

Enhancing Customer Satisfaction of a Graphic Design Firm in Chengdu, China

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Abstract

This research applies a mixed method, which aligns with qualitative and quantitative research. The major research objective is to study the factors affecting customer satisfaction in the graphic design industry in Chengdu, China. It was carried out in Chengdu Golden Wave Advertising Company. The research instruments are questionnaire and interview, and the sample size is 103 respondents. Multiple linear regression was used as the inferential analysis to test the hypotheses and interviews were applied to support and confirm quantitative results. It can be concluded from the research findings that all five factors, which are product quality; communication, service quality; price, and teamwork, have a significant impact on customer satisfaction. Therefore, for recommendations, the company needs to provide high-quality products at reasonable prices, provide customers with quality services, and achieve the best results through team cooperation and communication to enhance customer satisfaction.

Keywords: customer satisfaction, teamwork, price, service quality, communication.

Introduction

In the rapid passage of time today, the development of things is always by leaps and bounds. Things that cannot keep up with the development of the times are bound to be eliminated. A company must constantly develop and innovate and make new progress. Organizations and companies need to respond quickly to environmental changes and cope with the complex and changeable external environment to cope with unexpected crisis.

In the market competition, both international and domestic enterprises improve the level of design to enhance competitiveness. As a result, the functions of graphic design are becoming more important in daily life. People's demand for the beauty and functionality of advertising is getting higher because high quality of advertising production can strengthen the positive image and publicity effect. Its influence involves all aspects of social life and various industries. Currently, more than 300,000 people are working in the graphic design industry in