Abstract

Shenzhen Property Management Enterprise started in the 80's and developed in the 90's. Property services have become an activity that closely related to people's lives. In recent years, more and more problems have arisen in property enterprises. On the surface, there are more and more divergences between owners and property enterprises in property service activities, which actually shows that the owners have a deeper understanding of property services and have put forward higher requirements for property services. The core issue of the Property Management Enterprise is whether the property service can be recognized by the owner. This issue will affect the development of the Property Management Enterprise. The research purpose of paper is to establish evaluation system of consumer satisfaction for the Shenzhen property management industry. The author uses related management theories, combined with actual investigations, analyzes the existing problems in property services and proposes corresponding countermeasures. With the expansion of the scope and content of property services and the acceleration of the marketization process, the bidding and tendering of property service projects have been gradually standardized. With the intensification and expansion of the merger and integration of property enterprises, the competition of property management industry will become increasingly fierce. In the fierce market competition, each Property Management Enterprise will pay more attention to improving consumer satisfaction, which directly affects the quality of service and Enterprise brand of the Property Management Enterprise, and then affects the survival of the Property Management Enterprise. The paper summarizes the main content, nature, characteristic consumer satisfaction, and main functions of property services, as well as the formation and development of property services at home and abroad, starting from the basic theory of property
services and the comparison of domestic and foreign research results. It also analyzes the major gaps in domestic and foreign property services and their comparative analysis. Customer satisfaction survey methods were introduced and a customer satisfaction questionnaire was designed. And carried out empirical, established a customer satisfaction index system. In essence, the key to market competition is the level of consumer satisfaction, and the customer is the market main body. Only property enterprises that focus on customer needs can achieve long-term and stable development. Based on the perspective of consumer satisfaction, study on the property service evaluation system, and build an evaluation system of scientific and rational property service consumer satisfaction indicators. Use the evaluation system to evaluate the effectiveness of the service, and find out the problems and deficiencies in its development process, and provide scientific suggestions for improving consumer satisfaction. At the same time, this has important theoretical value and practical guidance value for industry research.

Keywords: Property management industry Consumer satisfaction Service Capability Quality of Service Enterprise brand Staff’s quality

INTRODUCTION

1.1 Research Background

Since China's reform and opening up, Shenzhen has taken the lead in introducing real estate development and property service models (Wang, 2014; China Property Management Association, 2018; Shenzhen Zhongshan Industry Institute Co., Ltd., 2019). China's first commercial housing residential district, the first owner's committee and the first property service company were born, and China's first local property management regulation, the Shenzhen Special Economic Zone Residential District Property Management Regulations, was introduced. The regulations were revised on September 25, 2007, and the "Regulations on Property Management in Shenzhen Special Economic Zone" were re-issued. At present, Shenzhen has 1933 property service enterprises, and the residential property services coverage rate reaches 97.6%.

The service object of the Property Management Enterprise involves thousands of households. The quality of service is related to the stability, happiness and quality of life of the owner. If the quality of service of the Property Management Enterprise is low, and the owner is dissatisfied, it is obvious that contradictions will occur and a vicious circle will form. The owner feels that the service is not in place, and the cost of the property fee is not worth it. In the past, the evaluation of property quality of service was generally expressed unilaterally by the Property Management Enterprise, and a few property enterprises introduced CRM to statistically analyze the satisfaction of the owners, which were also completed by the Property Management Enterprise itself, lacking a fair third party operation. The current evaluation of excellent property
service projects, the evaluation of safe and civilized communities in some places, and other evaluation and evaluation activities are also led by the competent department of the property management industry--lack of object of real estate service-evaluation and expression of the real intention of the owner.

Only by understanding the customer's thoughts, customer's feelings, and customer's expectations can they occupy the consumer market. At the same time, this work can also help enterprises understand their own advantages and disadvantages so that they have a guide to improve and progress the company, which will help enterprises continue to develop (Dai, 2008; Alafi & Hasoneh, 2012; Hao, 2015; Petrenko, Aime, Ridge & Hill, 2016; Xia, 2016; Chen, 2017; Guo, 2017; Jiang, 2018; Luo, 2018).

