

COMMUNITY HOME SUPPORT QUALITY OF ELDERLY
CARE SERVICES BASED ON SERVQUAL MODEL IN
NEW ASIA SPORT COMMUNITY, GUANDU DISTRICT,
KUNMING CITY, YUNNAN PROVINCE, CHINA



MASTER OF PUBLIC ADMINISTRATION IN PUBLIC ADMINISTRATION
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A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF PUBLIC
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ACADEMIC ADMINISTRATION AND DEVELOPMENT MAEJO UNIVERSITY
2024

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LUAN HU

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OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF PUBLIC ADMINISTRATION
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ชื่อเรื่อง	การสนับสนุนคุณภาพการบริการดูแลผู้สูงอายุที่บ้านตามโมเดล SERVQUAL ในชุมชนกีฬาเอเชียใหม่ เขตกวานตู เมืองคุนหมิง มณฑลยูนนาน ประเทศจีน
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บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์ 3 ประการ คือ 1) เพื่อศึกษารูปแบบการจัดการบริการสนับสนุนการดูแลผู้สูงอายุที่บ้านในชุมชนกีฬาเอเชียใหม่ 2) เพื่อศึกษาระดับและปัจจัยที่มีผลต่อคุณภาพการบริการสนับสนุนการดูแลผู้สูงอายุที่บ้านในชุมชนกีฬาเอเชียใหม่ และ 3) เพื่อสร้างแบบจำลองโมเดล SERVQUAL ขึ้นใหม่เพื่อสนับสนุนคุณภาพการบริการดูแลผู้สูงอายุที่บ้านในชุมชนกีฬาเอเชียใหม่

การศึกษานี้ใช้ทฤษฎีด้านคุณภาพการบริการและโมเดล SERVQUAL และ McKinsey 7S เป็นทฤษฎีหลัก การวิจัยนี้ใช้วิธีการแบบผสมผสาน (เชิงปริมาณและเชิงคุณภาพ) เพื่อตรวจสอบบริการดูแลบ้านของชุมชนในชุมชนกีฬาเอเชียใหม่ ข้อมูลส่วนใหญ่เป็นข้อมูลทุติยภูมิที่ได้จากเว็บไซต์ของรัฐบาลและการศึกษาของนักวิชาการ จากผลการสำรวจแบบสอบถาม ตามสูตรทาโร ยามาเนะ เพื่อคำนวณขนาดตัวอย่าง 252 คน โดยใช้แบบสอบถามสุ่มตัวอย่าง และสุดท้าย วิเคราะห์ข้อมูลด้วยวิธีสถิติทางสังคม เพื่อโคลนแบบจำลองครอนบาคเพื่อตรวจสอบความน่าเชื่อถือของการรวบรวมข้อมูล แล้วใช้ค่าเฉลี่ย โหมด ค่ามัธยฐานในการกำหนดคุณภาพการบริการในชุมชนกีฬาเอเชียใหม่ และในที่สุดก็สร้างโมเดล SERVQUAL ใหม่เพื่อรองรับคุณภาพการบริการดูแลผู้สูงอายุตามที่ตั้งของชุมชนกีฬาเอเชียใหม่

ผลการศึกษาพบว่ากลุ่มผู้สูงอายุส่วนใหญ่ ร้อยละ 94.5 ชอบที่อาศัยอยู่ในสถานที่ที่คุ้นเคย และบริการดูแลผู้สูงอายุที่บ้านในชุมชนมีความพึงพอใจในระดับสูง (ค่าเฉลี่ย 3.66) ในด้านความน่าเชื่อถือ การตอบสนอง และความปลอดภัย โดยอ้างอิงจากแบบสอบถามแบบจำลอง SERVQUAL จากการศึกษาวิเคราะห์ข้อมูล พบว่ามิติทั้งห้าในแบบจำลอง SERVQUAL มีระดับอิทธิพลต่อการสนับสนุนคุณภาพการบริการผู้สูงอายุตามบ้านที่แตกต่างกัน อย่างไรก็ตามข้อเสนอแนะที่ให้แก่ชุมชนคือ ควรปรับปรุงคุณภาพของการบริการดูแลบ้านในชุมชนนี้ให้จับต้องได้ และความเห็นอกเห็นใจเป็นหลัก

