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Roles of Corporation Reputation and Service Quality towards Consumer Decision

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Abstract

Today, as life progresses, the demand for aesthetic appeal in human life is rising. Customers are gradually seeking creativity to express their own style within their living spaces. To meet the desire for a living space that reflects individuality while still being budget-friendly, the field of home construction and design is increasingly valued, with competition becoming fiercer. Hence, the trend of self-determining design schemes, shaping products with the accompaniment and advice of interior design companies when needed, is understandable. A Likert scale will be used to measure the variables in the model to identify factors affecting customer decision-making regarding construction and interior design services of companies in Da Nang City. The scale, after being evaluated by Cronbach's Alpha reliability coefficient method, will be included in exploratory factor analysis, correlation analysis, and the development of a linear regression model. Based on this, reasonable and scientific conclusions will be drawn. The research is conducted to identify the factors influencing customer decision-making regarding construction and interior design services of companies in Da Nang City. The study highlights the factors that positively affect customer decision-making. It provides valuable information for business owners, managers, and researchers in the field of construction and interior design. This research can serve as a reference to improve service quality, enhance business efficiency, and create benefits for both customers and businesses.

Keywords: Corporation Reputation, Service Quality, Consumer

1. Introduction

According to the latest data, the estimated population of Da Nang city at the beginning of 2023 is 1,188,374 million people. This makes it one of the largest and fastest-growing cities in Vietnam. The rapid economic growth rate reaching 7.89% GRDP has led to a rapid population increase of 1.2% per year. The highest population density is 8,746 people/km2 in Hai Chau and 19,712 people/km2 in Thanh Khe. In addition to the city center, the new suburban districts of Cam Le, Lien Chieu, Son Tra, and Ngu Hanh Son have much lower population densities, ranging from 2,000 to 3,000 people/km2 (according to information from Da Nang Realtimes). With the current growth rate and high population density, the housing area is shrinking, and the demand for construction of new houses is increasing. To meet this demand, design services become the most effective choice.

In addition, research on consumer choice has garnered significant attention from scholars both domestically and internationally. Drawing upon studies such as "Factors Influencing Consumer's Choice of Service Provider: A Study of the Telecommunications Industry" by Gerpott, T.J. *et al*. (2021) [8], and the studies by Huong and Thao (2019) on "Factors Influencing Customers' Choice of Construction Contractors in Da Nang City" and "Study on Factors Influencing Customers' Choice of Interior Design Services at WOODPARK Co., Ltd. in Hue City" by Thao (2021), these studies have highlighted various factors influencing consumer decisions. Although previous research has examined factors influencing consumer choice across various sectors, including construction services, there remains limited specific exploration in the interior design and construction market in Da Nang. Furthermore, existing studies are constrained by small sample sizes, limiting their representativeness. Despite identifying numerous factors influencing consumer decisions, there may still be overlooked or insufficiently analyzed factors.

Currently, observations indicate that customers tend to favor businesses with reputable brands, high recognition, and reasonable pricing that fits their financial capabilities. However, it remains unclear whether these are the predominant factors influencing customer decisions during the current period. Therefore, this study aims to validate these points and identify the

most influential factors affecting customer decisions in selecting interior design and construction services in Danang City.

Choosing to research "Factors Influencing Consumer's Choice of Construction & Interior Design Services in Danang City" will provide practical value for businesses and industry professionals, reflecting real-world research issues in Danang City. It will enhance understanding of customer expectations and needs, enabling the application of research findings to improve workflows and service quality. This research endeavor will offer critical insights and value to both the industry and the research community, contributing to the sustainable development and improved service quality in the interior design and construction sector in Danang City.

2. Literature review
Customer Behavior
Many researchers have presented various concepts of customer behavior, providing us with a multidimensional view. According to Kotler & Levy (1969) [11], "Customer behavior is the specific actions of an individual when making purchasing decisions, using, and disposing of products or services". Michael R. Solomon (1992) [14] defines customer behavior as, "A process that enables an individual or group to select, purchase, use, or dispose of a product/service to satisfy their needs or desires, drawing upon thoughts, experiences, or accumulated knowledge. In summary, customer behavior is the interaction between environmental influences and human perception and actions. Through this interaction, individuals change their lives by making decisions and engaging in behaviors related to the products and services they seek, use, or discard.