1.2 Problem Statement

There is a contradictory phenomenon in the Shenzhen property management industry. The industry is developing very well, but the customer evaluation is not high, that is, consumer satisfaction is not high. The good development of the industry is mainly due to the following aspects: first, the reform of the housing system and the process of urbanization, which created a huge development carrier for the development of property enterprises; As long as new residential quarters and new building projects are completed, there must be a Property Management Enterprise. With the increase in the size of housing stock, the size of property enterprises has also increased accordingly. However, while the industry has gained tremendous development opportunities, it has faced difficult challenges, which are mainly reflected in the following aspects:

1. Quality of service of property management enterprises

At present, the property management industry has not established a service standard code, the overall service level of the Property Management Enterprise is not high, the staff's service awareness is not strong, and there is still a certain gap with customer expectations. The definition of property management abroad is to provide services to the owners of the property. Many of our property enterprises and practitioners position themselves as "managers" rather than "servers." The service concept is misplaced.

2. staff quality of property management enterprises

The quality of employees in property enterprises directly affects the development and growth of the property management industry. For the property management industry in a period of rapid development, low staff quality has become a common problem and must be highly valued by the industry and enterprises. Strengthening the professional training and vocational education of employees, and improving the professional quality of employees has become an urgent problem for the industry.

3. Brand management of property management enterprises

Brand is an inevitable product of the development of market economy and market
competition and is one of the important signs of market development. The market has been continuously improving and leaping from price competition to quality competition to function competition. Brand competition is a higher level of competition, and the emergence of a brand has a positive impact on promoting the development of the market. The property services market is a special commodity market. The focus of market competition has gradually shifted from more individual competition elements such as management, service, and price to the competition of the comprehensive strength of enterprises, which is reflected in the competition of brands.

4. Innovation ability of property management enterprises

The so-called innovation is simply the combination of creation and innovation, which refers to the generation of new ideas and new ideas and the use of new ideas and new ideas. Specifically, it refers to the process of continuously reforming, renewing, and improving the various tasks that people engage in with the help of diverse creative thinking based on optimizing their own quality and the surrounding environment. Many people think that as a service industry, property service work is a lack of creativity.

1.3 Research Questions

At present, competition in the property market can be said to be very fierce, so a company must have a unique service approach if it wants to stand out. Therefore, it is necessary to formulate a personalized property management solution to enhance the core competitiveness of the enterprise. The owner satisfaction surveys are precisely the important basis for property enterprises to formulate management plans, and their importance is reflected in various industries and fields. Owner satisfaction survey is one of the channels for communication between property enterprises and owners. It can reflect the opinions and suggestions of owners from various aspects, thereby promoting the improvement of the quality of service of property enterprises, increasing corporate profits, and shaping a good enterprise brand image. And the mediating role of staff quality between service capability and consumer satisfaction. The research questions of this paper are as follows:

1. What indicators should be considered in constructing a consumer satisfaction evaluation system for property management enterprises?

2. What is the relationship between the quality of service and consumer satisfaction? Can it become an important indicator for the construction of a consumer satisfaction

1.4 Research objectives

With the increasing multi-level and high-quality living needs of residents and the upgrading of consumption, the value of the property management industry has become increasingly prominent, and the government and all sectors of society have paid more and more attention to property management.
The author hopes that through the research of this paper, the following research goals will be accomplished:

1. On the premise of theoretical literature research and actual status analysis, combined with the service nature of the property management industry, a more comprehensive consumer satisfaction evaluation system for property management enterprises is established, and the main indicators of the evaluation system are clear.

2. Analyze the connotation and characteristic consumer satisfaction of the quality of service and its important role in property management enterprises, clarify the relationship between the quality of service and consumer satisfaction, and clarify that the quality of service can become an indicator in the consumer satisfaction evaluation system of the property management industry. Use scientific research to prove the role of the quality of service in improving consumer satisfaction.

LITERATURE REVIEW

Dependent Variable: Consumer Satisfaction

Consumer satisfaction is also called consumer satisfaction index. It is an abbreviation for the consumer satisfaction survey system of the service industry. It is a relative concept and is the degree of matching between customer expectations and customer experience (Hunt, 1977; Dong & Wang, 2004; Guo & Yang, 2012; Galbreath & Shum, 2012; Fernet, Claude, Austin, Stéphanie, Trépanier, Sarah-Geneviève, & Dussault, 2013; Fornell, 2013; Zhang, 2015; Hur Moon & Jung, 2015; Yuan, 2018). In other words, it's an index that customers get by comparing their perceived effects on a product with their expectations.

