

## คุณภาพการบริการ ภาพลักษณ์องค์กร และความพึงพอใจของลูกค้า: หลักฐานเชิงประจักษ์ จากองค์กรผลิตกระแสไฟฟ้าในประเทศจีน

### SERVICE QUALITY, CORPORATE IMAGE, AND CUSTOMER SATISFACTION: EMPIRICAL EVIDENCE FROM POWER SUPPLY ENTERPRISE IN CHINA

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#### บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์เพื่อวิเคราะห์ผลกระทบของคุณภาพการบริการและภาพลักษณ์องค์กรต่อความพึงพอใจของลูกค้าขององค์กรผลิตกระแสไฟฟ้า คุณภาพการบริการประกอบด้วยองค์ประกอบ 5 ประการ ได้แก่ คุณภาพทางกายภาพ ความน่าเชื่อถือ การตอบสนองของพนักงาน ความไว้วางใจ และความเอาใจใส่จากพนักงาน ตัวอย่างในการศึกษา นี้รวบรวมผ่านแบบสอบถามออนไลน์ ลูกค้า 380 รายของบริษัทพลังงานไฟฟ้าของกุยโจวมณฑลในจีนเป็นกลุ่มตัวอย่าง การศึกษานี้ใช้การวิเคราะห์การทดสอบพหุคุณและวิธีการวิจัยเชิงปริมาณเพื่อตรวจสอบความพึงพอใจของผู้บริโภค ภาพลักษณ์องค์กร และคุณภาพการบริการ การค้นพบประการแรก พบว่า คุณภาพการบริการส่งผลเชิงบวกต่อความพึงพอใจของลูกค้า ซึ่งปัจจัยของคุณภาพการบริการที่ส่งผลกระทบอย่างมีนัยสำคัญ ได้แก่ คุณภาพทางกายภาพ การตอบสนองของพนักงานและความเอาใจใส่จากพนักงาน ในขณะที่ความไว้วางใจและความน่าเชื่อถือไม่มีผลกระทบ การค้นพบประการที่สอง พบว่า ภาพลักษณ์องค์กรส่งผลเชิงบวกต่อความพึงพอใจของลูกค้า โดยสรุป การศึกษานี้เน้นถึงความสำคัญของภาพลักษณ์องค์กรและคุณภาพการบริการในภาคบริการไฟฟ้า ซึ่งสามารถสนับสนุนการดำเนินการสำหรับผู้จัดการบริษัทในการพัฒนาแนวทางแก้ไขปัญหาความพึงพอใจของลูกค้า ผู้จัดการควรปรับปรุงคุณภาพการบริการเพื่อสร้างภาพลักษณ์ที่ดีของบริษัท เพิ่มความพึงพอใจของลูกค้าและสร้างความได้เปรียบทางการแข่งขัน

**คำสำคัญ:** คุณภาพการบริการ ภาพลักษณ์องค์กร ความพึงพอใจของลูกค้า

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## Abstract

This study is designed to analyze the effects of service quality and corporate image on customer satisfaction within a power supply enterprise in China. The focus is on five components: service quality, tangibles, reliability, responsiveness, assurance, and empathy. The sample for this study was drawn from online questionnaires, with 380 customers of Guizhou's electric power companies in the Chinese province participating. The study employs multiple regression analysis and quantitative research methods to explore customer satisfaction, corporate image, and service quality. The first key finding underscores the positive effects of service quality on customer satisfaction. Tangibles, responsiveness, and empathy emerge as the significant factors influencing customer satisfaction, while assurance and reliability show no discernible impact. The second key finding highlights the positive influence of corporate image on customer satisfaction. In conclusion, this study underscores the pivotal role of corporate image and service quality in the electricity service sector. The researchers can suggest that company executives prioritize enhancing service quality to project a positive corporate image, boost customer satisfaction, and gain a competitive edge in the market.

**Keywords:** service quality, corporate image, customer satisfaction

## 1. Introduction

The increasingly fierce competition in the power market requires power enterprises to make more outstanding efforts to optimize the business environment and improve service levels to comply with market development, and then steadily gain a foothold in the entire power market and gain the recognition of consumers. The economic benefits of electric power enterprises are increasingly closely related to the level of marketing management, shaping an excellent corporate image, building a good business environment, taking quality electric power products and services as the basis of enterprise development, better serving consumers, and promoting the long-term stable development of enterprises.