คำสำคัญ : คุณภาพการบริการ, โมเดล SERVQUAL, การดูแลบ้านในชุมชน, ชุมชนกีฬาเอเชียใหม่

Title	COMMUNITY HOME SUPPORT QUALITY OF ELDERLY CARE SERVICES BASED ON SERVQUAL MODEL IN NEW ASIA SPORT COMMUNITY, GUANDU DISTRICT, KUNMING CITY, YUNNAN PROVINCE, CHINA
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ABSTRACT

The research aims to the following 3 objectives: 1) To study the elderly home care support services management pattern of the New Asia Sport Community. 2) To study the level and the factors affecting the elderly home care support services quality of the New Asia Sport Community. 3) To reconstruct the SERVQUAL Model to support the elderly care service quality of the New Asia Sport Community.

This study mainly utilizes three theories, including service quality, SERVQUAL model and McKinsey 7S. This research adopts a mixed methodology (both quantitative and qualitative research methods) to investigate the community home care service in the New Asia Sport Community. The secondary data came from government website and other scholars studies. Primary data comes from the results of the questionnaire survey and interview. According to the Taro Yamane formula to calculate the sample size of 252, through random sampling questionnaires, and finally, the data analysis with social statistical methods. This study used the Cronbach model to verify the reliability of the data collection, then use the mean, mode, median to determine the service quality in the New Asian Sport community. This research used multiple regression model to study the factors affecting the elderly home care support service quality. Finally reconstructing the SERVQUAL model to support the elderly care service quality of the New Asia Sport Community.

As a result of this study, it was found that 94.5% of the elderly preferred to live

in their familiar place, and the New Asia Sport community home care service had a high level of satisfaction (mean=3.66) with reliability, responsiveness, and safety based on SERVQUAL model questionnaire. Through data analysis, it was found that the five dimensions in the SERVQUAL model have different degrees of influence on the community home care service quality of the New Asia Sport community. However, the recommendation given to the community is that the quality of home care services in this community should be improved mainly in terms of tangibles and empathy.

Keywords : Service Quality, SERVQUAL Model, Community Home Care, The New Asia Sport Community



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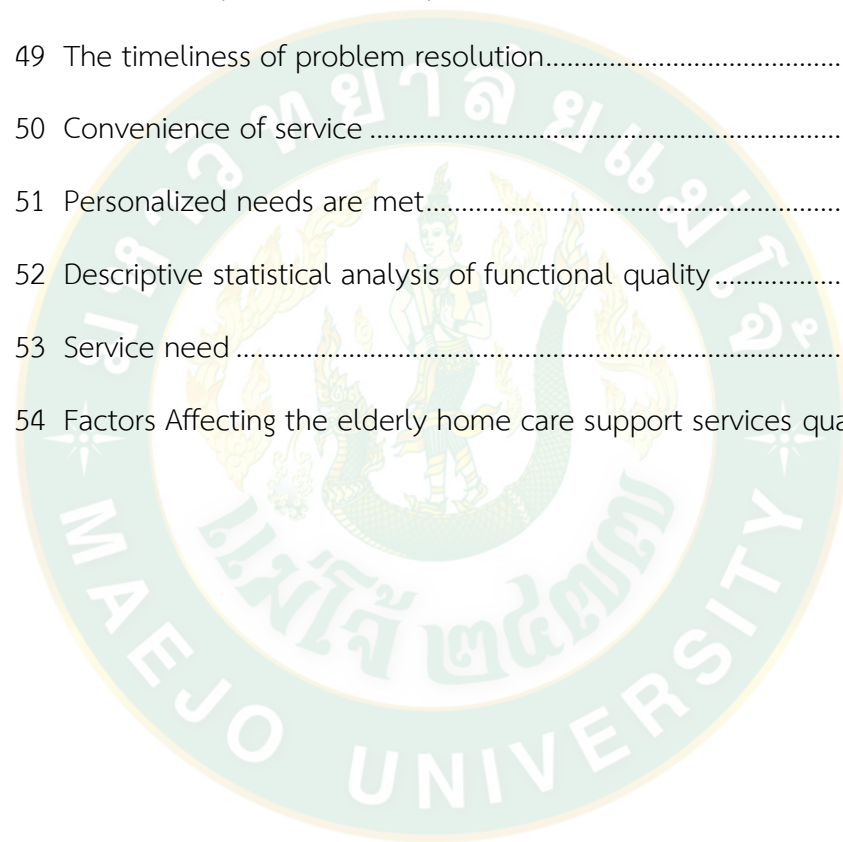
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CHAPTER 1

