

# Impact of Service Market Mix on Satisfaction of College Students In Using Haidilao Restaurants, Shandong, China

## 1. Consistency between Title and Objectives

The title clearly specifies the "Impact of Service Market Mix" on "College Student Satisfaction" at Haidilao. This aligns perfectly with the research objective to examine how 7P marketing mix factors influence the satisfaction of this specific demographic .

**Suggestion:** The title is highly appropriate and covers all key variables and the study area clearly.

## 2. Comprehensiveness and Clarity of the Abstract

The abstract provides a complete overview, including the background of the hotpot industry, research objectives, methodology (sample of 659 students), statistical tools (Multiple Regression), and key findings .

**Suggestion:** It is very clear. It effectively highlights that service-oriented factors (Physical Evidence, Process, People, Place) are significant, while Product and Price are not.

## 3. Consistency of Problem, Significance, and Objectives

The introduction identifies the booming hotpot market in China (exceeding 1 trillion yuan) and the rising purchasing power of college students . It links these trends to the challenge Haidilao faces in maintaining competitiveness, justifying the objective to study satisfaction factors

**Suggestion:** The rationale for choosing Haidilao as a case study for the college student market is well-supported by industry data.

## 4. Integration of Concepts, Theories, and Framework

The study is grounded in the 7P Service Marketing Mix by Booms and Bitner (1981) and Expectation Disconfirmation Theory by Oliver (1980) . The conceptual framework clearly illustrates the relationship between these 7 factors and customer satisfaction .

**Suggestion:** The theoretical foundation is robust and standard for service industry research.

## 5. Reliability of Methodology and Procedures

The research used a quantitative design with a sample size of 659, which exceeds the required 380 based on Yamane's formula . Instrument quality was verified through expert review (IOC > 0.5) and high Cronbach's alpha (0.958).

**Suggestion:** The use of the WeChat platform for data collection is highly appropriate for the target group in China.

## 6. Accuracy and Reliability of Data Analysis and Presentation

Multiple Regression Analysis was properly applied, including diagnostic tests like Durbin-Watson (2.029) to ensure no autocorrelation. The results are presented in clear tables showing Beta, t-values, and significance levels .

**Suggestion:** The model shows high explanatory power with an  $R^2$  of 0.851.

## 7. Interpretation and Conclusion

The study concludes that Physical Evidence, Process, People, and Place significantly impact satisfaction, while Product, Price, and Promotion do not . This is a critical finding that differentiates student consumers from others.

**Suggestion:** The interpretation is honest and directly reflects the statistical data, even when it contradicts common assumptions about price and product .

## 8. Discussion of Research Results

The findings are discussed in relation to existing literature, such as Bitner (2022) for physical evidence and Zhou Min (2021) for service processes .

**Suggestion:** There is a slight inconsistency on page 6 where the text implies all 7P elements are influential , whereas the specific results in Table 3 only support 4 out of 7. This should be clarified to match the statistical tables.

## 9. Recommendations and Practical Utility

Recommendations focus on enhancing tangible environments (Physical Evidence) and utilizing social media/campus influencers to boost positive peer influence .

**Suggestion:** The suggestions are practical and specifically tailored to the "College Student" demographic.

## 10. Accuracy of Citations and Bibliography

References are current (up to 2025) and include reputable academic sources . The in-text citations generally match the reference list.

**Suggestion:** Maintain consistency in formatting Chinese vs. International journal titles.