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Maintain customer satisfaction at Kinder Academy international preschool

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Abstract

Children are also green shoots, needing to be nurtured and cultivated every day to become tall, shady and healthy trees. For children, the first six years of life is an extremely important period of development, when the brain is active, promoting its strengths and potential, thereby forming comprehensive thinking. create a foundation for your child's future development. Moreover, it is also the time when personality and typical character are formed. Kinder Academy was born through the efforts and concerns of a group of intellectuals at home and abroad, wishing to bring a

comprehensive educational environment for children, striving to train enthusiastic and passionate teachers. loving heart. Therefore, to maintain customer satisfaction at Kinder Academy international preschool is a problem that needs to be solved. Based on the analysis of maintaining customer satisfaction at Kinder Academy international preschool in recent years, the article proposes some solutions to maintain customer satisfaction at international preschool. Kinder Academy.

Keywords: Satisfaction, Customers, Kinder Academy International Preschool

1. Introduction to Research Topics

In a context where the world is becoming "flatter", the educational role and training quality of universities becomes more important than ever with two basic - strategic tasks of training and research. scientific research. With a training function, universities are a place to provide society with highly skilled and cultured human resources; With a research function, universities are centers for creating new knowledge and transferring technology to the economy. In particular, scientific research activities of lecturers are one of the important and necessary measures to improve the quality of training, meeting the increasingly demanding needs of society. Realizing that, In its development strategy, the university has clearly pointed out the importance of training and scientific research activities that each lecturer needs to thoroughly grasp and implement to gradually improve the quality of training. creating and affirming the school's position in developing high-quality human resources for the country. In recent years, scientific research activities at the school have received more attention from lecturers and staff. Actively participating, not only at the school level but also having collaborative research projects with Institutes, Ministries, Provinces and participating in State-level scientific research projects. In parallel with the activities research, the number of articles published in Magazines, and participation in domestic and international conferences and seminars increased significantly. Many awards and scientific research products have contributed significantly to helping (University-Ten) increasingly receive attention from society.

To celebrate the 25th anniversary of the establishment of the school (1994 - 2019), the school organized a conference to summarize the scientific research activities of lecturers and staff in the period 2015 - 2019. This conference is occasion to announce project results at all levels; honor and evaluate achievements over the past 5 years and set directions for scientific research activities in the coming years. Proceedings of the Conference summarizing scientific research activities of lecturers and staff in the 2015 period – 2019 includes... articles, summary reports of topics accepted in the 2018 - 2019 school year, articles on issues being researched by lecturers. Regardless of the quantity and quality of the articles, there are certain limitations, but the Yearbook is a product that recognizes the efforts and contributions of the university's staff and lecturers. Hopefully this will be the motivation for the school's lecturers and staff to maximize their scientific research capacity in the coming time.

Today, as society is gradually shifting to a knowledge economy, capital sources, raw materials and machinery are no longer as important as before. And intellectual capital, considered an intangible asset, will play an important role in planning strategies, thereby increasing the competitiveness of businesses.

People are the basis of human resources, but they do not always contribute to success. If you want high results and want to develop human resources, first of all, the people in the business must have qualities, capacity and ethics. Here are a few ways to improve the quality of human resources for businesses:

- Specialization and division of labor: specialization allows users to focus on a specific task and specialize skills.
- Education: this is a key issue that determines the quality of human resources.
- Career training.
- Building a creative environment: will stimulate employees' working ability to the maximum level.
- Improve infrastructure: an economy with good infrastructure will be more efficient than one with poor infrastructure.
- Competitiveness: an economy dominated by the state limits the creativity of individuals and entrepreneurs. An environment that encourages self-employment will enable the use of potential human resources in the economy.