Previous Research

Since 2007, Shenzhen property management industry association and professional research institutes have carried out exploration and research work on consumer satisfaction on-property services. Statistical consumer satisfaction from the Shenzhen property management industry association shows that among the property management industry in Shenzhen in 2018, the owner's evaluation of the employee service of the Property Management Enterprise is better. Among them, the satisfaction index of employee service ranked first, at 84.0. Equipment and facilities management and community culture have lower satisfaction indexes in basic property management, and the scores were 80.0 and 80.1. The consumer satisfaction matrix intuitively reflects the consumer satisfaction of each service module of the Shenzhen property management industry in 2018, shown in Figure 2-1.
According to the above figure, environmental management and value perception are the key driving factors affecting the consumer satisfaction index of property enterprises and have a greater impact on improving the consumer satisfaction index. In addition, we can see from the consumer satisfaction matrix diagram that environmental management, value perception and brand image are located in disadvantaged areas, which can focus on improving service standards.

Song (2016) believes that the existing property management evaluation system has certain defects. Understand the consumer satisfaction concept, establish a systematic consumer satisfaction index and indicator system. Using various survey methods, designing appropriate survey forms, and establishing an information repository, sufficient information can be obtained to strengthen communication with the owner. Taking customers as the centre and strengthening consumer satisfaction management is an effective way for enterprises to improve the quality of management services and consumer satisfaction.
Li (2015) established A residential area as the research object, which is a typical residential property area. He mainly studied the research results of property service consumer satisfaction at home and abroad from the perspective of Property Management Enterprise.

**Independent variable II: service capability**

Property Management Enterprise service capability refers to the ability to provide owners with convenient and thoughtful, safe and clean, comfortable and civilized property services (Wang, 2014).

**Independent variable III: quality of service**

Quality of service refers to service is to satisfy the realistic & potential demands of customers, also refers to the level that service work can meet customer needs. It is the minimum level of service provided by an enterprise to satisfy target customers (Cui, 2013; Koyuncu, Burke, Astakhova, Eren & Cetin, 2014; Chao, 2015; Liao & Hu, 2017; Jiang, 2018; Zhang, 2018; Li, Yang, Zou, Wang, Tu, Cheng & Wan, 2018; Zhang & Zhou, 2019; Zhang, 2019). It also evaluates whether the enterprise can keep the consistency of the predetermined service level.

Jiang (2009) explored the relationship between quality of service, consumer satisfaction, and loyalty in the property management industry in Hangzhou, and found that in the context of China's property management industry: (1) quality of service for consumer satisfaction, There are significant effects; (2) quality of service has a significant impact on customer loyalty; (3) consumer satisfaction has a significant impact on customer loyalty; (4) consumer satisfaction has a mediating effect on customer loyalty.

**Hypothesis**

The author has separately analyzed the relationship between the enterprise brand and consumer satisfaction, the relationship between corporate service capabilities and consumer satisfaction, the relationship between quality of service and consumer satisfaction, the relationship between staff quality and consumer satisfaction, and staff quality in quality of service and consumer satisfaction. Intermediate effects are hypothesized. The relevant assumptions are as follows:

H1. The construction of a consumer satisfaction evaluation system for property management enterprises includes four dimensions: enterprise brand, service capability, quality of service, and staff quality.

H2. The enterprise brand has a positive regulatory effect on consumer satisfaction. The importance of brand value has been commonly recognized by everyone, and a company's brand value can also be directly measured by the size of its customer base and consumer satisfaction. The size of a brand's customer base determines the current market demand for that brand's products. If consumer satisfaction is very high at this
stage, many consumers buy the product, it means that the brand is very valuable, and the value of the brand is high, and vice versa.

H3. Service capability has a positive regulatory effect on consumer satisfaction. Service capability refers to the capabilities of a property management company based on the internal conditions of the property service and the needs of the external environment, including the service modes, service items, service operation processes, service measures, service innovation, and service specialty that the property management company can provide. Personnel, etc., and the various elements are combined in a more reasonable way, thereby creating new products and achieving higher labour efficiency. The improvement of service capabilities of property management enterprises has a positive impact on consumer satisfaction.

