

CUSTOMER SATISFACTION ANALYSIS

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Summary. With the process of globalization and the rapid development of e-commerce in China, online shopping and online payment have gradually become the mainstream, and the rapid development of e-commerce has also caused an impact on traditional retail enterprises. On the one hand, people's consumption awareness and shopping habits are constantly changing, and consumers pay more attention to the quality of goods and after-sales service. On the other hand, many consumers often choose online shopping, resulting in a decrease in the offline purchase rate of customers. Therefore, how to effectively enhance customer satisfaction and cope with challenges is of great significance to its development.

Since 2023, a series of measures to expand domestic demand and promote consumption have continued to gain strength, people's consumer confidence has been increasing, the consumer market has been picking up, and the continuously stimulated consumption potential is injecting new impetus into the high-quality development of China's economy.

In recent years, China's retail industry has been affected by the double impact of the Internet and economy, the development speed of the retail industry has declined obviously, and the retail enterprises are faced with severe challenges. Customer satisfaction is one of the important indicators in modern retail industry, which is of great significance to the development of enterprises. Under the condition of market economy, the market competition is becoming increasingly fierce today, customer satisfaction has become an important factor affecting the competitiveness of enterprises.

Khoo Kim Leng pointed out that customer satisfaction has a significant positive impact on re-visit intention and word-of mouth. Businesses should always provide customers with excellent service quality, as this affects their subsequent behavior, such as willingness to revisit and word of mouth 1.

Mubarok Endang Saefuddin points out that a firm's infrastructure, brand image and service quality are important predictors of consumer satisfaction. Product quality is an important factor affecting customer satisfaction and customer loyalty. There is a significant difference between customer satisfaction and customer loyalty 2.

Therefore, enterprises can play more advantages. Through good service attitude, diversified commodity fields, perfect infrastructure, to improve customer satisfaction, seize the market.

References

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BELARUS AND CHINA: DEEP BLENDING OF HUMANITIES COOPERATION, CROSS-CULTURAL COMMUNICATION AND ECONOMIC DEVELOPMENT

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Summary. The purpose of this paper is to explore the deep integration of Belarusian and China in humanities cooperation, cross-cultural communication and economic development. With the deepening of globalization, cooperation and exchanges between countries have become increasingly frequent. As friendly countries, Belarus and China have carried out extensive cooperation in many fields. This paper will analyze the present situation, achievements and future trends of cooperation between the two countries in detail from three aspects: humanities cooperation, cross-cultural communication and economic development, and discuss its far-reaching influence.

Introduction.

The friendly relations between Belarus and China have a long history, and the two countries have maintained close cooperation in political, economic and cultural fields. In recent years, with the promotion of the «Belt and Road Initiative», relations between the two countries have reached a new height. This paper will deeply analyze the present situation and achievements of the cooperation between the two countries from three dimensions: humanities cooperation, cross-cultural communication and economic development.

Humanities cooperation: enhancing mutual understanding and friendship.

People-to-people cooperation is an important part of the relations between the two countries. It can not only enhance understanding and friendship between the two peoples, but also provide a solid cultural foundation for economic cooperation. Belarus and China have made remarkable achievements in people-to-people cooperation [1].

In the field of education, the universities of the two countries have established extensive cooperation relations. For example, Hohhot Vocational College signed a cooperation agreement with Vitebsk State University of Belarus to jointly train high-quality talents with an international perspective and in-