INTRODUCTION

Research Background

The 20th National Congress of the Communist Party of China (CPC) have convened on October 16, 2022. From the perspective of "improving people's well-being and improving people's quality of life" (Xi, 2022: 16), the report of the Congress elaborated the development direction of the elderly care industry.

That means we will implement a national strategy to actively respond to the aging population, develop old-age services and the old-age care industry, optimize services for the elderly, and ensure that all elderly people enjoy basic old-age services.

From 2019 to 2021, the population aged 60 or above had reached 253.88 million, 264 million and 267 million respectively, accounting for 18.1 percent, 18.70 percent and 18.9 percent of the total population. (National Bureau of Statistics, 2022) According to the above data, the number of elderly population remains high in recent years. The aging of population not only increases the burden of children, but also increases the burden of medical service. The elderly can not be better cared for, the demand for old-age service is growing rapidly, so it is urgent to develop a sound old-age service system to adapt to it.

In China elderly care service is produced by adapting the social demand, which is the inevitable result of social and economic development to a certain stage. Different from the developed countries, Chinese population aging trend largely depends on the result of policy intervention, not the natural process of population development. (Qi et al, 2023: 1-13)

Therefore, the aging of population has double effect on the development of our social economy:

On the one hand, it effectively restrained the fast growth of the population and greatly improved the per capita quality of our country. However, on the other hand, because the aging population is accelerating and the number is gradually increasing, the aging population will become a negative factor limiting the sustainable development of social economy. (Qi et al, 2023: 1-13)

With the increasing pressure of family mode and the imperfect mode of institutional mode, more and more elderly people choose community home support, which requires that the focus of elderly care services should be in grassroots communities; Therefore, community home care needs social, family and market and other forces to participate together.

According to international regulations, people who over 60 years old are called the elderly. China's law on the Protection of the rights and Interests of the elderly also clearly stipulates that the age of the elderly is 60 years old. Based on the classification criteria established by "Population Aging and Its Socio-economic Consequences" by the United Nations in 1956, When the number of people aged 65 years and older accounts for more than 7% of the total population in a country or region, it means that the country or region is aging. At the "World Conference on aging problem" in Vienna in 1982, It is determined that the proportion of the elderly aged 60 years and above in the total population exceeds 10%, and the country or region is regarded as entering an aging society. (Liao et al., 2019: 46-50)

According to the latest data of China's seventh census, July 2021, the total population of Yunnan Province is 47,209,000, ranking the 12th in China, accounting for 3.34% of the total population. The population aged 60 and above is 7,080,300, accounting for 14.91% of the total population. The permanent resident population of Kunming is 8,460,088 people, accounting for 17.9% of the population of Yunnan Province, and the population aged 60 and above is 1,218,187, accounting for 14.40%. Guandu District has a permanent population of 1,602,200. The registered population is 553,900, of which 120,954 are over 60 years old, accounting for 22% of the region's registered population. (National Bureau of Statistics, 2022)

With the deepening of the population aging, the traditional endowment model can not effectively meet the needs of the elderly. In the 14th Five-Year Plan, it was emphasized again: "We will improve the basic old-age service system, develop universal and mutual-assistance old-age services, support families in assuming the functions of old-age care, foster new forms of old-age service, and build an old-age service system that is coordinated between home and community institutions and combines medical care and health care." (Xi, 2022). This has created a new blueprint for the elderly to enjoy their elderly life, improve their quality of life, and promote social development and stability.

Research Questions

1. What is the management pattern of the elderly home care support service in the New Asia Sport Community in Guandu District, Kunming City, Yunnan Province China?
2. What are the quality of elderly home care support service level and the factors affecting the elderly home care support services quality of the New Asia Sport Community in Guandu District, Kunming City, Yunnan Province China?
3. What should be the appropriate SERVQUAL Model to support the elderly home care support services quality of the New Asia Sport Community in Guandu District Kunming City, Yunnan Province China?