H4 and quality of service have a positive regulatory effect on consumer satisfaction. The quality of service is the gap between the customer's expectations of service and the customer's perception of the service after contact, that is, quality of service= expected service-cognitive service. So the quality of service is a correlation variable that affects consumer satisfaction or customer loyalty and post-purchase behaviour.

**METHODOLOGY**

**Research Design**

(1) Literature collection

Before conducting the research, the university's electronic resource database was used to collect and read a wealth of existing research data at home and abroad through CNKI, Spi-Scholar, Web of Science and other network resources, and selected companies with property management, evaluation systems, and customers Articles and data related to satisfaction, enterprise brand, service capabilities, service quality, and employee quality. Mainly choose the topic articles with large downloads and high citations; another way is to buy books.

(2) Literature reading

Articles collected in accordance with the above principles, we began to an intensive reading of 5 articles on each topic. Links then expand to related masterpieces. At this stage, at least ten intensive readings are required for each topic. Others perform intensive or extensive reading as needed for subsequent expansion.

(3) Literature collation:

In the process of reading the literature, record the development history, concepts, dependent variables, independent variables, intermediary variables, models, and empirical results of each topic in accordance with established rules. Inductive taxonomy classifies the results, briefly explains the shortcomings, collects data and
data related to the topic, summarizes the value and defects of existing research results, obtains data and information that are helpful to the research field, and defines the basic research concepts and theoretical basis involved in the field.

**Questionnaire**

In the process of constructing the evaluation index system, the article used the questionnaire method to screen the indicators. The questionnaire was used to select the indicators that had a greater impact on property service capability.

**Population/Sampling/Unit of Analysis**

**Questionnaire design**

The author designed and formulated the inventory of consumer satisfaction, enterprise brand, service capability, quality of service and staff's quality.

The design for the questionnaire of consumer satisfaction directly affects the collection of survey data, and therefore largely determines the validity and accuracy of the evaluation results.

**Reliability and validity tests**

**Reliability Analysis**

Reliability analysis is mainly to test whether the scale is stable and consistent when measuring related variables. The test of internal consistency reliability is mainly carried out through two indicators, which are the project one population correlation coefficient (CITC) and Cronbach. The study uses the Cronbach α coefficient (referred to as the Q coefficient) to evaluate the internal consistency of the multidimensional measurement table. The Cronbach α coefficient reflects the degree of correlation between different items under the same variable in the questionnaire. Internal consistency is an important content of reliability analysis. This indicator has been proved to be very effective in evaluating the internal consistency of multidimensional scales. It reflects the correlation between the items or items in the questionnaire, which should reflect different aspects of the same independent concept.

**Table 3.2 Descriptive Statistic consumer satisfaction of Data**

<table>
<thead>
<tr>
<th>Title</th>
<th>N</th>
<th>Min.</th>
<th>Max.</th>
<th>Mean</th>
<th>S.D.</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>consumer satisfaction</td>
<td>50</td>
<td>4.000</td>
<td>10.000</td>
<td>9.500</td>
<td>1.344</td>
<td>10.000</td>
</tr>
<tr>
<td>Enterprise brand</td>
<td>50</td>
<td>1.000</td>
<td>10.000</td>
<td>9.460</td>
<td>1.644</td>
<td>10.000</td>
</tr>
<tr>
<td>Service capabilities</td>
<td>50</td>
<td>1.000</td>
<td>10.000</td>
<td>9.480</td>
<td>1.594</td>
<td>10.000</td>
</tr>
</tbody>
</table>
Basic Index

<table>
<thead>
<tr>
<th>Title</th>
<th>N</th>
<th>Min.</th>
<th>Max.</th>
<th>Mean</th>
<th>S.D.</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service quality</td>
<td>50</td>
<td>3.000</td>
<td>10.000</td>
<td>9.540</td>
<td>1.313</td>
<td>10.000</td>
</tr>
<tr>
<td>Staff's quality</td>
<td>50</td>
<td>1.000</td>
<td>10.000</td>
<td>9.400</td>
<td>1.678</td>
<td>10.000</td>
</tr>
<tr>
<td>Innovation ability</td>
<td>50</td>
<td>4.000</td>
<td>10.000</td>
<td>9.480</td>
<td>1.266</td>
<td>10.000</td>
</tr>
</tbody>
</table>

