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

1. Appropriateness of Title and Objectives.

The title clearly reflects the research focus on service marketing mix and college student satisfaction at Haidilao. However, the title could be more concise by removing "In Using" and revising to "Impact of Service Marketing Mix on College Students' Satisfaction with Haidilao Restaurants, Shandong, China." The research objective is clearly stated but would benefit from being more specific about the 7P framework application.

2. Comprehensiveness and Clarity of Abstract

It lacks explain How many population and What sampling method are used?

3. Consistency of Problem Statement, Significance, and Objectives

The gap between existing literature and this specific research could be more explicitly stated. Why is studying Haidilao specifically important? What theoretical or practical gap does this fill?

4. Integration of Concepts, Theories, Related Research, and Conceptual Framework

Recommendation: Expand the literature review to include more empirical studies on service marketing mix in restaurant settings and college student consumer behavior patterns.

5. Credibility of Research Methodology and Procedures

   Good

6. Accuracy and Reliability of Data Analysis and Presentation

   The multiple regression analysis is appropriately applied with strong model fit. Results are clearly presented in tables with proper statistical notation. The Durbin-Watson value (2.029) and VIF/tolerance values indicate acceptable model diagnostics. Consider presenting correlation matrix to show relationships among independent variables.

7. Use of Credible Supporting Data in Conclusions and Discussion.

A more detailed analysis should be added to determine why certain factors were insignificant, considering the context of Haidilao City and the specific characteristics of the students, to clarify the clearly low level of satisfaction.

8. Generation of New Knowledge and Practical Value.

      Good

9. Clarity and Appropriateness of Language Use.

      Good

10. Currency and Credibility of References.

      Good