (1981), can also be applied to a service company and an intensive environment. Services have unique characteristics, such as intangible, heterogeneous, inseparable, and perishing. In addition to the four traditional elements, three essential elements are added: personnel, processes, and physical evidence. Hung (2020) pointed out that products are measured by university affiliation, employment opportunities, previous academic

achievements, and internships provided by universities. Ivy (2008) explains that the 7Ps consist of premium, prominence, promotion, price, plan, prospectus, and people. Over the years, prominence has been given to the image of admissions, a factor that confirms its importance. Promotion is the marketing communication of business schools and is divided into two areas: traditional and traditional media promotion. Newspaper advertising, publicity, and electronic media form the promotional elements of the business school's marketing mix. Prospectuses are direct mail-related promotions. The flexibility of paying tuition dominates the price. The plan is the scope of the service portfolio's product element, degree, and professional selection. People are the elements of people in the service sector. Providing face-to-face tuition fees may be more suitable for the location of the service portfolio and the opening date of promotional activities.

In a fiercely competitive market, the organization is centered on the customer. Customer satisfaction is an abstract and vague concept. Customer satisfaction has become an essential differential factor in marketing strategies. Kotler and Keller (2013) define customer satisfaction as a sense of satisfaction or disappointment when consumers compare the perceptual performance or results of the product with their expectations. In psychological variables, personal beliefs, attitudes, and evaluations may affect customer satisfaction, which differs from person to person and the satisfaction between products. By measuring customer satisfaction, the organization can understand how they successfully transport products to the market (Munteanu et al. 2010). According to the uncertain expectation theory, customer satisfaction results from comparative customer expectations and views. Customers can be satisfied only when service facilities meet or exceed customers' expectations (Kazungu and Kubenea. 2023). Student satisfaction has become essential for educational institutions as they increasingly view themselves as customers. Student satisfaction is also often used to indicate quality and quality (Chen. 2017). Based on the prediction rate between students and institutions, the prediction rate involves the two commitments of students: the goal commitment to obtain the degree, and the decision to obtain the degree in a specific institution constitutes a sense of satisfaction that can be used from the number of students and income (Carter and Yeo. 2016).

Recent studies highlight that arts learning enhances overall educational outcomes and provides unique knowledge and skills (Shi & Nicolas, 2023). There has been a notable increase in individuals enrolling in various art training courses to meet social, entertainment, and personal needs. The rise of the Internet and new information technologies is expected to drive significant growth in art

education, both for primary education and adult instruction. Consequently, institutions must engage in effective resource planning and utilization to maintain or enhance their market position (Li et al., 2022). While research on service marketing in China's training industry is well-established, it predominantly addresses large organizations with significant resources. There is a noticeable gap in understanding how small and medium-sized art training institutions can effectively use service marketing strategies to improve customer satisfaction and retention. This study aims to fill this gap by focusing on art training institutions in Guizhou Province, exploring how service quality and marketing mix influence customer satisfaction, and providing practical insights for these smaller entities in a competitive market.

Research objectives

To investigate the effect of service marketing mix on customer satisfaction of art training institutions in Guizhou, People's Republic of China.

Conceptual framework

According to the existing literature, the research conceptual framework is the effect of the service marketing mix on customer satisfaction. There are seven elements of the service marketing mix and one element of customer satisfaction. The conceptual framework and the relationships between the latent variables of this study are presented in Figure 1. Therefore,

Hypothesis 1: Service marketing mix has a positive impact on customer satisfaction.