Table 3.3 Analysis results of consistency reliability

Cronbach Reliability Analysis

<table>
<thead>
<tr>
<th>Title</th>
<th>Corrected Item-Total Correlation (CITC)</th>
<th>Cronbach's Alpha if Item Deleted</th>
<th>Cronbach's Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>consumer satisfaction</td>
<td>0.953</td>
<td>0.986</td>
<td></td>
</tr>
<tr>
<td>Enterprise brand</td>
<td>0.977</td>
<td>0.984</td>
<td>0.988</td>
</tr>
<tr>
<td>Service capabilities</td>
<td>0.973</td>
<td>0.984</td>
<td></td>
</tr>
<tr>
<td>Service quality</td>
<td>0.983</td>
<td>0.984</td>
<td></td>
</tr>
<tr>
<td>Staff’s quality</td>
<td>0.989</td>
<td>0.983</td>
<td></td>
</tr>
<tr>
<td>Innovation ability</td>
<td>0.919</td>
<td>0.990</td>
<td></td>
</tr>
</tbody>
</table>

Cronbach's Alpha Based on Standardized Items: 0.990

Reliability analysis is used to study the reliability and accuracy of answers to quantitative data (especially Attitude scales);

First, analyze Cronbach's Alpha: if it is higher than 0.8, it indicates that the reliability is high; if it is between 0.7 and 0.8, it indicates that the reliability is good; if it is between 0.6 and 0.7, it indicates that the reliability is acceptable; if it is less than 0.6, it indicates that the reliability is poor.

Second, if the CITC is below 0.3, consider deleting the item;

Third, if "Cronbach's Alpha if Item Deleted" is significantly higher than Cronbach's Alpha, then you can consider deleting the item and re-analyzing it;

Fourth, summarize the analysis. From the table above, the reliability coefficient is 0.988, which is greater than 0.9, indicating that the reliability of the research data is high. For "Cronbach's Alpha if Item Deleted", the reliability coefficient after the
analysis item was deleted did not improve significantly, indicating that all items should be retained, further indicating that the reliability of the research data is high. For "CITC", the consumer satisfaction corresponding to the analysis items are all higher than 0.9, indicating that there is a good correlation between the analysis items, and also that the reliability level is good. In summary, the reliability coefficient of the research data is higher than 0.9, and the reliability coefficient will not be significantly improved after deleting the items, which comprehensively shows that the reliability of the data is high and can be used for further analysis.

Profile of Response
The author is the general manager of a property management company in Shenzhen. He has worked in this industry for nearly twenty years, so he has the ability to investigate precise research objects. The author invited 20 employees of his company to form a survey group, and distributed 350 questionnaires to the owners in the serviced area. Statistic consumer satisfaction was collected after the collection, and the validity of the questionnaires was reviewed. Among them, 312 questionnaires were valid, and 38 questionnaires did not meet the requirements and were considered invalid questionnaires. The demographic consumer satisfaction of the owners who participated in the questionnaire were analyzed as follows: college degree below: 10%; junior college to undergraduate: 65%; undergraduate or above: 25%; age composition: 22-35 years old: 40%; 36-55 years old: 45%; 55 Above the age: 15%.

The people participating in the questionnaire distribution group are all employees of the property management enterprise where the author is the general manager. They have been engaged in property service for many years, have been trained in systematic property management expertise, and hold professional qualification certificates in the property management industry. This property management company's work plan has two surveys of consumer satisfaction each year. This work is relatively familiar to them. It can be fully understood by adding some new evaluation content and improved templates to this survey form, skilled in investigating. Therefore, the survey process is complete, and the data sources are authentic and reliable.

ANALYSIS
Research Objective 1: Enterprise Brand

After the previous stage of research, let's summarize the impact of enterprise brand on consumer satisfaction. The enterprise brand mainly evaluates the service brand value and reputation of the property management enterprise. The reference targets include economic benefits, service effects and brand effects.