Service quality is judged by the difference between the expected value of the service and the actual perceived value of the service before and after the consumer receives the service (Song, Ruan, & Park, 2019) Therefore, understanding customers' value needs and service perceptions is conducive to the reform and development of enterprises, optimizing the use of their resources, and maximizing efficiency. Corporate image is a composite psychological impression of how the public perceives a company. The corporate image constantly changes in line with the company's situation, media coverage, and performance (Giovanis, Zondros, & Tomaras, 2014). In most cases, reputable companies have a unique philosophy and an accumulated reputation for their products. In addition, the quality of their services has left them with many loyal and regular customers (Molae et al., 2014). Therefore, improving service quality and enhancing corporate image have been the new trends in corporate reform.

China's energy market-oriented system is becoming more and more perfect. The power reform has further promoted the reform of the energy system of power enterprises by establishing an effective market competition system to improve the efficiency of the energy system and, at the same time, enhance the competitiveness of the power industry (Abhyankar et al., 2020). Power enterprises are also trying to improve the quality of their services and corporate image. With the increasingly fierce market competition, the service industry's marketing concept in the new era has become market-oriented and customer-focused (Erkin & Muborak, 2022). Energy is closely linked to the lives of the country's people, and as an energy company, it has long shifted from being a monopoly in the past to a service industry. In addition to their social responsibilities, power companies are responsible for making a profit. Therefore, improving their competitiveness by increasing customer satisfaction is a necessary way to change the business situation of power companies.

Currently, marketing thinking in the power industry is gradually changing from management marketing to service marketing (Cao et al., 2022). As a result, the business environment has become an essential part of the indicator system for power companies. For this reason, Chinese power companies have vigorously implemented reforms in electricity services, optimizing the business environment of power companies and improving customer experience in several ways, such as compressing the length of time for electricity services, streamlining and optimizing application documents, and reducing customer investment costs. This paper mainly studies the impact of service quality and corporate image on customer satisfaction.

## 2. Objective

This study investigates the effect of service quality and corporate image on customer satisfaction of a Power Supply Enterprise in People's Republic of China.

## 3. Literature review

### 1. Service quality

Service quality is defined as the level of consumer expectations to meet the sum of the unique attributes contained in customer service expectations. The service quality name is a mixture of two words: service and quality. Service refers to the essential features of a particular service, while quality refers to using a mainly user-based approach. Service quality, together with quality, refers to the value of service (Ali et al., 2021). Service quality is a comparison of customer expectations of service and company performance. It is influenced by the price paid compared to the perceived value of the goods or services (Law, Zhang, & Gow, 2022). To measure the gap between customer experience and expectations, the SERVQUAL model can serve as an important tool (Sumi & Kabir, 2021). Many studies have used the SERVQUAL model to measure the relationship between service quality and customer

satisfaction (Law, Zhang, & Gow, 2022). Berry, Zeithaml, and Parasuraman (1985) conducted an in-depth analysis of four essential service industries and classified the service quality factors into five elements: tangibles, reliability, responsiveness, assurance, and empathy as the SERVQUAL service quality model. With the widespread application of the SERVQUAL model, the definition of variable correlation is changing. The tangible dimension of service quality is the tangibility of the service provided, which includes the enterprise's material equipment and physical facilities, physical environmental conditions, and materials used for communication (Fida et al., 2020). The reliability dimension affirms the ability to deliver services promptly, accurately, and trusted. To solve the problem of long queues and waiting periods (Sumi & Kabir, 2021). The responsiveness dimension refers to the ability to respond quickly and solve problems or queries immediately. Providing services and information to customers when needed is also called responsiveness (Yang & Jun, 2002). The fourth dimension of service quality is empathy, defined by Berry, Zeithaml, and Parasuraman (1985) as the company's ability through its employees to provide due care to the customers, address their individual and personal concerns, and understand their needs. The last dimension is the assurance dimension, which demonstrates giving security and safety to the customers to lessen their worries and anxieties concerning the services offered to them. In other words, it is the assurance that they will receive positive benefits by availing of the services based on their desires without negative implications. The SERVQUAL scale has achieved reliability and validity in various areas (e.g., banking, credit cards, long-distance calls, repairs, and maintenance), and applying the SERVQUAL scale to other service areas is possible. Some scholars have also proposed new service quality models, such as the SERVPERF model proposed by Cronin and Taylor (1992). Based on the literature review, this study developed service quality dimensions using the SERVQUAL model, including tangibles, reliability, responsiveness, assurance, and empathy. Furthermore, the sub-dimensions of the multidimensional and hierarchical model were adapted to the nature of Guizhou's electricity enterprises. These five components of the SERVQUAL model form a multidimensional and hierarchical model.