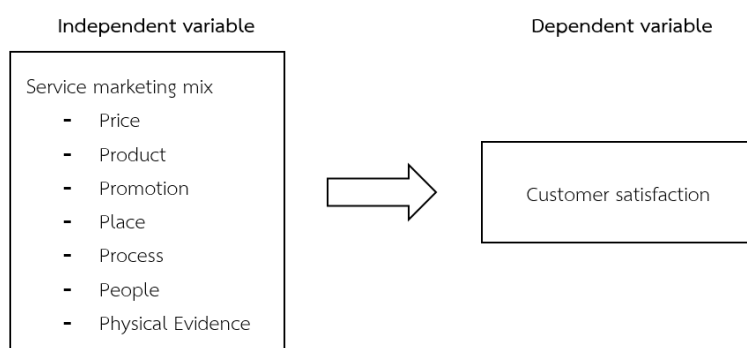


Figure 1 Conceptual Framework of this research

Research methodology

Population and sample

The participants recruited in this study were guardians who paid the course fees of an art training institution for their children in the People's Republic of China. This sample research is for guardians of the art training institution students in Guizhou, People's Republic of China. Then, this study purposively selected four art training institutions and 2,800 students from the Y.B. art training institutions that offer a variety of courses in art training, relate to the service marketing mix, and tend to meet different satisfactions of the guardians. One student must include one guardian on the registration application to enroll in an art training institution. This study sample was a voluntary guardian representative of a study participant. Sample selection in the Guizhou province survey sample size adopted a random sampling method. The ratio of observations to variables is 10-20:1, which has also been suggested, meaning that 10 observations are made for each observation (Hair et al. 2010). To calculate the sample size in this study, the questionnaire with 43 items (questions) would require 430 respondents. 401 respondents completed a 43-item questionnaire. Results provide valuable insights into the factors influencing guardians' selection of art training institutions for their children in China.

Research instrument and instrument quality

The study was designed as quantitative research. Self-administered online and offline questionnaires were employed as instruments for this study. This questionnaire, partially adapted from theory and based on past literature, was segmented into four variables. Questionnaires were used as research tools to collect primary data from the study sample.

This questionnaire was composed of four parts. First, demographic profile of the participants: gender, age, education, family member, monthly income, and child's age. Next, 33 items questions will appear around the impact of the service marketing mix of arts training institutions. All questions are modified from Carter & Yeo (2016), Ivy (2008), Khorsheed et al. (2020), and Munteanu et al. (2010). Then, ten items about customer satisfaction modification from Carter & Yeo (2016), Chen (2017), Eberle et al. (2016), Ivy (2008), Lim et al. (2020), and Özkan et al. (2020). Questions asked respondents to rate their extent of satisfaction using a five-point Likert scale ranging from 1 = very dissatisfied to 5 = very satisfied.

We used the Rovinelli & Hambleton (1976) formula to calculate IOC values for our questionnaire. Feedback from three experts was used to modify the questionnaire and reduce the number of questions from 43 to 39. Questions with scores below 0.5 were removed from the final questionnaire. This study used reverse translation to confirm the accuracy of the questionnaire's translation. The translation quality was evaluated by comparing the English version with the backward-

translated Chinese version (Brislin, 1970). An expert committee evaluated and approved the questionnaire's methodology, which was then approved by the ethics committee on 13 September 2023.

Data collecting

After approval from the ethics committee, the researcher designs, creates, tests, and maintains the online questionnaire with the advisors. The researcher will distribute questionnaires by link to the guardian. A simple random sampling method was employed to collect data from participants, and the data was collected to investigate the effect of service marketing mix on customer satisfaction for two months.

Data analysis

The reliability coefficient of this research will use Cronbach's alpha coefficient method to verify the quality of the research instrument (Cronbach, 1951). To test the internal consistency of this questionnaire by Cronbach's value, Hair et al. (2010) suggested that the cutoff point to estimate the reliability of one construct is 0.70. In this study, Cronbach's alpha coefficient value of overall questionnaire was 0.940, which is acceptable in Table 1.

Table 1 Results of the Cronbach's alpha coefficient of variables

Variables	Number of items	Cronbach's alpha coefficient
Service Marketing Mix		
Price	5	0.744
Product	5	0.860
Promotion	5	0.837
Place	4	0.784
Process	5	0.796
People	4	0.837
Physical evidence	5	0.876
Customer Satisfaction	10	0.893
Overall	43	0.940

Research results

The simple random sampling method was employed to collect data from participants. The data collection period lasted two months; the researcher will check the returned questionnaires for online surveys. The study is based on the different places in Guizhou Province, involving multiple regions. Table 2 shows that 47.9% were males and 52.1% were females. The respondents in this study

are mainly in the 21-30 age range, accounting for 48.6%, 33.2% under the age of 20, and 14.7% between the ages of 31 and 40, while the proportion of people over the age of 41 is relatively low, only 3.5%. Regarding educational attainment, most respondents have a higher degree; 58.4 percent have a bachelor's degree, 7.7 percent have a bachelor's degree or above, and 33.9 percent have a high school degree.

