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Maintain customer satisfaction at Viet My International Preschool

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Abstract

Preschool education is the first level in the education system, the foundation for children's future learning and success, therefore Viet My International Preschool has been striving and making efforts. to successfully complete the task of caring for, nurturing and educating children, improving the quality of comprehensive education. However, improving the quality of education in schools is still limited and does not satisfy parents: some teachers do not care about their students' education and do not report their attitudes. The children's poor learning to parents makes many parents unhappy. Distinguishing between regular classes and premium classes, the facilities of regular classes are not as comfortable as the premium classes and the price

difference makes parents feel frustrated about their children studying. Therefore, maintaining customer satisfaction at Viet My International Kindergarten for the quality of the school is extremely necessary. From the results of analyzing student and parent satisfaction, the school can better understand the thoughts and aspirations of parents, and administrators also have the basis to make more accurate decisions about improving education. high quality school education. Therefore, improving the quality of education is an important task. Improving the quality of education will increase parent satisfaction - maintaining customer satisfaction at Viet My preschool.

Keywords: Preschool, Preschool Education, Satisfaction, Maintaining Satisfaction, Vietnamese American

1. Introduction to the research problem

Vietnam is increasingly developing and it is clear that we are trying to develop towards "smokeless industries" - especially the service industry. While focusing on human resources for economic development is the most necessary thing, its root cause is still focusing on better quality human resources to improve service quality. Service quality is not only concerned with the customer's feelings before and while the customer purchases goods or services, but also after they have completed the purchase, and moreover, the period of time. after they finish using the goods and services of their business; to ensure that customers will return to the business not only because of the business's goods and services but also because of our attitude and professionalism in customer care.

One of the current business trends is focusing on creating the perfect shopping experience. Grasping that trend, businesses today have improved the quality of customer service by providing good products and services with reliable promises and continuous support throughout the process before and during the process. and after-sales while building attractive after-sales policies. That requires leaders to think deeply about operating processes and support tools surrounding sales work, especially customer service. Customer care activities also play an important role in attracting customers. It aims to satisfy consumers so that they return to use products and services. Therefore, businesses often pay great attention to this department. The customer care process is often carried out after the product sale process. Customer care staff will interact with consumers to solve their problems to show responsibility, interest and revenue. Collect information to improve services.

Below we will learn about the service quality of Viet My Kindergarten, especially customer care and maintaining customer satisfaction here. In addition, we will also propose key solutions to improve the quality of the school's services, thereby meeting the process of improving the quality and growing development of our country's service industry today.

2. Theoretical basis

Customers are people who want maximum value within their budget and level of knowledge, motivation, and income. They set value expectations and base their actions on purchasing or not purchasing a certain company's products and services. In short, it is the extent to which a business provides value to its customers that will influence customer satisfaction and loyalty to the

company's products or services.

According to Philip Kotler (2006), satisfaction is the degree of a person's feeling state resulting from comparing the perception of a product with the person's expectations. Accordingly, satisfaction has three levels, the lowest level is if the customer's perception is smaller than expectations, the customer feels dissatisfied. The second level is that if customer perceptions are on par with expectations, the customer will feel satisfied. The highest level of satisfaction is when customers feel satisfied or happy when the customer's feelings are greater than their expectations. Therefore, in simple words, a certain product (service) meets the requirements and needs of customers, making them feel comfortable after using it, which means they are satisfied. with products that products (services).

Satisfaction is a function of expectations, perceived along with the gap between perception and expectation (Oliver, 1980; King, 2000). Service quality is the factor that has the most impact on customer satisfaction. customers (Cronin and Taylor, 1992; Yavas *et al.*, 1997; Ahmad and Kamal, 2002). If a service provider provides customers with quality products that satisfy their needs, that business has taken the first step towards customer satisfaction. The research will use the SERVPERF scale as the foundation to build a research model. In addition, according to Fornel (1996) that the first factor determining customer satisfaction is perceived quality, the second factor is perceived price, so adding price to the model is proposed:

- Reliability has a direct and positive effect on customer satisfaction.
- Empathy has a direct positive effect on customer satisfaction.
- Tangibles have a direct impact on customer satisfaction
- Responsiveness has a direct impact on customer satisfaction.
- Service capacity has a direct impact on customer satisfaction.
- Perceived price has a direct impact on customer satisfaction.