Related Studies and hypotheses
Corporate Reputation
Corporate reputation is an intangible asset of utmost importance for every business. When corporate reputation fluctuates, it can significantly impact business operations and the value of the enterprise (Feldman, P.M., Bahamonde, R. A., and Bellido, I. V, 2014) [6]. According to Vo Thi Thanh Huong and Nguyen Thi Thao (2019), brand reputation is the customer's perception of overall quality, the superiority of services compared to intentions of choice, and compared to competitors, directly influencing customer usage decisions and loyalty. Corporate reputation is a multidimensional concept, reflecting perceptions, emotions, and behaviors of stakeholders toward an organization, based on its past and current activities, as well as predictions about the future. Feldman, P.M., Bahamonde, R. A., and Bellido, I. V (2014) [6]. Therefore, corporate reputation is essentially the ethical conduct of a company, reflecting its image, identity, and value.

In fact, the study by Baek, Kim, and Yu (2010) [3], which examined the relationship between corporate reputation, perceived value, and purchase intention in the mobile phone industry in South Korea, demonstrated that corporate reputation has a significant impact on customer decisions. Feldman, P.M., Bahamonde, R.A., and Bellido, I.V.(2014) [6] highlighted the importance of measuring corporate reputation, showing that it is a key factor influencing the behavior and decisions of stakeholders such as customers, investors, and the community. Nguyen and Leblanc's (2001) [16] research in the telecommunications industry in Canada

indicated that corporate reputation positively affects the company's image and customer loyalty, which in turn influences purchase intentions. This proves that building and maintaining a good corporate reputation is crucial for attracting and retaining customers.

In the context of interior design and construction services, customers can perceive a company's credibility through their experience with its services. Therefore, the level of corporate reputation is likely to influence customer choice decisions. Based on the reviewed theories and related studies, I propose the following hypothesis:

H1: Corporate reputation positively influences customer choice decisions.

Service Quality
Service quality is defined as the difference between consumer expectations of a service and their perceptions of the service received" (Parasuraman & *et al*., 1988, 1991), as noted in the study by Nguyen Thi Mai Trang. Additionally, according to Zeithaml *et al*. (2020) [21], service quality is determined by the gap between customer expectations and their actual experiences.

In reality, service quality has the strongest impact on customer choice decisions (Nguyen Thi Thuy Van, 2021). Similarly, Feldman, P.M., Bahamonde, R. A., and Bellido, I. V (2014) [6], in the context of the financial services industry, highlight that service quality encompasses aspects such as reliability, speed, customer service, and support, and have demonstrated that service quality is the most important factor influencing customer decisions. In Zeithaml *et al*.'s study (2020) [21], they conclude that high service quality leads to customer satisfaction and loyalty, thereby positively influencing their choice decisions. They emphasize that meeting customer expectations is crucial for providing high-quality service, which in turn affects positively their decision to use the service.

In the context of interior design and construction services, we can infer that service quality refers to the provider's ability to meet and exceed customer expectations regarding needs, creativity, construction quality, and project timelines. Particularly in interior construction, service quality is tangibly evident, as satisfied past customers share positive experiences about good service quality, which helps attract new customers. Therefore, good service quality is likely to provide a positive experience for customers, thus significantly influencing their choice decisions. Based on the understanding of service quality theories and previous research, I propose the following hypothesis:

H2: Service quality positively influences customer choice decisions.

Customer Service
When service quality is comparable, customer service becomes a competitive advantage that directly influences customers' choice decisions (Nguyen Thi Bao Chau, 2019). Customer service includes activities, support, and conveniences provided by the contractor to meet customer needs and ensure their satisfaction throughout the project. Good customer service instills confidence and trust in the service provider (Vo Thi Thanh Huong and Nguyen Thi Thao, 2019). Therefore, customer service represents the business's effort to care for and attend to customers,

including criteria such as design quality, construction techniques, project timeline adherence, and technical support to meet and exceed customer expectations and satisfaction.

Furthermore, the study by Parasuraman *et al*. (2018) [17] concludes that high-quality customer service, including prompt responsiveness, empathy, and dedicated support, positively influences customers' choice decisions. Similarly, Zeithaml *et al*. (2020) [21] found that high-quality customer service, such as effective complaint resolution and accurate information provision, positively impacts customer choice decisions."

