

Customer satisfaction with the bus service quality of Ha Lan Trading and Tourism Joint Stock Company in Thai Nguyen

Ha Thi Tam

Abstract: This topic aims to study customer satisfaction with the quality of bus services provided by Ha Lan Trade and Tourism Joint Stock Company in Thai Nguyen province. To address the issue of service quality, the objective of the project is to identify factors affecting customer satisfaction and provide recommendations for improvement to the company. The research methods include field surveys, data analysis, and summarizing results to enhance service quality. The topic is expected to make a significant contribution to improving the brand reputation and customer service quality of the company.

Keywords: Satisfied customers, bus service quality, Ha Lan Trading and Tourism Joint Stock Company, Thai Nguyen, service improvement