## 2. Corporate image

The corporate image refers to consumers' subjective perception of company representatives-their overall impression of the company's products, services, and participation in public welfare activities. It is defined as the customer's subjective perception of the brand or company that provides the product or service (Song, Ruan, & Park, 2019). Corporate identity has a practical and emotional component, where the practical component is linked to the tangible dimension (Arshad, Zahra, & Draz, 2016). A positive corporate image and satisfied customers lead to positive behavioral outcomes such as positive word of mouth and the intention to revisit the service provider (Hussain, 2016). Corporate image is mainly divided into two dimensions, namely corporate capability image and corporate value image. Dacin and Brown (2006) later added to the company's image, arguing that the relationship between the company and its internal employees and suppliers also affects its image. In his follow-up research, Carroll (2016) divided

the definition of corporate social responsibility into economic responsibility, legal responsibility, moral responsibility, and charitable responsibility. In marketing, corporate image is essential to enhancing competitiveness and developing differentiation strategies. Corporate image can be used as a corporate advantage to gain more market share (Ni et al., 2020). Therefore, companies should actively adopt strategies to enhance a positive corporate image and thus reduce dissatisfied customers (Liat et al., 2017).

### 3. Customer satisfaction

Customer satisfaction is defined as the substantial degree of comparison of customer expectations after receiving a product or service and is a quantitative evaluation method of customer satisfaction (Jiang & Zhang, 2016). In most industries, all companies pursue customer satisfaction as much as possible. It is considered the focus of the company's industry competition to obtain more consumers (Goodman, 2019). In order to explore the mechanism and origin of consumer satisfaction and provide solutions and ideas to solve these problems, scholars have launched the exploration of the satisfaction model. There are five different models: the perception performance model, the need satisfaction model, the customer consumption, the experience comparison model, and the fairness model. The American scholar proposed the expectation inconsistency model, which believes that before customers buy a product or service, they will first have expectations based on their cognition and then compare them with their actual perception.

Based on the research of these scholars, we can assume that service quality and corporate image positively impact customer satisfaction. According to relevant studies, Law, Zhang, and Gow (2022) studied the factors that affect airline service quality and customer satisfaction. Four hundred questionnaires were distributed to airline passengers in Laos in the public areas of departure and arrival at the Vatai International Airport. Dam and Dam (2021) found that service quality positively affects brand image, customer satisfaction, and loyalty. The brand image also has a positive impact on loyalty and satisfaction. Alam et al. (2019) studied the effects of service quality and corporate image on customer satisfaction. The results showed that both variables significantly positively affected exhibitor satisfaction. Alam and Noor (2020) studied results that showed that supermarket loyalty was significantly influenced by service quality and corporate image. This study hypothesis is shown in Figure 1. Therefore, Hypothesis: The service quality, corporate image positively affects customer satisfaction.