In recent years, the interior design and construction industry in Da Nang has seen significant growth, attracting many businesses and intensifying market competition. With customers having numerous contractor options, customer service plays a crucial role in their decision-making process. To identify the key factors affecting customer choice decisions, the following hypothesis is proposed based on relevant studies:

H3: Customer service positively influences customer choice decisions.

Perceived Cost

Price plays a crucial role, as customers often view it as an indicator of the quality of a product or service. However, the effect of price is not always straightforward; sometimes, price can diminish perceived value if it does not match the quality (Nguyen Dinh Tho and Mai Trang, 2008). According to Zeithaml (1988) [22], perceived value is the consumer's overall assessment of the utility of a product or service based on perceptions of what is received and what is given.

Nguyen Thi Bao Chau (2019) demonstrated that, in the context of choosing FPT Playbox TV services at FPT Telecom, "price" is one of the crucial factors influencing customer decisions. Customers value the reasonableness and competitiveness of service prices in their decision-making process. Grewal *et al*. (1998) also affirmed that customer value is a good predictor of repeat purchases and loyalty. High customer value increases the willingness to buy and reduces the intention to search for alternatives. Similarly, Albari and Indah Safitri (2020) noted that "product price is one of the important factors influencing customers' perceived choice decisions. The product price can be evaluated from various perspectives, such as the price level compared to the average market price, the price level compared to what customers are willing to pay, and the price level compared to the perceived value of the product."

In the context of choosing interior design and construction services in Da Nang, the industry has seen significant growth in recent years, with many service providers emerging. This creates fierce price competition among companies. Perceived price includes not only the service price but also its reasonableness, competitiveness, and the value received relative to the cost incurred by the customer. A good perceived price positively influences customer choice decisions. Based on the theoretical foundation and related research, I propose the following hypothesis:

H4: Perceived cost positively influences customer choice decisions.

Social Influence

Social influence refers to the impact of others, such as friends, family, and reference groups, on an individual's behavior and decisions (Wang *et al*., 2021) [20]. Social influence includes factors like recommendations, reviews, comments, and support from those around us (Chen & Xie, 2022) [4]. Consumer behavior is also affected by social factors such as family, roles, social status, and reference groups. The stronger the social influence, the more likely customers are to choose construction contractor services (Vo Thi Thanh Huong and Nguyen Thi Thao, 2019). From this, we can conclude that social influence encompasses external societal factors, including people, environment, and social trends, which have a significant impact on human behavior and decisions.

Research by Wang *et al*. (2021) [20] demonstrated that social influence has a significantly positive effect on customers' purchasing decisions in the context of online shopping behavior. Mourali *et al*. (2005) [12] also indicated that social norms (family, friends) strongly affect consumer shopping behavior, especially for publicly visible products.

Designing living spaces and new interior trends are topics often shared among friends and relatives. Customers are easily influenced by the opinions of those around them. For important matters such as building a house or interior design, it becomes challenging for customers to decide on their own; they tend to refer to the experiences of their relatives who have used similar services. Reference groups like family and friends play a crucial role in shaping customer decisions regarding interior design and construction services in Da Nang. Based on the theoretical foundations and related research, I propose the following hypothesis:

H5: Social influence positively affects customer choice decisions.

Corporate Communication

Corporate communication refers to a collection of advertising activities, public relations, promotions, and personal selling aimed at building brand image, reputation, and encouraging customer purchasing behavior (Nguyen Thi Bao Chau, 2019). According to Kotler and Armstrong (2018), advertising and promotional activities significantly influence customer perceptions, attitudes, and purchasing behavior. Effective communication campaigns help capture attention, create a positive impression, and drive customer purchase decisions. Nguyen Thi Bao Chau's (2019) research also demonstrated that communication efforts have a substantial impact on customers' choice of services, as seen in the context of FPT Playbox television services at FPT Telecom, Hue branch.

Da Nang is a major city with technological advancements, making it increasingly easy for customers to access and search for service information through online channels. Communication activities are gradually having a significant influence on customer decisions. In the highly competitive interior design industry, effective communication helps businesses stand out from their competitors, highlighting the importance and impact of communication efforts across all sectors. Based on the theoretical foundations and current context, I propose the following hypothesis:

H6: Corporate communication positively affects customer choice decisions.