Table 2 Information for participants

Participations	Information	Frequency	Percent
Gender	Male	192	47.9
	Female	209	52.1
Age	Under 20 years old	133	33.2
	21-30 years old	195	48.6
	31-40 years old	59	14.7
	Above 41 years old	14	3.5
Education	High school	136	33.9
	Bachelor's degree	234	58.4
	Bachelor's degree above	31	7.7
Family Member	1-3 person	129	32.1
	4-6 person	245	60.1
	7 above person	27	7.8
Monthly Income Level	2,001-5,000 yuan	137	33.1
	5,001-8,000 yuan	196	48.8
	More than 8,001 yuan	68	18.1

This study used the Pearson correlation coefficient to investigate the correlations between Price, Product, Promotion, Place, Process, People, Physical Evidence, and Customer Satisfaction, as shown in Table 3. Moreover, the average customer satisfaction is 4.026, which indicates strong agreement. The average service marketing mix is between 3.034 and 4.042. All dimensions are in a string agreement, but only the price is in a medium agreement.

Table 3 Results of Pearson's correlations and descriptive statistics

	CS	PR	PD	PM	PL	PC	PP	PE
CS	1							
PR	.502**	1						
PD	.477**	.345**	1					
PM	.475**	.320**	.284**	1				
PL	.479**	.311**	.401**	.326**	1			
PC	.500**	.360**	.281**	.270**	.256**	1		
PP	.498**	.354**	.284**	.350**	.340**	.280**	1	
PE	.502**	.352**	.350**	.342**	.306**	.266**	.347**	1
Mean	4.026	3.034	4.042	3.672	3.635	3.756	3.953	3.858
S.D.	0.697	0.677	0.792	0.898	0.973	0.832	0.809	0.822

Note: ** Correlation is significant at the 0.01 level (2-tailed), Customer Satisfaction (CS), Price (PR), Product (PD), Promotion (PM), Place (PL), Process (PC), People (PP), and Physical Evidence (PE)

Multiple regression analysis was used to test this study. Hair et al. (2010) recommended that the variance inflation factors (VIF) range from 1.97 to 2.36, lower than 10. The VIF result indicates that the remaining predicted variables in the multiple regression model might contain all variables with undetected multicollinearity and independent variables. The following service quality is divided into five dimensions to analyze the regression model.

In the research on customer satisfaction, we analyzed seven factors: Price, Product, Promotion, Place, Process, People, and Physical Evidence. The impact of these factors on customer satisfaction was measured through regression analysis, with the following results:

Process: The coefficient is 0.379, with a standard error of 0.061; its standardized coefficient is 0.226, the t-value is 6.237, and the significance level is 0.000. The process is one of the most crucial factors affecting customer satisfaction, having the most significant impact on enhancing customer satisfaction.

People: The coefficient is 0.367, with a standard error of 0.081; its standardized coefficient is 0.170, the t-value is 4.523, and the significance level is 0.000. This indicates that the quality and attitude of service personnel have a significant positive impact on customer satisfaction.

Physical Evidence: The coefficient is 0.303, with a standard error of 0.064; its standardized coefficient is 0.179, the t-value is 4.742, and the significance level is 0.000. This shows that the physical environment and tangible goods businesses provide can effectively enhance customer satisfaction.

Price: The coefficient is 0.270, with a standard error of 0.064; its standardized coefficient (Beta) is 0.161, the t-value is 4.222, and the significance level (Sig.) is 0.000. This indicates that Price has a

significant positive impact on customer satisfaction, with customer satisfaction increasing by an average of 0.270 units for each unit increase in Price, a statistically significant result. Additionally, the tolerance for Price is 0.728, and the Variance Inflation Factor (VIF) is 1.373, indicating that its multicollinearity issue is insignificant.