2. Theoretical basis

2.1 Concept of customer satisfaction

There are many definitions of customer satisfaction. According to (Bachelet 1995), customer satisfaction is an emotional response of customers in response to their experience with a product or service. According to (Oliver 1999) and (Zineldin 2000), customer satisfaction is the emotional response/entire feeling of the customer towards the service provider on the basis of comparing the difference between what they received compared to previous expectations. (Levesque and McDougall, 1996) Simply put, customer satisfaction is the customer's state/feeling towards the service provider after using that service. Or according to (Kotler 2003), satisfaction is the level of a person's feeling state that results from comparing the results obtained from a product or service with that person's expectations. Meanwhile, (Oliva *et al.* 1995) believe that customer satisfaction is a business mission expressed through the relationship between the values of products and services compared to expectations. customer's previous information about them. And also based on research, (Churchill and Peter 1993) concluded that satisfaction is also a state in which what customers need, want and expect from products and service packages is satisfied or not. beyond satisfaction, the result is repeat purchases, loyalty and the value of word-of-mouth delight. According to (Hansemak and Albinsson 2004), customer satisfaction is a customer's overall attitude toward a service provider, or an emotional response to differences between what the customer anticipated and what they take in, with respect to the fulfillment of some need, goal or desire. Satisfaction is a general perspective, general and affected by many factors. Meanwhile, quality focuses on studying the detailed components of products and services (Zeithaml & Bitner, 1996). Thus, it can be said that perceived quality is a component of customer satisfaction. Or to put it differently, it is the cause of customer satisfaction. Of course, in addition to service quality components, satisfaction is also influenced by many other factors such as: reliability, responsiveness, service capacity, sympathy, tangible means, quality. service, product quality,

price, situational factors. (Parasuraman *et al.*, 1988; Spreng *et al.*, 1996), There are many different perspectives on customer satisfaction. Customer satisfaction is their response to the perceived difference between known experience and expectations. That is, the customer's known experience when using a service and the results after the service is provided. Most specifically, customer satisfaction is the mood and feeling a customer has about a company when their expectations are satisfied or exceeded throughout the life cycle of a product or service. Customers who achieve satisfaction will gain loyalty and continue to buy the company's products. A popular theory to consider customer satisfaction is the "Expectation – Confirmation" theory. The theory was developed by (Oliver 1980) and is used to study customer satisfaction with the quality of an organization's services or products. That theory includes two small processes that have an independent impact on customer satisfaction: service expectations before purchase and service perceptions after experience. According to this theory, customer satisfaction can be understood as the following process:

(1) First of all, customers form in their minds expectations about the elements that constitute the quality of service that the supplier can bring them before they decide to buy.

(2) Purchasing and using the service then contributes to customers' beliefs about the actual performance of the service they are using.

(3) Customer satisfaction is the result of comparing the effectiveness of the service between what they expected before purchasing the service and what they received. After using it, there will be 3 fusion centers:

- Satisfaction is confirmed if the performance of that service fully matches the customer's expectations;
- There will be disappointment if the service performance does not match the customer's expectations and expectations;
- They will be satisfied if what they feel and experience after using the service exceeds what they expected and expected before purchasing the service.

Therefore, there are many different views on the level of customer satisfaction, such as:

- According to Kotler & Keller (2000), satisfaction is determined on the basis of comparison between the results received from the service and customer expectations considered based on the following three levels:

- If the results received are less than expected, the customer will feel dissatisfied.
- If the results received are as expected, the customer will be satisfied.
- If the results received are more than expected, the customer will be very satisfied and interested in that service.

Thus, it is understandable that feelings of comfort or perhaps disappointment arise from the buyer's comparison between the actual benefits of the product and his or her expectations. Whether customers are satisfied or not after making a purchase depends on how they compare the actual benefits of the product with their expectations before purchasing. The concept of product here is understood not only as a normal physical object but also as a service.

This definition clearly states that satisfaction is a comparison between actual perceived benefits and expectations. If the actual benefits are not as expected, customers will be disappointed. If the actual benefits meet

the expectations set, customers will be satisfied. If actual benefits are higher than customer expectations, it will create a phenomenon of higher satisfaction or satisfaction that exceeds expectations.