Proposed Research Model
Based on theoretical foundations and previous studies, the author proposes a research model for the topic, including factors affecting customer choice decisions as follows: (1) Corporate reputation, (2) Service Quality, (3) Customer Service, (4) Perceived Cost, (5) Social Influence, (6) Corporate Communication. These factors are represented by the following hypotheses and model:
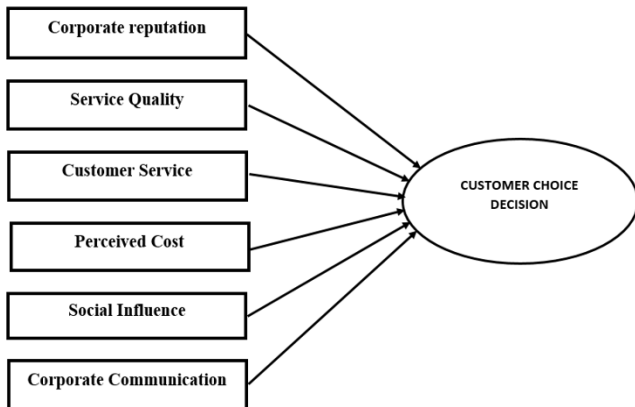

Fig 1: The proposed model of the study

3. Methodology
The research collected data using a comprehensive survey questionnaire. Subsequently, they conducted the survey through online platforms and via email. To evaluate the research model and hypotheses, the collected data will be processed using the statistical software SPSS. The analysis will include procedures such as calculating the Cronbach's Alpha reliability coefficient, conducting exploratory factor analysis, correlation analysis, and regression analysis.

The following scale table is the adjusted scale used for conducting interviews. The questions used to measure the structure of this research in the scale were referenced, inherited, and developed from previous studies. Some items were originally in English and then translated into Vietnamese for the survey.

After completing the adjustments, additions, and development of suitable scales to survey the factors influencing customers' decisions on choosing construction and interior design services of businesses in Da Nang city, the author designed a questionnaire for data collection.

The questionnaire was designed on the Google Form platform to record and identify perceptions commonly used for measurement. In this study, the author used a Likert scale providing a range from strongly disagree to strongly agree. A 5-point Likert scale questionnaire will be used to measure the impact between variables.

4. Results
Descriptive Statistics
As presented in Chapter 3, the author conducted the study with a minimum sample size of 270. Therefore, the author distributed the survey questionnaire, and 300 valid responses were collected from individuals who have used or are currently using interior design and construction services from businesses in the city of Da Nang. These 300 valid responses were included in the analysis.

Gender, there were 156 male customers (52%) and 144 female customers (48%) who participated in the survey. This indicates that the demand for construction and interior design services is relatively balanced between genders. However, males are slightly more represented in the survey compared to females.

Regarding age, the author conducted a survey and categorized the respondents into 4 groups. The group under 25 years old represents potential customers who often seek simple living spaces to express their individuality. However, customers in this age group are not financially independent yet. Due to lower project budgets, they typically look for cost-effective interior design solutions. There were 15 respondents (equivalent to 5%) from this age group participating in the survey.

The group aged 25 to 35 years old had 116 respondents (comprising 38.7% of the total). This age group tends to be more financially independent, entering the stage of starting families and children, thus seeking comfortable living spaces that reflect modern lifestyles. The group aged 36 to 50 years old included 131 respondents (making up 43.7%). This group generally has the highest financial stability and can objectively choose services. They usually have higher project budgets and seek high-quality interior design solutions, often consulting reputable and experienced architects and interior designers. Finally, the group over 50 years old consisted of 38 respondents (12.7%). This group typically desires comfortable, safe living spaces suitable for mature lifestyles.

Assessing the reliability of the scale using Cronbach's Alpha coefficient
The purpose of assessing the scale reliability and the evaluation indices have been presented in the data analysis methods section of the research. The study employed a scale comprising 6 independent variables and 1 dependent variable, with each group measured using 4 observational variables.

The testing results indicate that the Cronbach's Alpha reliability coefficient for the CR scale is 0.868, which is greater than 0.7. Additionally, all observed variables exhibit Corrected Item-Total Correlations greater than 0.3. Therefore, it can be concluded that the scale is reliable, and the observed variables provide a good explanation for the CR factor, ensuring confidence in further testing.

Similarly, for the SQ scale, the Cronbach's Alpha coefficient is 0.765 (> 0.7), with all observed variables showing Corrected Item-Total Correlations above 0.3 (Hair *et al.*, 1998). This confirms the reliability of the scale and the variables' significant explanatory power for the SQ factor, supporting further testing.