The effective data obtained from the survey was imported into SPSS19.0 for analysis.
as follows:

Table 4.1 Linear Regression Analysis Results - Enterprise Brand

<table>
<thead>
<tr>
<th></th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficient</th>
<th>t</th>
<th>p</th>
<th>VIF</th>
<th>R²</th>
<th>Adjusted R²</th>
<th>F</th>
<th>p (1,310)</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>2.841</td>
<td>-</td>
<td>6.629</td>
<td>0.000</td>
<td>1.000</td>
<td>0.44</td>
<td>0.44</td>
<td>F</td>
<td>p=0.000</td>
</tr>
<tr>
<td>Enterprise brand</td>
<td>0.695</td>
<td>0.044</td>
<td>0.664</td>
<td>0.000</td>
<td>1.000</td>
<td>0.44</td>
<td>0.44</td>
<td>F</td>
<td>p=0.000</td>
</tr>
</tbody>
</table>

Dependent: consumer satisfaction

D-W value: 1.894

* p<0.05 ** p<0.01

Table 4.2 Validity Analysis Result - enterprise brand

<table>
<thead>
<tr>
<th>Title</th>
<th>Factor loading Factor1</th>
<th>Communality</th>
</tr>
</thead>
<tbody>
<tr>
<td>consumer satisfaction</td>
<td>0.912</td>
<td>0.832</td>
</tr>
<tr>
<td>Enterprise brand</td>
<td>0.912</td>
<td>0.832</td>
</tr>
<tr>
<td>Eigen value(Unrotated)</td>
<td>1.664</td>
<td>-</td>
</tr>
<tr>
<td>% of Variance(Unrotated)</td>
<td>83.218%</td>
<td>-</td>
</tr>
<tr>
<td>Cumulative % of Variance(Unrotated)</td>
<td>83.218%</td>
<td>-</td>
</tr>
<tr>
<td>Eigen value(Rotated)</td>
<td>1.664</td>
<td>-</td>
</tr>
<tr>
<td>% of Variance(Rotated)</td>
<td>83.218%</td>
<td>-</td>
</tr>
<tr>
<td>Cumulative % of Variance(Rotated)</td>
<td>83.218%</td>
<td>-</td>
</tr>
<tr>
<td>KMO</td>
<td>0.500</td>
<td>-</td>
</tr>
</tbody>
</table>
### Table 4.3 Reliability analysis—Enterprise brand

<table>
<thead>
<tr>
<th>Title</th>
<th>Corrected Item-Total Correlation (CITC)</th>
<th>Cronbach's Alpha if Item Deleted</th>
<th>Cronbach's Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>consumer satisfaction</td>
<td>0.664</td>
<td></td>
<td>0.798</td>
</tr>
<tr>
<td>Enterprise brand</td>
<td>0.664</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standardized Cronbach's Alpha: 0.798</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Results**

In the above table, linear regression analysis was performed using the enterprise brand as the independent variable and consumer satisfaction as the dependent variable. The R-square of the model is 0.441, which means that the enterprise brand can explain the 44.1% change in consumer satisfaction. When the F-test was performed on the model, it was found that the model passed the F-test (F = 244.927, p = 0.000 < 0.05), which means that the enterprise brand must have an impact on consumer satisfaction, and the model formula is: consumer satisfaction = 2.841 + 0.695 * enterprise brand.

Regression analysis is used to study the influence relationship of X (quantitative or categorical) on Y (quantitative). The research results can determine whether they have an influence relationship, and also understand the influence direction and degree of influence.

**Research objective 2: service capability**

The effect of service capability on consumer satisfaction. Service capability mainly evaluates the content aspects provided by property management. The reference targets
include health services, greening services, house maintenance, plumbing and heating maintenance, security services, fire management, vehicle management, intelligent management, network information management, etc. Specific indicators can be qualitative evaluation or historical statistic consumer satisfaction.