2.2 The importance of customer satisfaction

Customer satisfaction surveys provide feedback about the company, products, customer service, ratings, and customer return intentions. This type of survey helps businesses perceive customer satisfaction with a product. Customers will also feel encouraged to contribute to surveys when they know businesses value their opinions. Customer satisfaction surveys are used for that purpose; Promote cooperation while achieving customer satisfaction.

The operating motto of businesses is to satisfy customers' needs because customers are the source of revenue and profits for businesses. When customers are satisfied with a business's goods and service quality, the likelihood of continuing to buy products again will be very high. On the other hand, when they are satisfied, they will tend to introduce and speak well of the product to others and vice versa.

Customer satisfaction has become an important factor to create competitive advantage for businesses. The current motto of businesses is to satisfy customer needs, or in other words, make customers satisfied with the quality of their business's services because customers are the source of revenue and profit for the business. When customers are satisfied with a company's services or goods, their likelihood of continuing to buy is very high. Furthermore, when they are satisfied, they tend to speak well of the company's services to other customers. Consumer satisfaction with services is an emotion toward a service company based on each contact or transaction with that company (Bitner & Hubbert, 1994).

3. Research Methods

The research subjects are customers who have been using learning services and issues related to children's education at Kinder Academy international preschool.

The main methods used in this topic include: Document analysis methods such as:

- Qualitative method:

This is a preliminary research step carried out using group discussion and mock interview techniques. The purpose of this method is to adjust and supplement the scale.

Used to find the basic content of documents and issues related to the topic that needs to be researched and identify the problem that needs to be solved. Interviews or magazines, documents, and articles related to the issue (Maintaining customer satisfaction at Kinder Academy international preschool) are secondary data, so there are many related documents, because of that we need to filter to get the most accurate documents for the problem to be researched.

- Quantitative methods:

Find ways to group the selected documents and find results in the groups of subjects selected for research, based on documents and sources of qualitative methods so that we can clearly state the important things to maintain customer satisfaction at Kinder Academy international preschool and answer the question why this international preschool is successful in maintaining customer satisfaction and why some preschools another in the host country fails to maintain

the satisfaction of customers who have been using that service at school.

- Secondary data collection method: This method is based on available documentary sources, so when applying this method, it requires specificity, meaning it must be very clear, consistent with research goals, and accurate. data accuracy and topicality.

- Comparison and contrast method: To find the most accurate documents on the problem to be researched as well as reliable sources of information from the internet and direct interviews at school.

In addition, there are also methods such as comparing research results, comparing the operating strategies of foreign enterprises, comparing Vietnamese enterprises with those of Vietnamese enterprises to absorb and cultivate a lot of knowledge, a better strategy and then develop it to provide good solutions to help foreign businesses invest successfully in Vietnam. Because when foreign businesses successfully invest in Vietnam, it not only boosts the economy in Vietnam but also attracts more foreign investment into Vietnam, helping Vietnam move faster and further along the path. International integration in the current industrial age 4.0 creates favorable conditions for Vietnam to move quickly on the path to becoming a developed country in the future.

And combine additional methods of using primary data such as using surveys so that customers who have been using services at Kinder Academy preschool can share their experiences about the school so we can have a better understanding of the school. Additional information on the topic. Or nowadays, when the internet is very developed, we can use online survey methods to collect as much information as quickly and cost-effectively as possible on the issue of "Maintaining customer satisfaction at Kinder Academy preschool." ”.

4. Research results

In recent years, the issue of exchange and integration with foreign countries in all economic and social fields has also gradually expanded. One of them is the educational aspect, perhaps this is most clearly seen in city centers, especially in the Ho Chi Minh City area, gradually forming many international schools with many levels. different and the interesting thing here is that parents have a need for their children to integrate into the international environment from a young age, so many international preschools are also widely distributed. One of them, Kinder Acedemy international preschool, is also of interest to parents.

In order to attract the choice of parents, Kinder Acedemy always strives to develop comprehensively in all aspects such as facilities, teaching staff, teaching programs and fun activities. play,... The purpose of the school's innovation is to provide optimal teaching quality and create trust for customers.