Furthermore, the CS scale demonstrates a Cronbach's Alpha of 0.767 (> 0.7) 3 (Hair *et al.*, 1998) and all observed variables exhibit Corrected Item-Total Correlations higher than 0.3. This indicates that the scale is reliable, and the observed variables effectively explain the CS factor, ensuring reliability in subsequent testing.

Moreover, for the PC scale, the Cronbach's Alpha coefficient is 0.743 (> 0.7), and all observed variables show Corrected Item-Total Correlations greater than 0.3 (Hair *et al.*, 1998). This suggests that the scale is reliable, and the observed variables are meaningful in explaining the PC factor, thereby supporting further testing.

Exploratory Factor Analysis (EFA)

Following the Cronbach's Alpha reliability analysis, the testing results indicate that 24 observed variables meet the requirements for Exploratory Factor Analysis (EFA). EFA was conducted using SPSS 20 software, assessing the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test.

The results are as follows: A high KMO value of 0.790 (> 0.5), indicating adequacy for factor analysis. The significance value (Sig.) of 0.000 in Bartlett's Test (< 0.05) rejects the null hypothesis that the observed variables are not correlated with each other in the population, affirming that the observed variables are correlated.

Table 1: Total Variance Explained by Principal Component Analysis

Total Variance Explained								
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.934	20.560	20.560	4.934	20.560	20.560	2.940	12.250	12.250
2	2.819	11.747	32.307	2.819	11.747	32.307	2.682	11.176	23.426
3	2.220	9.250	41.556	2.220	9.250	41.556	2.412	10.050	33.476
4	1.979	8.245	49.801	1.979	8.245	49.801	2.409	10.038	43.514
5	1.823	7.597	57.398	1.823	7.597	57.398	2.400	10.001	53.515
6	1.388	5.785	63.184	1.388	5.785	63.184	2.320	9.668	63.184
7	.805	3.352	66.536						
Extraction Method: Principal Component Analysis.									

The Rotation Sums of Squared Loadings (Cumulative %) is 63.184%, indicating that these factors collectively explain 63.184% of the variance in the data. Eigenvalues for all factors are greater than 1, with the smallest eigenvalue for Factor 6 being 1.388 (> 1). This meets the condition for factor retention. Principal component analysis was conducted using Varimax rotation, resulting in the grouping of the initial 24 observed variables into 6 clusters.

Therefore, the regression model will include 6 independent variables derived from these components. These components represent the groups or factors that best summarize the variance and relationships among the initial set of variables, facilitating a more streamlined and interpretable regression analysis.

Factor Analysis (EFA) was conducted on the observed variables to determine customer decision-making factors. According to the table, the KMO value is 0.816 (> 0.5), indicating that the dataset is suitable for EFA (Gayen, 1951; Garson, 2003). Additionally, Bartlett's test yielded a significance value (Sig.) of 0.000 (< 0.05), suggesting that the correlation matrix is significantly different from an identity matrix, supporting the interrelation among observed variables.

Furthermore, all factor loadings for the variables exceed 0.5, meeting the criterion for factor significance. Therefore, the results of EFA are statistically meaningful and appropriate for interpreting the observed variables as components of customer decision-making factors.

This analysis confirms that the observed variables effectively represent and contribute to understanding the factors influencing customer decision-making, validating the approach and providing a robust basis for further statistical interpretation and modeling

Correlation Analysis

Correlation analysis was conducted between the dependent variable Customer choice decisions (DC) and the independent variables: Corporate reputation (CR), Service Quality (SQ), Customer Service (CS), Perceived Cost (PC), Social Influence (SI), and Corporate Communication (CC). The results of the correlation analysis are presented in the table below:

Table 2: The results of the correlation analysis

Correlations		DC	CR	SQ	CS	PC	SI	CC
DC	Pearson Correlation	1	.494**	.501**	.524**	.370**	.369**	-.053
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.363
	N	300	300	300	300	300	300	300
CR	Pearson Correlation	.494**	1	.268**	.300**	.258**	.212**	-.004
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.943
	N	300	300	300	300	300	300	300
SQ	Pearson Correlation	.501**	.268**	1	.291**	.305**	.146*	-.156**
	Sig. (2-tailed)	.000	.000		.000	.000	.012	.007
	N	300	300	300	300	300	300	300
CS	Pearson Correlation	.524**	.300**	.291**	1	.176**	.279**	.043
	Sig. (2-tailed)	.000	.000	.000		.002	.000	.454
	N	300	300	300	300	300	300	300
PC	Pearson Correlation	.370**	.258**	.305**	.176**	1	.151**	-.020
	Sig. (2-tailed)	.000	.000	.000	.002		.009	.725
	N	300	300	300	300	300	300	300
SI	Pearson Correlation	.369**	.212**	.146*	.279**	.151**	1	-.131*
	Sig. (2-tailed)	.000	.000	.012	.000	.009		.023
	N	300	300	300	300	300	300	300
CC	Pearson Correlation	-.053	-.004	-.156**	.043	-.020	-.131*	1
	Sig. (2-tailed)	.363	.943	.007	.454	.725	.023	
	N	300	300	300	300	300	300	300

** Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

The correlation analysis results indicate that there is no multicollinearity issue among the independent variables as Pearson's correlation coefficients are all less than 0.7 (Peterson, 1994). Additionally, there is a linear correlation between the dependent variable (DC) and the independent variables (CR, SQ, CS, PC, SI) at the 1% significance level. Particularly, the independent variable "Customer Service" shows the strongest correlation with the dependent variable "Customer choice decisions" (Pearson's r = 0.524), followed by "Service Quality" (Pearson's r = 0.501), "Corporate reputation" (Pearson's r = 0.494), "Perceived Cost" (Pearson's r = 0.370), and "Social Influence" (Pearson's r = 0.369). The significance values (Sig. < 0.05) indicate that these correlations are statistically significant (Gayen, 1951; Garson, 2003). Therefore, these independent variables can be included in regression analysis to explain customer decision-making.

On the other hand, the variable "Corporate Communication (CC)" shows a Pearson's correlation coefficient of -0.53, with a significance value (Sig. = 0.363) greater than 0.05. This suggests no linear correlation with the dependent variable. However, it is still included in the regression model for a more comprehensive analysis and accurate conclusions.

Overall, these findings imply that "Customer Service", "Service Quality", "Corporate reputation", "Perceived Cost" and "Social Influence" significantly contribute to explaining "Customer choice decisions", while "Corporate Communication" may not exhibit a direct linear relationship but is considered in the broader context of the regression model.

Multiple Regression Analysis

The results of the regression analysis indicate that the adjusted R-squared value is 0.526, which means that 52.6% of the variation in the dependent variable, "Customer choice decision," is explained by the independent variables included in the model. In other words, the independent variables collectively account for 52.6% of the variance in the overall assessment of customer decisions (Gayen, 1951; Garson, 2003).

Additionally, the F-test for the model yields a p-value (Sig.) of 0.000, which is less than 0.05, indicating that the regression model is statistically significant. This suggests that the independent variables together have a significant effect on the dependent variable.

Moreover, the Durbin-Watson statistic (DW) is calculated to be 2.164, which falls within the acceptable range of 1.5 to 2.5 (Gayen, 1951; Garson, 2003). This indicates that there is no first-order autocorrelation violation assumption in the residuals of the model.

Therefore, based on these findings, the multiple linear regression model is deemed appropriate for explaining the relationship between the independent variables (Corporate reputation, Service Quality, Customer Service, Perceived Cost, Social Influence, and Corporate Communication) and the dependent variable (Customer Choice decision).

Table 3: Regression coefficient

Coefficients[a]								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.387	.265		-1.461	.145		
CR	.235	.039	.259	5.948	.000	.836	1.197
SQ	.290	.046	.279	6.283	.000	.804	1.243
CS	.311	.047	.292	6.602	.000	.810	1.235
PC	.149	.046	.140	3.281	.001	.866	1.155
SI	.174	.043	.171	4.027	.000	.879	1.138
CC	.005	.041	.005	.110	.912	.946	1.057
a. Dependent Variable: DC								

Note: Model column shows "1" spanning the CR through CC rows.

Variable CC "Corporate Communication" has a t-test value of 0.912 > 0.05, indicating that this variable is not significant in the regression model. In other words, this variable does not have an impact on the dependent variable DC (Garson, 2003). The remaining independent variables CR, SQ, CS, PC, SI all have t-test values less than 0.05, indicating that these variables are statistically significant and impact the dependent variable. The tolerance values are high, ranging from 0.804 to 0.879, and the Variance Inflation Factor (VIF) values are all below 10, ranging from 1.138 to 1.243. Thus, there is no issue of multicollinearity (Gayen, 1951; Garson, 2003).