The valid data of the survey were imported into SPSS 19.0 for analysis as follows:

Table 4.4 Linear Regression Analysis Results-service capability

<table>
<thead>
<tr>
<th></th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>p</th>
<th>VIF</th>
<th>R²</th>
<th>Adjusted R² Square</th>
<th>F (1,310)</th>
<th>p=0.000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>3.185</td>
<td></td>
<td>7.502</td>
<td>0.000*</td>
<td>-</td>
<td>0.420</td>
<td>0.418</td>
<td>224.581</td>
<td>p=0.000</td>
</tr>
<tr>
<td>service capability</td>
<td>0.660</td>
<td>0.044</td>
<td>0.648</td>
<td>14.986</td>
<td>0.000*</td>
<td>1.000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Dependent: consumer satisfaction

D-W value : 1.913

* p<0.05  ** p<0.01

Table 4.5 Validity Analysis Result-service capability

<table>
<thead>
<tr>
<th>Title</th>
<th>Factor loading</th>
<th>Communality</th>
</tr>
</thead>
<tbody>
<tr>
<td>consumer satisfaction</td>
<td>0.908</td>
<td>0.824</td>
</tr>
<tr>
<td>service capability</td>
<td>0.908</td>
<td>0.824</td>
</tr>
<tr>
<td>Eigen value(Unrotated)</td>
<td>1.648</td>
<td>-</td>
</tr>
<tr>
<td>% of Variance(Unrotated)</td>
<td>82.408%</td>
<td>-</td>
</tr>
<tr>
<td>Cumulative % of Variance(Unrotated)</td>
<td>82.408%</td>
<td>-</td>
</tr>
<tr>
<td>Eigen value(Rotated)</td>
<td>1.648</td>
<td>-</td>
</tr>
</tbody>
</table>
### Table 4.6 Reliability analysis - service capability

<table>
<thead>
<tr>
<th>Title</th>
<th>Corrected Item-Total Correlation (CITC)</th>
<th>Cronbach's Alpha if Item Deleted</th>
<th>Cronbach's Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>consumer satisfaction</td>
<td>0.648</td>
<td></td>
<td>0.786</td>
</tr>
<tr>
<td>service capability</td>
<td>0.648</td>
<td></td>
<td>0.786</td>
</tr>
</tbody>
</table>

**Standardized Cronbach's Alpha:** 0.787

### Results

In the table, service capability is used as the independent variable, and consumer satisfaction is used as the dependent variable for linear regression analysis. As can be seen from the above table, the R-squared value of the model is 0.420, which means that service capability can explain the 42.0% change in consumer satisfaction. When the model was tested by F test, it was found that the model passed the F test ($F = 224.581$, $p = 0.000 < 0.05$), which means that service capability will definitely have an impact on consumer satisfaction, and the model formula is: consumer satisfaction = $3.185 + 0.660 \times$ service capability.

Regression analysis is used to study the influence relation of X (quantitative or class) on Y (quantitative), whether there is any influence relation, the direction of influence and the degree of influence;
(1) Analyze the fit of the model, that is, analyze the fit of the model by R-squared value, and analyze the VIF to determine whether the model has collinearity problems (collinearity problems can be solved using ridge regression or stepwise regression);

(2) Write the model formula;

(3) Analyze the significance of X; if it is significant (p value is less than 0.05 or 0.01); then X has an influence on Y, and then analyze the direction of the influence relationship;

(4) Combine the regression coefficient B value to compare and analyze the effect of X on Y (optional);

(5) Summarize the analysis.

Before regression analysis, you can use box plots to see if there is abnormal data, or use scatter plots to visually show the correlation between X and Y; after regression analysis, you can use normal plots to observe and display the normality of the saved residual values or use the scatter plot to observe and show the heteroscedasticity of the regression model (the residuals have no relationship with the scatter between X and there is no heteroscedasticity).

① The specific analysis of Hypothesis shows:

The regression coefficient value of service capability is 0.660 (t=14.986, p=0.000<0.01), which means that enterprise brand will have a significant positive impact on consumer satisfaction.

② The summary analysis shows that service capability has a significant positive impact on consumer satisfaction.

Conclusion

This paper takes the data samples of 312 consumer satisfaction surveys in Shenzhen City as the research object. First, descriptive statistic consumer satisfaction is made on the sample data. Based on relevant variables and models, SPSS analysis is performed on them. The basic situation of the author allows the author to have a general understanding of the distribution of the data: group test of data, the impact on enterprise brand and consumer satisfaction, the impact of service capability on consumer satisfaction, the impact of service level on consumer satisfaction, and staff quality. The analysis of the results verified the hypothesis of this paper. Using multiple regression analysis to sort and analyze the obtained data, the results verified the hypothesis. The four hypotheses proposed in this paper are verified. The research conclusions show that all four hypotheses have passed the test.

