<center>**Relationship of Service Marketing Mix on Purchase Decision of Ping An Life Insurance Co., Ltd.**</center>

1. Consistency between Title and Objectives

The title specifically focuses on the "Relationship of Service Marketing Mix" and "Purchase Decision" for Ping An Life Insurance. This aligns perfectly with the research objectives to explore how the 7P marketing mix factors influence the decision-making process of customers in the insurance sector.

Suggestion: The title is highly appropriate and clearly defines the variables and the case study.

2. Comprehensiveness and Clarity of the Abstract

The abstract provides a complete summary, including the research purpose, mixed-methods approach, sample size (429 respondents), statistical techniques (Multiple Linear Regression), and key results such as the dominant influence of Physical Evidence ($\beta=0.343$).

Suggestion: It is well-structured and allows the reader to immediately grasp the core findings and the demographic profile of the consumers.

3. Consistency of Problem, Significance, and Objectives

The introduction highlights the insurance industry's role as an economic stabilizer and the context of China's aging society. It justifies the study by pointing out the intense competition and the need for companies like Ping An to optimize their marketing strategies to stay competitive.

Suggestion: The transition from the macro-economic importance of insurance to the specific marketing needs of Ping An in Shandong is logical and well-supported.

4. Integration of Concepts, Theories, and Framework

The study is built upon the 7P Service Marketing Mix framework and consumer decision-making theories. The conceptual framework clearly maps the relationship between the seven independent variables and the dependent variable (Purchase Decision).

Suggestion: The use of standard service marketing theories is highly applicable to the intangible nature of the insurance business.

5. Reliability of Methodology and Procedures

A mixed-methods approach was used. The sample size of 429 was determined using Cochran's formula, ensuring statistical significance. Data quality was ensured through expert IOC validation and high Cronbach's alpha for reliability.

Suggestion: The combination of online and offline data collection methods provided a comprehensive view of the customer base.

6. Accuracy and Reliability of Data Analysis and Presentation

The study employed Multiple Regression Analysis with thorough diagnostic testing, including Multicollinearity (VIF) and Autocorrelation (Durbin-Watson = 2.007). The high R^2 of 0.836 indicates that the model explains 83.6% of the variance in purchase decisions.

Suggestion: Reporting these diagnostic metrics significantly enhances the academic credibility of the findings.

7. Interpretation and Conclusion

The interpretation clearly identifies that Physical Evidence is the most influential factor, followed by People, Promotion, and Product. Interestingly, it notes that Price, Place, and Process were not statistically significant for this specific group.

Suggestion: The conclusion provides a clear answer to which marketing "P"s actually drive sales in the Shandong insurance market.

8. Discussion of Research Results

The findings are discussed in the context of trust-based service theory. For instance, the lack of significance for "Price" is explained by the fact that the target group (middle-income, highly educated) prioritizes protection and reliability over cost.

Suggestion: The discussion is very insightful; further comparison with digital-only insurance competitors could provide even more depth.

9. Recommendations and Practical Utility

The study offers actionable strategies: 1) Strengthening brand tangibility (Physical Evidence), 2) Investing in staff training (People), and 3) Customizing promotions for the 36-45 age group.

Suggestion: These recommendations are directly derived from the data and offer clear value to the company's management.

10. Accuracy of Citations and Bibliography

References are current, with many sources from 2024, reflecting the latest trends in the insurance market and consumer behavior.

Suggestion: The bibliography is comprehensive and follows academic standards.