

Title: Service and Quality Satisfaction of English Training Institutions;
The Case of a Primary School Student in Haidian District,
Beijing China

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ABSTRACT

This study aims to study the satisfaction and quality of training services provided by English training institutions . The sample is 400 primary school students from grades one to three in Haidian District, Beijing, who participate in extracurricular English training. Descriptive statistics for general material analysis include: frequency, percentage (frequency) , mean, and standard deviation; inferences for testing hypotheses include t-test, F-test, and one-way ANOVA.

Through data analysis, this study found that gender, the educational level of parents in the family, and the average annual income of the family had no significant difference in service satisfaction and quality satisfaction of English training institutions. The survey on service satisfaction and quality satisfaction found that users have a high level of satisfaction with the professional and service provided by English training institutions, and the level of satisfaction with cost is also relatively high.

Finally, through the data analyzed in this study, the researchers also put forward corresponding suggestions on the marketing direction and curriculum improvement of English training institutions.

Keywords: English training institutions, Training Service Satisfaction, Quality satisfaction

