

The Relationship Between Service Marketing Mix, Online Marketing Mix and Customer Satisfaction of Freshippo Supermarket in Shandong, China

1. Appropriateness of Title and Objectives

Revise the Title to Align with Objectives. Since the study employs multiple regression analysis, which genuinely examines "impact," the title should be revised to:

"THE IMPACT OF SERVICE MARKETING MIX AND ONLINE MARKETING MIX ON CUSTOMER SATISFACTION OF FRESHIPPO SUPERMARKET IN SHANDONG, CHINA"

Or "EFFECTS OF SERVICE MARKETING MIX AND ONLINE MARKETING MIX ON CUSTOMER SATISFACTION: A CASE STUDY OF FRESHIPPO SUPERMARKET IN SHANDONG, CHINA"

2. Comprehensiveness and Clarity of Abstract

Abstract covers context, methods, key findings (Place, People, and online Price significant), and implications.

3. Consistency of Problem Statement, Significance, and Objectives

Clear research gap identified. However, Could better explain why Shandong specifically and provide baseline satisfaction data.

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

Brief literature review , limited critical analysis, few empirical studies discussed (only 3-4 detailed), and conceptual framework overly simple. **Recommendation:** Expand literature review to 1,000-1,500 words with 15-20 studies, provide critical comparison, and develop more detailed framework showing specific relationships.

5. Credibility of Research Methodology and Procedures

Critical gaps: No sampling method specified, no sample size calculation shown, missing reliability statistics (Cronbach's α), no validity details (KMO, factor loadings, AVE, CR), no pilot test mentioned, data collection period not stated, and response rate unreported.

6. Accuracy and Reliability of Data Analysis and Presentation

Include correlation table, discuss unexplained variance (77-78%), provide demographic table, and interpret beta coefficients practically.

7. Use of Credible Supporting Data in Conclusions and Discussion

Limited depth in explaining why product/promotion weren't significant. Insufficient discussion of low R^2 and missing variables. Doesn't adequately address personalization/privacy non-significance given their theoretical importance. No demographic subgroup analysis. Missing limitations section.

8. Generation of New Knowledge and Practical Value.

OK

9. Clarity and Appropriateness of Language Use

Proofread for grammar, streamline hypothesis statements, and ensure consistent terminology throughout.

10. Currency and Credibility of References

OK