Kinder Academy's first element in creating customer satisfaction is Kinder Acedemy's commitment to always care for and inspire, helping children form the skills, attitudes and mindset of a global citizen.

- Kinder Acedemy's main teaching methods focus on:
 - Being child-centered, teachers always pay attention to children's preferences and interests to plan teaching.
 - The school's spirit of cooperation always encourages parents to assist in school operations,

participate directly in the community through specific lessons and volunteer at the school.

- The curriculum is always designed according to the child's age.
- Focus on learning and developing thinking about mathematics and language.
- Kinder Acedemy has used the Reggio Emilia & STEM method in its teaching process. Reggio Emilia is a method that targets creativity and finding ideas to solve problems that arise. At the same time, STEM is learning related to science, engineering, mechanical devices, and mathematics for children to freely develop in many different aspects.
- Teaching activities at school:
 - Art and nature is an activity that explores children's hidden abilities in music and movement lessons while also allowing children to learn about beautiful times close to nature with weekly gardening activities.
 - Cooking activities with this curriculum train and hone children's dexterity and concentration to complete complex tasks.
 - The fields of science and mathematics create an environment for children to become familiar with numbers and participate in fun experiments.
 - Learning pronunciation will be an interesting thing to teach children listening skills and recognizing the phonemes of each word. This way of learning will help children recognize letters, read and spell in English.
 - For outdoor activities, Kinder Academy will spend 2/3 of the time giving children diverse outdoor activities with many topics.
 - Music and dance classes help children increase their awareness of sounds and increase their flexibility through music and dance movements.

In addition, in order for businesses in general and schools in particular to maintain customer satisfaction, the human factor greatly determines this process. For schools, the people of interest here will be the teaching staff. In order for children to have the best fun, entertainment and learning, they need close attention and love from the teaching staff. Therefore, Kinder Academy is especially dedicated to building a quality team of teachers. Domestic and foreign teachers are selected to be emotional, always dedicated to their profession and love children with all their hearts. The team of teachers is dynamic, always learning, cultivating and expanding knowledge. Highly qualified teachers and native teachers enthusiastically support children in their learning and development process.

Kinder Academy understands the needs of parents, in addition to having their children develop international thinking, they also want to ensure comprehensive physical development, so in order to satisfy Kinder customers. Academy has scientifically developed a nutritional regimen for children that adheres to 6 nutritional principles in the baby's diet: EATING FRUITS, BALENCED DEIT, EAT ENOUGH, LIMIT FATS, LIMIT SUGER, GREEN IS GOOD.

Thus, in order to maintain customer satisfaction, international preschools in general and Kinder Academy in particular are required to really pay attention to the attitudes

of parents and leaders. customer position to be able to understand what customers want so that they can respond in the most complete way. Only understanding what customers need and making efforts to innovate to bring absolute customer satisfaction will mean that development investment is successful.

5. Discuss research results

Children from 3 to 6 years old are the ages at which they form worldviews and absorb knowledge the fastest. Therefore, educating children from this age plays an important role in nurturing the country's future. Current preschool education programs are very flexible in improving lesson plans and teaching methods to best help children develop. Understanding that importance, many parents have expressed concern about this issue. The preschool education program is an important level of education, a foundation for the development of future children in any country. The Ministry of Education and Training of Vietnam has proposed methods and goals for this program aimed at raising, guiding and developing children physically and mentally. To help students have a foundation for development when moving to higher levels of education. The educational program for preschool children uses play activities as a way to help form and develop comprehensive thinking and personality. At this age, children need to receive the most dedicated teaching and care. And teaching methods will always be innovated to suit current trends, to achieve the highest educational effectiveness. Kinder Academy international preschool always wants to provide an ideal learning environment for children. The professional team, management and teachers always keep in mind that: "Like a sapling, children need to be cared for and nurtured every day", teachers rely on children's preferences and interests to plan teaching.