### Conceptual Framework

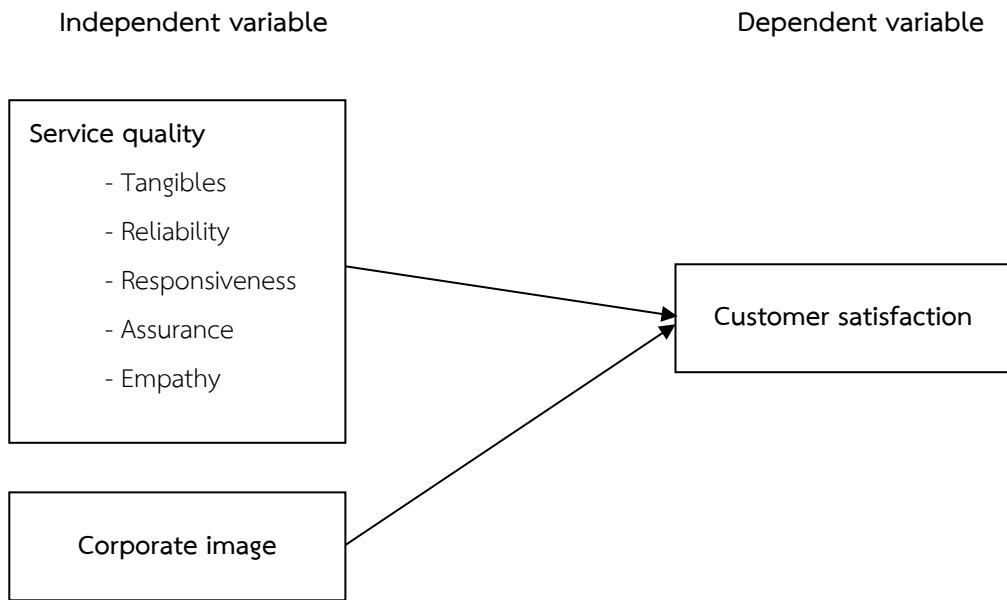


Figure 1 Conceptual framework of this study

## 4. Research Methodology

### 1. Population and sample of the study

According to the Bulletin of the Seventh National Population Census of Guizhou Province, in 2020, Guizhou Province had a total population of 38.56 million and 13.72 million households. Since the power supply area of Guizhou Power Supply Company is all of Guizhou and all households in Guizhou are the company's customers, the total number of research subjects is about 13.72 million. The average population per family household is 2.81 persons (People's Government of Guizhou Province, 2022). The population of the study was customers of the power supply company located in China. To make the data representative, our sample collection selects people in households who have financial responsibility or transactions with China's Power Supply enterprise.

This research sample is representative of a household that volunteered as research participants. The sample was selected based on stratified sampling in the survey sample size in Guiyang City, Liupanshui City, Zunyi City, Anshun City, Bijie City, Tongren City, Qianxinan Prefecture, Qiandongnan Prefecture, and Qiannan Prefecture. The ratio of observations to variables is 10-20: 1, which has also been suggested, meaning that 10 observations are made for each observation (Hair et al., 2010). To calculate the sample size in this study, the questionnaire with 38 items (questions) would require 380 respondents.

## 2. Measurements

The study was designed as quantitative research. Self-administered online and offline questionnaires were employed as instruments for this study. This questionnaire, partially adapted from theory and based on past literature, was segmented into four variables. Questionnaires were used as research tools to collect primary data from the study sample.

This questionnaire was composed of three parts. First, the part of the personal information of participants is single-choice questions such as gender, age, education, family number, monthly income level, and regional income level. Next, the part of the indication of service quality (24 items) is adapted from Hossain, Jahan, and Kim (2023), Naik, Gantasala, and Prabhakar (2010), Alam and Noor (2020), Özkan et al. (2019), and Ni et al. (2020), corporate image (7 items) is adapted from Omorogie et al. (2019), Özkan et al. (2019) and Hossain, Jahan, and Kim (2023), customer satisfaction (7 items) is adapted from Hossain, Jahan, and Kim (2023), Özkan et al. (2019), Yilmaz & Ari (2017) and Omorogie et al. (2019). Lastly, there is the part of other participant feedback, comments, or suggestions about China's power supply enterprise. Questions asked respondents to rate their extent of satisfaction using a five-point Likert scale ranging from 1 = very dissatisfied to 5 = very satisfied. All sections are measured using the Five-Point Likert Scale.

The questionnaire was developed using the Rovinelli and Hambleton (1976) formula to calculate IOC values. Experts' total scores were used to determine IOC values, with 0.5 and higher being chosen. Consequently, the suggestions and comments were used to modify the questionnaire. In the initial questionnaire survey, we put forward 39 questions for the respondents to answer, but after the IOC check by 3 experts, those with scores lower than 0.5 are marked as rejected in interpretation and will be deleted from the final questionnaire to be released. Finally, there were 38 questions with IOC values greater than 0.5, and one had an IOC value of less than 0.5. In the end, 38 questions will be put forward, making the questionnaire more reasonable.