Place: The coefficient is 0.269, with a standard error of 0.068, its standardized coefficient is 0.150, the t-value is 3.968, and the significance level is 0.000. This shows that location choice has a significant influence on improving customer satisfaction.

Product: The coefficient is 0.256, with a standard error of 0.067; its standardized coefficient is 0.145, the t-value is 3.842, and the significance level is 0.000. This suggests that product quality also has a significant positive impact on customer satisfaction.

Promotion: The coefficient is 0.236, with a standard error of 0.058; its standardized coefficient is 0.152, the t-value is 4.093, and the significance level is 0.000. This indicates that promotional activities can effectively enhance customer satisfaction.

Overall, all seven factors significantly positively impact customer satisfaction, with Process, People, and Physical Evidence having a more pronounced effect on enhancing customer satisfaction. These results provide essential bases for businesses in formulating strategies to improve customer satisfaction. Businesses should focus on these critical factors by optimizing products and services, strengthening promotional activities, improving service processes, enhancing the quality-of-service personnel, and improving the physical environment, among other measures, to comprehensively enhance customer satisfaction.

Table 4 Results of Multiple Regression Analysis

Model	Unstandardized		Standardized	t	Sig.	Collinearity	
	Coefficients		Coefficients			Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	2.961	1.637		1.808	.071		
Price	.270	.064	.161	4.222	.000	.728	1.373
Product	.256	.067	.145	3.842	.000	.741	1.350
Promotion	.236	.058	.152	4.093	.000	.766	1.305
Place	.269	.068	.150	3.968	.000	.741	1.350
Process	.379	.061	.226	6.237	.000	.805	1.243
People	.367	.081	.170	4.523	.000	.747	1.339
Physical Evidence	.303	.064	.179	4.742	.000	.748	1.337

Note: Dependent Variable: Customer Satisfaction

As shown in Table 4, the service marketing mix (Sig=.000) significantly affects customer satisfaction. Due to the different individual unique contributions of different variables, it can be seen that the beta value of online shopping experience (Price = 0.270, product= 0.256, Promotion = 0.236,

Place= 0.269, process = 0.379, people = 0.367, and physical Evidence =0.303), and the higher the B-value, the higher the contribution of customer satisfaction.

Therefore, the multiple regression model of service marketing mix and customer satisfaction is as follows:

$$Y_{cs} = 2.961 + 0.270X_{pri} + 0.256X_{prod} + 0.236X_{prom} + 0.269X_{pla} + 0.379X_{pro} + 0.367X_{peo} + 0.303X_{PE}$$

According to this equation, we can calculate the corresponding customer satisfaction under any service marketing mix within a reasonable range. However, there are some professional doubts about calculating customer satisfaction based on only a few variables of the service marketing mix (Price, Product, Promotion, Place, Process, People, Physical Evidence). Therefore, we only consider these variables indicators of the service marketing mix, through which some customer satisfaction can be explained.

Conclusion and discussion

This study explores the impact of the service marketing mix on customer satisfaction in art training institutions in Guizhou, China. High satisfaction levels were noted, especially with teacher quality and overall services. The analysis showed a strong positive correlation between service marketing mix and customer satisfaction, emphasizing the significance of marketing strategies. The study findings suggest that art training institutions can improve customer satisfaction by focusing on the service marketing mix and adopting a customer-centric approach.

Process: The study results show that process significantly positively affects customer satisfaction. This result coincides with a previous study by Camilleri (2021), which revealed that the process within higher education institutions (HEIs) encompasses various aspects of service delivery, from teaching methodologies to student and staff involvement in service execution. These processes are crucial for managing marketing within the organization and ensuring the accessibility and quality of services like faculty interactions, admissions, and support services.

People: The results of the study show that people have a significant positive effect on customer satisfaction. The results are consistent with Brkanlić et al. (2020), which indicated that the human factor positively impacts student satisfaction. The multiple regression analysis proved that the human factor was significant for achieving student satisfaction. This can include encouraging current students and alumni to share their positive experiences, significantly enhancing credibility, and attracting new students.