According to Parasuraman *et al.* (1985), as customers' perceptions of service quality increase, customer satisfaction also increases. He believes that service quality leads to customer satisfaction. Previous studies have shown that service quality is a cause of satisfaction (Cronin and Taylor, 1992). The reason is that service quality is related to service delivery and satisfaction is only assessed after using that service.

The importance of customer satisfaction over quality service: The retail environment is changing faster than ever. It is characterized by fierce competition from both domestic and foreign companies, requiring customers to have expectations regarding their consumption experiences (Sellers 1990; Smith 1989). Therefore, today's retailers must differentiate themselves with the basic retail strategy of creating a competitive advantage of providing high quality service. (Cronin and Taylor, 1992). The reason is that service quality is related to service delivery and satisfaction is only assessed after using that service.

In short, service quality is a factor that greatly affects customer satisfaction. If a service provider provides customers with quality products that meet their needs, the company has taken the first step toward making customers happy. Therefore, to improve customer satisfaction, service providers must improve service quality. In other words,

service quality and customer satisfaction have a relationship with each other, in which service quality is the first thing that determines customer satisfaction. And the best approach to retaining customers is to provide them with satisfaction and value, leading to customer loyalty.

3. Research Methods

The main methods used in the thesis include: document analysis methods such as: qualitative methods to find the basic ideological content of the document, find issues related to the topic. Research and identify problems that need to be solved. Documents, articles, interviews or scientific journals related to the issue of " Maintaining customer satisfaction at Viet My International Preschool ", because they are secondary data, there are many related documents. important, so we need to filter to get the most accurate documents for the problem. And the quantitative method "assess the level of customer satisfaction through a survey of students studying at the facilities of the Viet My preschool system", based on documents and research sources of the qualitative method. so that we can highlight the service attitude, the quality of the curriculum, the attitude of the lecturers, and the health and nutrition regimen for children at Viet My International Preschool. Secondary data collection method, this method is based on available documentary sources, so when applying this method, it requires specificity, meaning it must be clear, consistent with research goals, and accurate. of data and topicality. And the comparison and contrast method to find the most accurate documents on the research problem as well as reliable sources of information from the internet.

In addition, there are methods such as classification and theoretical systematization that help clearly demonstrate the three levels of customer satisfaction. Practical research method "identifies needs English language is increasingly emphasized, "so maintaining customer satisfaction is a top priority, and at the same time making recommendations to maintain customer satisfaction at Viet My International Preschool. Maintaining customer satisfaction with Viet My International Preschool not only affects the long-term development of the school but also affects the attraction of new customers.

4. Research results

Viet My International Kindergarten is a reputable educational brand trusted and chosen by many parents. Currently, Viet My International Kindergarten has 6 spacious facilities, providing an international standard educational environment.

The school is located on a campus with an area of 1,200 m², built into 5 floors with 2 indoor and outdoor playgrounds. The school is fully equipped with extremely modern facilities and equipment. The classrooms are decorated in an eye-catching, age-appropriate way to help stimulate children's creativity and exploration of the world around them. Below are the factors that parents feel satisfied with:

1. Education program

At Vietnam My International Kindergarten, the school applies the most advanced Montessori teaching method today. This teaching method aims to promote children's potential, stimulate independence, discipline and creativity. In which teachers act as observers and guide children's development through many separate learning models suitable for each child.

Vietnamese American International Kindergarten teaches bilingually so children are exposed to English early. Each class has an average of 15 - 25 children, so teachers can easily care for and pay more attention to each child. With the educational method here, children are encouraged to self-study, encourage the ability to work in groups, practice skills to apply knowledge into practice, and bring learning excitement to students. In particular, the school respects the child's personality to have appropriate educational methods, aiming for positivity in child education. Along with cultural education, the school focuses on fostering talents such as painting, singing, martial arts, etc. according to children's interests. Besides, extracurricular activities are also one of the strengths at the school. The school organizes extracurricular activities once a month. For children who are shy and lack confidence, this is a great opportunity to train them to be more bold.