Children attending international preschools not only invest in quality education but also inherit modern facilities and equipment from separate functional classrooms and learning equipment. Fun activities for children such as swimming pools, football fields, laboratories, outdoor play areas... are all carefully selected by international schools, ensuring they meet quality and safety standards for children, to help the baby develops comprehensively both physically and mentally. Some schools have diverse and attractive extracurricular activities, private swimming pools, music classrooms, dance classrooms, and drawing classrooms. International schools create the best conditions for children's development of all skills such as language, thinking and physical ability. In addition to studying in class, many international preschools in Ho Chi Minh City also regularly organize useful and interesting extracurricular activities for children. Field trips help children understand more about the world around them. In addition, learning life skills and soft skills are also cleverly integrated into extracurricular sessions, picnics, or some schools even have their own life skills learning programs. This will help children increase their independence, practice the spirit of teamwork, teamwork... as well as hone the necessary soft skills that they can develop in the future.

If anyone thinks that investing in early education is a waste, going to a normal school and then returning to your parents or family to teach you or send you to extra classes is fine. In fact, these thoughts are not wrong, and in the past, many families also chose to do the same. But in the modern era,

the 4.0 era, people have had a lot of changes. If we continue to think in that way, the future of the country will be difficult to compare with the world in the future. Parents certainly do not want their children to be disadvantaged or less developed than their peers in particular and the world in general. Therefore, let children receive a modern education, proactively expand knowledge early to create more correct and confident thinking, habits and actions.

6. Conclusions and recommendations

Today, the need for care, education and protection of children is increasingly enhanced and developed. In particular, educating and teaching children from an early age is something that many parents care about. Therefore, choosing a reputable preschool is extremely necessary for their children's development. Important issues such as kindergarten location, school hours, pick-up and drop-off hours, tuition fees, teachers, facilities, etc. are questions to ask when choosing a school. Best learning for your child. So how do these preschools attract and maintain the best customer satisfaction when they choose their school for their children to learn and develop?

The curriculum at Kinder Academy international preschool is inspired by two methods, Reggio Emilia & STEM, with extremely rich learning resources, consistent with the requirements and standards of these two methods. Kinder Academy International Kindergarten was born from the concerns of a group of domestic and foreign educators, wishing to bring a comprehensive educational environment for children, striving to train enthusiastic and qualified teachers. loving heart. This school has been developing very well and many parents trust and are satisfied. In order to attract the choice of parents, Kinder Acedemy always strives to develop comprehensively in all aspects such as facilities, teaching staff, teaching programs and fun activities. play,... The purpose of the school's innovation is to provide optimal teaching quality and create trust for customers. Kinder Academy's first element in creating customer satisfaction is Kinder Acedemy's commitment to always care for and inspire, helping children form the skills, attitudes and mindset of a global citizen. With its methods, teaching activities, attitude, and understanding of nutrition as well as parents' requirements, Kinder Academy international preschool is very trusted and satisfied with this school.

Maintaining customer satisfaction at Kinder Academy international preschool is extremely important. Although this has been recognized as very satisfying, that does not mean we should ignore it. Besides the achievements, we need to have solutions for Kinder Academy international preschool to develop further, specifically:

– Pay attention to teaching methods for children
Child-centered

Teachers always pay attention to children's preferences and interests to plan teaching.

The school's spirit of cooperation always encourages parents to assist in school operations, participate directly in the community through specific lessons and volunteer at the school.

The curriculum is always designed according to the child's age.

Focus on learning and developing thinking about mathematics and language.

– Teaching and learning activities, organized to explore and develop children's potential.

Cooking activities to explore curiosity and understanding
Teachers tell stories so that children can understand good examples to follow.

The holiday organizes fun activities for children, gratitude to teachers, parents...

Organize activities to perceive sounds, explore the world around, practice getting used to letters,...

Teach children activities to be grateful to teachers, parents, and relatives. Teach children to help their friends and those around them...

According to some parents' opinions, after 1 month of entering school, their children have changed in a very positive direction. Therefore, always act, always change and educate more appropriately, continue to foster international knowledge to improve teaching reputation as well as parent satisfaction.

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