This study uses the reverse translation technique to translate the questionnaire and verify that the questions conveyed the correct information. This study infers the quality of the translation by comparing the source language version (English version) with the reverse translated version (Chinese version backward translation to English) (Brislin, 1970). After the questionnaire was submitted to the expert committee for evaluation and agreement, the ethical research methodology was approved through submission to the ethics committee.

## 3. Data collection

This paper uses equal proportional and stratified sampling to collect participant data. Stratified sampling techniques are sampling methods that divide heterogeneous populations into homogeneous populations based on geographic area, gender, or other characteristics (Creswell, 2021). Primary data is collected by sending questionnaires to various locations in Guizhou Province. The researcher distributes the link and QR code for the online questionnaires to participants. To ensure validity, all questionnaires

must be checked for content upon receipt of customer feedback. Data was collected by distributing questionnaires to key customers in all Power Supply Company regions, and the data collection period lasted 2 months. Valid data contributing to the research topic was obtained by reviewing the returned questionnaires and screening out invalid, irrelevant questionnaires.

#### 4. Data analysis

The quality of the research instrument has to be verified. The reliability coefficient of this research will use Cronbach's alpha coefficient method. Cronbach's alpha coefficient measures the internal consistency or reliability of a set of survey items (Cronbach, 1951). To test the internal consistency of this questionnaire by Cronbach's value, Hair et al. (2010) suggested that the cutoff point to estimate the reliability of one construct is 0.70. In this study, Cronbach's alpha coefficient value was 0.94, which is acceptable.

#### 5. Results

This paper uses equal proportional and stratified sampling to collect participant data. Primary data is collected by sending questionnaires. The data collection period lasted 2 months; the researcher will check the returned questionnaires for online surveys.

The study is based on the different places of belonging of the respondents within Guizhou Province, which were collected from respondents within other regions, among which Guiyang City accounted for 12.63%, Zunyi City accounted for 17.89%, Liupanshui City accounted for 8.16%, Anshun City accounted for 6.84%, Bijie City accounted for 17.63%, Tongren City accounted for 8.95%, Qianxinan City accounted for 7.89%, and Qiandongnan City Prefecture and Qiannan City prefecture both accounted for 10%. The samples are roughly collected according to the required sample size of each region in Guizhou Province.

In Table 1, the final sample consisted of 380 employees. Among them, 50.3% are females and 49.7% are males. Most of the respondents in this study are in the age groups of 21-30 and 31-40. Among them, 65.5% are aged 21-30, and 27.9% are aged 31-40. Most respondents have a high level of education, including 78.9% of respondents with a bachelor's degree. More than half of them, 53.4%, had 4 - 6 members in their family, and income was 5001-8000 yuan for 54.5%.

**Table 1** Participants' information (n = 380)

Participants' Information		Frequency	Percent
Gender	Male	189	49.70%
	Female	191	50.30%
Age	Under 20 years old	8	2.10%
	21-30 years old	249	65.50%
	31-40 years old	106	27.90%
	Above 41 years old	17	4.50%

Table 1 (Cont.)

Participants' Information		Frequency	Percent
Education	Lower high school	24	6.30%
	High school	24	6.30%
	Bachelor's degree	300	78.90%
	Bachelor's degree above	32	8.40%
Family member	1-3 persons	144	37.90%
	4-6 persons	203	53.40%
	7 above persons	33	8.70%
Incomes	Less than 2,000 yuan	13	3.40%
	2,001-5,000 yuan	62	16.30%
	5,001-8,000 yuan	207	54.50%
	More than 8,001 yuan	98	25.80%

This study presents the descriptive statistics and correlation matrix of all constructs. The correlation coefficients of each main variable are ranked from 0.47 to 0.73. The average tangibles are 4.21, reliability is 4.19, responsiveness is 4.22, assurance is 4.07, empathy is 4.10, corporate image is 4.16, and customer satisfaction is 4.15. The mean is between 4.07 and 4.22. Pearson's correlation matrix indicates that all variables are positively correlated. The correlation results show that all variables are linearly related and consistent with the theory, as shown in Table 2.