At Vietnam My International Preschool, children will access the Ministry of Education and Training's programs appropriate to their age according to 4 programs: Kindergarten, Kindergarten, Kindergarten, and Leaves. All activities are aimed at arousing curiosity and stimulating children to learn about the world around them.

The weekly schedule will be flexibly changed to include physical development, cognition, language, aesthetics, emotions and social skills to create a solid foundation for the child's comprehensive development. The biggest plus point in the curriculum is that the activity regimen is designed specifically for each age group and at the end of each class, parents can clearly know what knowledge their children have mastered.

Not only that, children are also introduced to talented subjects such as Aerobics, playing the piano, using computers and learning English with the support of modern equipment. Every week, native teachers will come to interact with children during English lessons, thanks to which the children will gradually develop their language skills. In particular, parents can directly observe their children through the camera system installed in each classroom.

2. *Facilities and equipment*

The spacious campus has a total area of more than 1,200 square meters with 5 floors including many of the latest learning equipment. The school has 2 playgrounds, one outdoor and one indoor, beautifully decorated and arranged, able to accommodate over 300 children playing and playing at the same time.

The facilities and equipment are extremely modern and spacious, and the classrooms are clean and comfortable. Full learning tools, imported from famous brands to ensure the criteria of "learning while playing, playing while learning." The school focuses on gifted subjects and outdoor activities to stimulate children's thinking and make them bold, active and confident. In particular, there is an educational psychology department to support children from an early age, encouraging them to develop comprehensively physically and mentally, so that they can be more sociable with the surrounding environment.

3. *Tuition fees for 2019 - 2020*

The tuition fee at Viet My International Kindergarten is not cheap, however, along with that tuition fee, the facilities are among the first and second class in Vietnam. Actually, the

tuition fee at Viet My International Kindergarten is not cheap. This is also the common situation in international schools today. However, with Vietnamese-American international preschool, it is said to be expensive, "cut into pieces" because along with that expensive tuition fee comes a great education for the child to have the best first years of life. It is a modern, luxurious facility, comes with an advanced curriculum and especially a team of experienced teachers... all of which meet international standards like the school's name itself.

4. *Nutrition and health for babies*

The menu is changed regularly, ensuring enough nutrients and delicious food for your baby. The menu is built based on the nutritional needs of children according to each age. Dishes are prepared in many different ways. Each main meal is full of salty dishes, soups and drinks that are beneficial to your baby's health. Diverse snack menus that change regularly, ensuring essential nutrients for your baby. In addition, the school regularly organizes periodic health checks and closely monitors the child's health.

The school ensures a balanced diet suitable for preschoolers, with a scientific menu that fully provides important vitamins for children's development such as vitamin A, vitamin C, vitamin D, B vitamins... Or important minerals for children's health are iron (found in meat, fish, liver, blood), calcium (found in milk, milk products and some meats, dark green vegetables), iodine, folic acid (found in dark green leafy vegetables), zinc (found in oysters, oysters, meat, fish, nuts)...

The school changes the menu continuously every week including breakfast, snacks, lunch, dessert and snack. The chef will cook dishes based on the nutritional regimen divided by different ages (kindergarten, kindergarten) and each meal will include a savory dish, a soup and a drink that is beneficial for the child's health. for snacks and snacks.

With an increasingly widespread influence in the area, Viet My Kindergarten is completely proud of the quality of teaching commensurate with the cost. Hopefully through this article, parents can choose the right school for their children.

5. *Teachers*

The preschool teachers of Vietnam My International Kindergarten are carefully selected. They have professional qualifications, graduated from intermediate schools to universities, majoring in preschool pedagogy and training to match international programs.

Teachers who teach directly at the school are experienced in child care, love children, love their profession, are creative, have standards, are hard-working, dedicated, and wholeheartedly devoted to the children.

In addition to the factors that make parents satisfied, there are still some other cases, some teachers do not care about their students' education and do not report their children's poor learning attitudes to parents, causing many Parents are not satisfied. Distinguishing between regular classes and advanced classes, the facilities of regular classes are not as comfortable as the advanced classes and the price difference makes parents feel frustrated about their children studying.