The regression coefficients for these independent variables are all positive, indicating that they have a positive effect on the dependent variable. That is, an increase in any of these independent variables leads to an increase in the dependent variable.

5. Conclusion

Based on the research on "Factors Influencing Customer Decision-Making in Choosing Interior Design and Construction Services by Companies in Da Nang City," the following conclusions were drawn:

My study also identifies a model with six independent variables, of which only five influence customer decision-making. These five independent variables affect the decision to choose interior design and construction services provided by companies in Da Nang City. These are: "company reputation" with (B=0.259), "service quality" with (B=0.279), and "customer service" with (B=0.292), which have the strongest impact on customer decision-making, "social influence" with (B=0.171), and finally, "perceived price" with (B=0.140), which has the smallest impact on customer decision-making. All five identified factors significantly influence customer decision-making, and any

changes in these factors can affect the choice of service.

On the other hand, regression analysis results indicate that the variable "company communication efforts" does not significantly impact customer decision-making. The hypothesis that company communication efforts positively influence customer decision-making is not supported. Although the results do not support the initial hypothesis, this research variable still makes important contributions. Firstly, it helps eliminate a factor that might affect the dependent variable, thus strengthening the understanding of the determinants of customer decision-making. Secondly, the study provides empirical evidence of the lack of correlation between "company communication efforts" and "customer decision-making," which is useful information for future research.

From the conclusions of the research, develop a professional customer care process, from receiving requests to project completion. Train and enhance the communication and consulting skills of customer-facing staff. Establish good warranty and after-sales service policies. Invest in modern technology and equipment to improve quality. Focus on training and developing a team of skilled engineers, architects, and craftsmen. Ensure construction quality meets deadlines and provide clear, comprehensive project plans. Apply quality management standards and processes throughout the entire execution. Focus on reputation and ethical practices to increase the company's trustworthiness. Create a good working environment, ensure compliance with environmental standards, and maintain transparency in business operations. Emphasize product and service quality to build and sustain a good reputation. Develop reasonable and competitive pricing policies for products and services. Have a clear, fixed price list. Calculate input costs and reasonable profits to set appropriate prices. Monitor and adjust prices flexibly according to market fluctuations. Offer service and product packages suitable for different customer segments. The government should intensify vocational training programs and certification issuance for interior design and construction. Additionally, encouraging collaboration between businesses and educational institutions will help develop high-quality human resources. Providing industrial parks and specialized zones for interior design at preferential rates will enable businesses to develop production and operations capabilities. The government should implement comprehensive policies for planning and managing architectural and interior spaces, especially in central areas and new urban zones. This approach will create a conducive environment for the healthy growth of the interior design sector. These recommendations aim to create a favorable environment for the sustainable development of the interior design and construction sector, contributing to economic growth and employment generation in the region.

6. Limitations of the Study

While this study has provided valuable insights and contributions, there are several limitations that should be acknowledged:

The study utilized convenience sampling with a relatively small sample size and uneven distribution among groups, which may not fully represent all types of businesses and geographic areas within Da Nang. A broader survey with a larger and more diverse sample could provide more generalized results. This area warrants further research.

The research focused solely on Vietnamese customers, despite the significant presence of foreigners living and working in Da Nang who also have high demands for construction and interior design services. Future studies should include diverse customer groups to capture a more comprehensive understanding of decision-making factors.

The study primarily explored the factors influencing customer decisions at a specific point in time and within a particular market context. As markets evolve and customer preferences change, the relevance of these factors may vary. Continuous monitoring and updated research are essential to keep pace with market dynamics.

The model explained only a percentage of the variance in customer decision-making, indicating that there are other unexplored factors influencing decisions regarding construction and interior design services in Da Nang. Future studies could expand the model to incorporate additional variables that may contribute to customer choices.

In conclusion, while this study provides foundational insights into customer decision-making factors for construction and interior design services in Da Nang, these limitations highlight areas for further investigation and improvement. Addressing these limitations can enhance the applicability and robustness of future research findings, thereby supporting more informed decision-making for businesses and policymakers in the region

7. References

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