After the above research, the article draws the following conclusions:
1. The necessity of researching the relationship between the enterprise brand, service capability, the quality of service and consumer satisfaction in the property management industry has played a positive role in promoting the market competitiveness and overall development of the enterprise (Yuan, 2014; Deng, 2016; Wang, 2016; Liu, He & Zhang, 2016; Cao, Luo & Wang, 2012; Luo, 2018; Yao, 2019). Based on this, on the basis of explaining related concepts and theories, this chapter reviews the research on the relationship between enterprise brand, service capability, quality of service, and consumer satisfaction at home and abroad, and analyzes the results and deficiencies of related research. Make it form an effective focus for improving consumer satisfaction --- enhance brand image, strengthen service level, and consolidate service capability, laying an important foundation for the improvement of the company's comprehensive ability level.

2. Established a theoretical research model between enterprise brand, service capability, the quality of service and consumer satisfaction, and analyzed and demonstrated from the theoretical and empirical perspectives. Consumer satisfaction is divided into three dimensions of enterprise brand, service capability, and quality of service, and quantitative analysis is performed. Based on the relationship between the enterprise brand and consumer satisfaction, the relationship between the company's service capability and consumer satisfaction, the relationship between the quality of service and consumer satisfaction, the staff management staff quality assumes the mediating role of consumer satisfaction through quality of service (Cui, 2013; Koyuncu, Burke, Astakhova, Eren & Cetin, 2014; Chao, 2015; Liao & Hu, 2017; Jiang, 2018; Zhang, 2018; Li, Yang, Zou, Wang, Tu, Cheng & Wan, 2018; Zhang & Zhou, 2019; Zhang, 2019).

3. The main assumptions of this study is: the relationship between the enterprise brand and consumer satisfaction, the relationship between enterprise service capability and consumer satisfaction, the relationship between the quality of service and consumer satisfaction, and the quality of property management staff. 4. Verify hypotheses. Use spss19.0 to verify the above four assumptions:

(1) The regression coefficient value of the enterprise brand is 0.695 (t = 15.650, p = 0.000 <0.01), which means that the enterprise brand will have a significant positive impact on consumer satisfaction. The summary analysis shows that the enterprise brand will have a significant positive impact on consumer satisfaction.

(2) The regression coefficient value of service capability is 0.660 (t = 14.986, p = 0.000 <0.01), which means that service capability will have a significant positive impact on consumer satisfaction.

(3) The regression coefficient value of the quality of service is 0.798 (t = 16.074, p = 0.000 <0.01), which means that the quality of service will has a significant positive impact on consumer satisfaction. The summary analysis shows that the quality of service will has a significant positive impact on consumer satisfaction.
(4) The quality of service will first affect staff management staff quality and then affect consumer satisfaction through property management staff quality. Data analysis shows that when the quality of service affects consumer satisfaction, property management staff quality has an intermediary role.

5. Further discussion and analysis of the reasons for the hypothesis of the verified research. The above test results show that the enterprise brand has a positive regulatory effect on consumer satisfaction, service capability has a positive regulatory effect on consumer satisfaction, and the quality of service has a positive regulatory effect on consumer satisfaction. The moderating effect and staff management quality of the property management have passed the test. The results of this study hypothesis are shown in Table 5.1:

Table 5-1: Study hypothesis verification results

<table>
<thead>
<tr>
<th>No.</th>
<th>Hypothesis content</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>The construction of a consumer satisfaction evaluation system for property management enterprises includes four dimensions: enterprise brand, service capability, quality of service, and staff quality.</td>
<td>Established</td>
</tr>
<tr>
<td>H2</td>
<td>The enterprise brand has a positive regulatory effect on consumer satisfaction.</td>
<td>Established</td>
</tr>
<tr>
<td>H3</td>
<td>Service capability has a positive regulatory effect on consumer satisfaction.</td>
<td>Established</td>
</tr>
<tr>
<td>H4</td>
<td>The quality of service has a positive regulatory effect on consumer satisfaction.</td>
<td>Established</td>
</tr>
</tbody>
</table>

Aiming at the above-mentioned verification of the interrelationship between the enterprise brand, service capability, quality of service, and consumer satisfaction, combined with the actual situation of Shenzhen Property Management Enterprise, suggestions were made for the optimization management of Property Management Enterprise.

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