Physical Evidence: The study results show that physical Evidence significantly positively affects customer satisfaction. Consistent with the existing literature, physical Evidence and customer satisfaction have a significant relationship (Abbas, 2020). This research focuses on the quality of services in higher education institutions from students' perspectives and identifies several crucial elements, including teaching quality, facilities, and support staff quality, which align with the concept of physical Evidence in marketing.

Price: The study results show that Price significantly positively affects customer satisfaction. A study conducted by Lim et al. (2020) found that Price significantly influences product brands in higher education. The finding has important implications for higher education marketing theory and practice. The results are consistent.

Place: The study results show that place significantly positively affects customer satisfaction. This study emphasizes the role of place in higher education institutions' strategic planning and competitive positioning (Nasreen & Afzal, 2020). The analysis examined factors such as the institution's distance learning capabilities, showcasing how location, accessibility, and education delivery mode are crucial for attracting and retaining students. The results are consistent.

Product: The study results show that Product significantly positively affects customer satisfaction. This study result showed that Product significantly influences choosing a school (Iskandar et al., 2021). It indicates that the customer's decision to choose a school will consider the quality of the Product, such as the educational program.

Promotion: The study results show that Promotion significantly positively affects customer satisfaction. This result is consistent with a study by Huang (2021), which discovered that sales promotion is another factor that affects parents' selection decisions. One research by Brkanlić et al. (2020) showed that Promotion positively correlates with students' satisfaction in higher education. Promotions are not considered significant predictors of student satisfaction.

This study focuses on the seven key dimensions of service marketing portfolio and provides empirical evidence for the impact of service marketing on customer satisfaction. The study also highlights the potential impact of customer satisfaction on arts training institutions. According to the study, customers believe that the quality of service provided by the company meets their expectations, indicating that customers' expectations of service quality are consistent with what they perceive. This means that mobile phone providers are providing the quality of service that their customers expect and thus satisfying their customers. This finding is in line with Subrahmanyam & Shekhar's (2014) study, which also identified the quality of service as a vital factor affecting satisfaction and loyalty. The best service provided by arts training institutions satisfies students and makes them

loyal to the school. Othman et al. (2020) found that after-sales service and marketing communication have a significant positive impact on Umrah service directly and indirectly through customer satisfaction. These are two essential aspects of service marketing mix that can be studied in other parts of the world where Umrah services are provided. The study's findings provide a basis for further validating customer behavior and contribute to understanding the relationship between the service sales mix and customer satisfaction.

Recommendations

Contribution for academic and practical

This study developed a satisfaction questionnaire for training institutions to identify factors that determine customer satisfaction. It explored the relationship between small and medium-sized marketing mix and customer satisfaction while focusing on art training institutions in Guizhou Province. The study identified problems in training institution marketing and enriched theoretical research on enterprise marketing and management.

The Chinese art training market is expanding, and institutions must focus on offering quality programs and excellent customer service to enhance customer satisfaction effectively, prioritize optimizing service processes due to their substantial impact. Streamline and refine operational procedures to minimize wait times and ensure efficient service delivery. Next, invest in comprehensive training programs for service personnel to elevate their skills and service quality, which is crucial for positive customer interactions. Improve the physical environment by ensuring it is clean, organized, and visually appealing, as this significantly influences customer perceptions. Additionally, adopt competitive pricing strategies to offer value and align with market expectations. Strategically select service locations for their accessibility and convenience to the customer base. Consistently maintain high product quality by incorporating customer feedback and staying abreast of industry advancements. Finally, enhance promotional activities through targeted campaigns and special offers to attract and retain customers. Addressing these factors systematically will lead to a comprehensive improvement in customer satisfaction.

Recommendation for future research

This study used quantitative research methods to examine the impact of the service marketing mix on customer satisfaction. The study's limitations provide avenues for future research, including

conducting research and promotion targeting a broader population or industry with caution. Longitudinal studies are more effective in collecting data before and after the course.

The study focused on the crucial role of service quality in customer satisfaction. Identifying other variables, such as the organization's value, image, or reputation, is equally important. Incorporating these variables in future research can help organizations improve their services and determine the factors that influence customer satisfaction.

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