5. **Discussion of research results**

In recent years, as our country's economy is increasingly developing to gradually integrate with the world economy,

the need for English language is increasingly emphasized, especially for families. have a good income or more. They want their next generation to be exposed to the English language as soon as possible. To meet that need, a series of international schools were established and attracted great attention from parents. Among them, a typical example is Viet My International Preschool, with the motto: Creating a happy world through an education system that helps "future generations" be interested in learning and happy in life. However, with the continuous birth of other international preschools, the question is how to retain long-term customers? How to maintain customer satisfaction at Viet My International Preschool? In today's times, maintaining customer satisfaction is of utmost importance to the school, requiring specific policies and strategies to fully meet customer needs in an optimal way. best. Firstly, the quality of the school's services and facilities meet standards to meet customers' needs: The school is built according to standards, has an area of more than 5,000 square meters, and is rated by the education sector as safe. all 65/65 criteria; Friendly - green - clean - beautiful school rated: Excellent. The school board and teachers are all qualified and above standard and have a lot of experience. Nannies are trained to suit the times. The team is always updated and trained to improve skills and knowledge. The classrooms are designed to be spacious and airy, making the most of sunlight, and cameras monitor all children's learning and playing activities.

Second, regarding the quality of education, it must meet the standards for evaluating the quality of preschool education including 5 standards, 29 criteria and 87 indicators (according to Circular 19/2018/TT-BGDĐT).

Third, teaching methods are always improved and innovated with the goal of comprehensive development for children.

Fourth, the teaching staff must have high professional qualifications, graduated from intermediate schools to universities specializing in preschool pedagogy and training to suit international programs.

Finally, regarding tuition, curriculum and nutrition in children's meals must be equivalent to the amount the customer pays.

In short, maintaining customer satisfaction with Viet My International Kindergarten is the top goal, it not only affects the long-term development of the school but also affects the attraction of customers. new. Therefore, school management and principals must come up with strategies to train and recruit teachers with experience and high professional qualifications, who are always dedicated and enthusiastic with students, while always improving their opportunities. The facilities and service quality fully meet the needs of students when studying at the school, thereby maintaining customer satisfaction with Viet My preschool.

6. Conclusions and recommendations

In the trend of economic globalization and the promotion of ever-expanding international relations, fluency in foreign trade languages between countries is the first condition. In January 2007, Vietnam joined the World Trade Organization (WTO), marking an important milestone in the economic integration process, opening a new period of our country's economy integrating deeply and comprehensively into the economy. world economy. Therefore, to keep up with the world economy, the need for foreign languages of people in Vietnam is increasing, especially English. Currently, in Ho Chi Minh City, there are many English

training centers appearing. The quality of service and quality of mining of the centers, these competitive factors are becoming increasingly fierce. In order to maintain customer satisfaction, the authors chose the topic "Maintaining customer satisfaction at Viet My International Preschool" as the final topic of the course with the aim of maintaining and improving quality. school quality.

From the researched situation, the authors have a number of recommendations aimed at maintaining customer satisfaction at Viet My International Preschool as follows:

Improve the quality of teaching and training of teachers at school

- Organize training and fostering to improve the capacity of teachers to meet the requirements of ensuring educational quality.
- Select native lecturers with good pedagogical skills.
- Organize the exploitation and use of facilities, equipment, and learning materials for education and educational management to meet output standards.
- Ensuring training quality includes ensuring internal quality and ensuring external quality of the school.
- The salary, bonus and welfare mechanism is suitable for local lecturers and local lecturers.
- Regularly train and improve lecturers' capacity.

Train a team of education department staff and consultants to be more professional

- Increase the number of employees in the school, expand office space, and divide working areas appropriately.
- Regularly check the teaching quality of lecturers and give ideas to improve lecturers' skills.
- Organize feedback surveys and monitor student progress according to output standards.
- Organize the building and propaganda of the school's mission, vision, and core values.

Improve the quality of the service department in the school

- Encourage and motivate working spirit and attitude in many forms.
- Severe handling if there are comments about the service department.
- Develop common standards for service staff's attitudes and behaviors.
- Open training courses to improve skills in all aspects of clothing for the consulting and clothing departments.

Upgrade school facilities and equipment

- Equipped with modern equipment and uniform school facilities.
- Regularly check and repair school equipment.
- Install a safety protection system for students.
- Provide knowledge about new foreign languages regularly.
- Equipped with modern equipment to attract and create lively lessons.
- Create a cool space.

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