Table 2 Results of Pearson's correlations and descriptive statistics

Variables	T	Rel	Res	A	E	CI	CS
Tangibles (T)	1.00						
Reliability (Rel)	0.61**	1.00					
Responsiveness (Res)	0.53**	0.60**	1.00				
Assurance (A)	0.55**	0.47**	0.54**	1.00			
Empathy (E)	0.55**	0.49**	0.58**	0.64**	1.00		
Corporate Image (CI)	0.59**	0.55**	0.57**	0.56**	0.67**	1.00	
Customer Satisfaction (CS)	0.60**	0.55**	0.60**	0.59**	0.68**	0.73**	1.00
Mean	4.21	4.19	4.22	4.07	4.10	4.16	4.15
S.D.	0.54	0.51	0.49	0.59	0.53	0.51	0.52

Note: \*\* Correlation is significant at the 0.01 level (2-tailed).

Multiple regression analysis was used to test this study. Hair et al. (2010) recommended that the variance inflation factors (VIF) range from 1.97 to 2.36, which is lower than 10. The VIF result indicates that the remaining predicted variables in the multiple regression model might contain all variables with undetected multicollinearity and independent variables. The following service quality is divided into five dimensions to analyze the regression model.

In Table 3, the overall results illustrate the impact of service quality and corporate image on customer satisfaction: the value of adjusted R squared is 65.10%. The hypothesis was supported. In addition, the results of the study show that the three factors of service quality (including tangibles ( $B = 0.15$ ,  $p\text{-value} = 0.01$ ), responsiveness ( $B = 0.21$ ,  $p\text{-value} = 0.00$ ), and empathy ( $B = 0.26$ ,  $p\text{-value} = 0.00$ ) and corporate image ( $B = 0.39$ ,  $p\text{-value} = 0.00$ ) have a significant effect on customer satisfaction. The results confirm that reliability ( $B = 0.09$ ,  $p\text{-value} = 0.13$ ) and assurance ( $B = 0.12$ ,  $p\text{-value} = 0.07$ ) had no significant impact on customer satisfaction.

In general, the coefficient of this model indicates that tangibles, responsiveness, empathy, and corporate image significantly impact the customer satisfaction score without an obvious collinearity problem. As a result, the standardized regression equation between the dimensions of service quality and customer satisfaction can be derived as:

$$Y_{CS} = 1.00 + 0.15X_T + 0.21X_{Res} + 0.26X_E + 0.39X_{CI}$$

**Table 3** Results of multiple regression analysis

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant value)	1.00	1.11		0.90	0.37	
Tangibles(T)	0.15	0.06	0.11	2.60	0.01	2.05
Reliability (Rel)	0.09	0.06	0.07	1.53	0.13	1.97
Responsiveness (Res)	0.21	0.06	0.14	3.32	0.00	2.01
Assurance (A)	0.12	0.07	0.08	1.81	0.07	1.99
Empathy (E)	0.26	0.06	0.19	4.08	0.00	2.36
Corporate Image (CI)	0.39	0.05	0.39	8.35	0.00	2.28

$R = 0.810$ ,  $R^2 = 0.656$ , Adjusted  $R^2 = 0.651$ ,  $F = 117.438$

**Note:** Dependent variable: Customer Satisfaction (CS).

## 6. Conclusion and Discussion

In summary, this study explores the impact of service quality and corporate image on customer satisfaction in a power supply enterprise in China. In this study, 380 customers of the power supply enterprise in China were the samples. This study employs regression to test the research relationships. The study results show that the three factors of service quality (including tangibles, responsiveness, and empathy) and corporate image significantly affect customer satisfaction. Moreover, reliability and assurance have no significant effect on customer satisfaction. This study highlights the importance of service quality in the service industry and the importance of corporate image to enterprises that significantly impact customer satisfaction in the electricity market. The evidence from this study shows that the quality of service is an essential factor in service evaluation, and the tangible facilities of the business site, rapid demand response-ability, and empathy are all necessary means to improve customer satisfaction. At the same time, establishing and maintaining an excellent corporate image can improve the satisfaction level of customers with the enterprise.

