

THE RELATIONSHIP BETWEEN OF SERVICE MARKETING MIX, ONLINE MARKETING MIX AND CUSTOMER SATISFACTION OF FRESHIPPO SUPERMARKET IN SHANDONG, CHINA

1. **Consistency between Title and Objectives:** The title aligns with the objectives to investigate both service and online marketing impacts on satisfaction at Freshippo
2. **Comprehensiveness of Abstract:** Clearly states the methodology (400 samples), analysis (Multiple Regression), and specific significant factors
3. **Problem and Significance:** Addresses the rapid development of "New Retail" and the need for competitive advantage through customer satisfaction.
4. **Theoretical Integration:** Effectively combines the 7Ps Service Mix and 6Ps Online Mix frameworks.
5. **Methodology Reliability:** Uses a validated questionnaire adapted from prior research with 400 respondents via WeChat .
6. **Data Analysis Accuracy:** Provides detailed regression tables including R^2 , F-test, and VIF values for multicollinearity checks.
7. **Interpretation of Results:** Accurately identifies that "Place" and "People" (Service) and "Price" (Online) are the true drivers.)
8. **Discussion:** Compares findings with prior research, noting that product and promotion may be viewed as basic expectations rather than differentiators .
9. **Recommendations:** Suggests practical improvements for online-offline integration and employee training.
10. **Citations and Bibliography:** References are standard, academic, and relevant to digital retail .