This study highlights five critical dimensions of service quality usage. It provides empirical evidence on the impact of service quality on customer satisfaction and empirical evidence on the potential impact of corporate image on customer satisfaction. The result of tangibles indicates that electric utilities in the state are equipped with high-quality service equipment and infrastructure, which enhances the image of the company's external services, thereby increasing customer satisfaction. This result is consistent with (Giovanis, Zondros, & Tomaras, 2014), which showed that the factor of tangibility has a significant impact on the quality of customer functioning of broadband services, which in turn affects broadband service satisfaction.

The results of reliability and assurance indicated that the assurance of electric power companies in Guizhou does not significantly affect customer satisfaction, although it enhances corporate reliability. This is consistent with the results of Chou, Kohsuwan, and Thanaborodeekij (2019), who studied the impact of corporate image, service quality, trust, and perceived value on customer satisfaction and loyalty in China in Thai healthcare services. This study showed that customer satisfaction is positively related to tangible, responsive, and empathetic elements of service quality, and consumer satisfaction comes from the physical facilities, equipment, and service personnel of the healthcare organization, as well as the willingness to quickly help customers and services, and care and personal services. The study of Fida et al. (2020) also showed that reliability and assurance impact customer satisfaction less in the banking sector. However, both variables could not be ignored in the banking sector.

The results of responsiveness show that responding quickly to customers' needs can significantly increase customers' perception of good service attitude, which in turn affects the level of customers' satisfaction with the quality of service. It is almost consistent with the results of Fida et al. (2020) in their study on the effect of service quality on customer loyalty and customer satisfaction in Islamic banks in

the Sultanate of Oman. The researcher stated that due to the significant relationship between responsiveness and customer satisfaction in banks, the biggest priority of the respondents' banks should be empathy and responsiveness. The result is also supported by the study of Giovanis, Zondros, and Tomaras (2014).

The results of empathy show that understanding the customer's needs and paying attention to maximizing the benefits for the customer has a significant positive impact on influencing customer satisfaction. It is one of the five dimensions that can give a more substantial advantage. This result is consistent with Giovanis, Zondros, and Tomaras (2014), where empathy is the highest priority among the researcher's results. This means that empathy would be the priority of the investigator bank customers.

The overall results indicate that customers tend to give higher satisfaction to positive service quality. Power supply enterprises' tangibility, reliability, responsiveness, assurance, and empathy content satisfy customers' needs. The study shows that the service quality and image of the organizers have a significant positive correlation with the satisfaction of the exhibitors, which is basically in line with the results of our study. Yilmaz and Ari (2017) found the same result for Turkey's high-speed rail service sector. This result is also in line with the findings of Saut and Song (2022), where the researcher's results showed that the quality of airport services, including facilities, check-in procedures, service escape, security, and ambiance, have a significant positive impact on satisfaction. Therefore, it can be inferred that the higher the quality of services provided by the airport, the higher the satisfaction of passengers with airport services.

The results of the corporate image indicated that power companies improve their corporate image by increasing social value, social contribution, and trust, which affects customer satisfaction. In line with Omoregie et al.'s (2019) study, the researcher showed that corporate image positively and significantly affects customer satisfaction. This implies that the corporate image of retail banks affects customer satisfaction. The study also showed that corporate image influences customer trust and satisfaction.

## 7. Suggestions

### 1. Academic implication

The study answered the hypothesis of the research question by showing how electric utilities in Guizhou utilize improved service quality and corporate image to influence customer satisfaction. Meanwhile, the research process of this study may be used for electric utilities in other countries, especially those which are still developing. The goal is to combine the research of most electric utilities to create hypotheses and gather an understanding of their current situation. To better meet the needs of their customers and get better satisfaction scores, companies take initiatives to reform around the needs of their customers, especially in developing countries like China, which has a large and diverse

population. Firms' Vital reform initiatives help them evolve iteratively and significantly improve their service levels. Finally, the development of frameworks can help researchers, academics, and others to assess them in different contexts and geographical areas.

## 2. Business implication

Based on the study's results, these studies can help the power industry reduce some unnecessary marketing or management investments. Understanding user needs is crucial for decision-makers to enhance service quality, corporate image, and customer satisfaction, implementing gain and risk prevention measures for businesses. Therefore, service quality and corporate image affect customer satisfaction, gain measures, and risk prevention measures.

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