Research Objectives

1. To study the elderly home care support services management pattern of the New Asia Sport Community in Guandu District, Kunming City, Yunnan Province China.
2. To study the level and the factors affecting the elderly home care support services quality of the New Asia Sport Community in Guandu District, Kunming City, Yunnan Province China.

3. To reconstruct the SERVQUAL Model to support the elderly care service quality of the New Asia Sport Community in Guandu District, Kunming City, Yunnan Province China.

Scope and Limitation

1. The population is elderly people who over 60 years old in the New Asia Sport community

Guandu District has a permanent population of 1,602,200. The registered population is 553,900, of which 120,954 are over 60 years old, accounting for 22% of the region's registered population.

The site of this research is the New Asia Sports City Community, one of the 12 administrative districts of Guandu District. The total area is about 2.6 square kilometers. There are 8 residential areas in total, with 11,930 households, and own resident population is 47,720 which have 679 elderly people over 60 years old.

2. The area is New Asia Sport City Community, Guandu District, Kunming City
Guandu District is one of the main urban areas of Kunming. It located in the southeast of the main urban area of Kunming and the north bank of Dianchi Lake. The total area is 552.21 square kilometers, which has jurisdiction over 12 streets, 89 communities.

The New Asia Sport community is affiliated to the Yiliu Sub-district Office, which is one of the 89 communities in Guandu District. Located in the southwest of Guandu District, at the intersection of Guangfu Road and Caiyun North Road. It covers 8 residential areas, 1 business office unit, 1 Xingtiandi commercial center and 1 large sports stadium.

Definition

Service Expectation: It means service expectation of the customers that the service should achieve and can achieve and they have an expectation and imagination of the service process and its efficacy. (Wang and Jiang, 2021: 127-153)

Service Perception: Customer perceived value is the overall evaluation of the utility of the product or service, after weighing the perceived benefits of the customer with the cost of obtaining the product or service.

Community home support: Community home support is a way of care, that helps the elderly or those with reduced mobility enjoy their retirement in their own homes through community support and services. This model aims to provide a range of medical, nursing, social and support services to meet the daily life and aged care needs of residents.

The SERVQUAL model: It is centered on the five basic contents of service quality: tangibility, reliability, responsiveness, security and empathy.

Service quality: It refers to the sum of the characteristics and characteristics of services that can meet the requirements and potential needs.

The McKinsey 7S model: In this research it was used to analyze the management pattern of New Asia sport community, including: structure, systems, style, staff, skills, strategy, and shared values.

Research Benefits

1. It is hoped to help residents and community workers more fully understand the development of elderly care services in the New Asia Sport Community, Kunming, and elderly residents' demand for the quality of elderly care services.

2. The research conclusions and relevant suggestions can provide a certain reference for the relevant institutions to provide elderly care services;

3. It can promote the development of the community home support care service industry in the New Asia Sport Community to be more professional and standardized



CHAPTER 2

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

With the deepening of China's aging population, elderly adults has become the most concerned livelihood issue for the residents, the existing old age model can no longer adapt to the economic and social development, and the community home care service model is just able to effectively alleviate this problem. In the research of this paper, the author will use 3 theories to answer the questions and support the research. This chapter mainly includes the following:

1. The Asia New Sport Community
2. Service Quality Theory
3. SERVQUAL Model
4. McKinsey 7S Model
5. Related Research
6. Conceptual Framework

The New Asia Sport Community

The New Asia Sport Community, which is established on 30 November 2007. it is located at the intersection of Guangfu Road and Caiyun North Road in Guandu District, Kunming, under the Guandu District Carry On Yiliu Office. Jurisdiction: New Snail Bay (east) to Guangfu Road (south), Xingyao Road (west) to Caiyun Road (north), the jurisdiction covers an area of 2.6 square kilometers.

Because I live in the New Asia Sport community, I'm very familiar with the situation here. When I tell our community residents, they are very glad to sport me to do this. I also hope that this study can help the community improve service measures and provide better services for the elderly in the community.

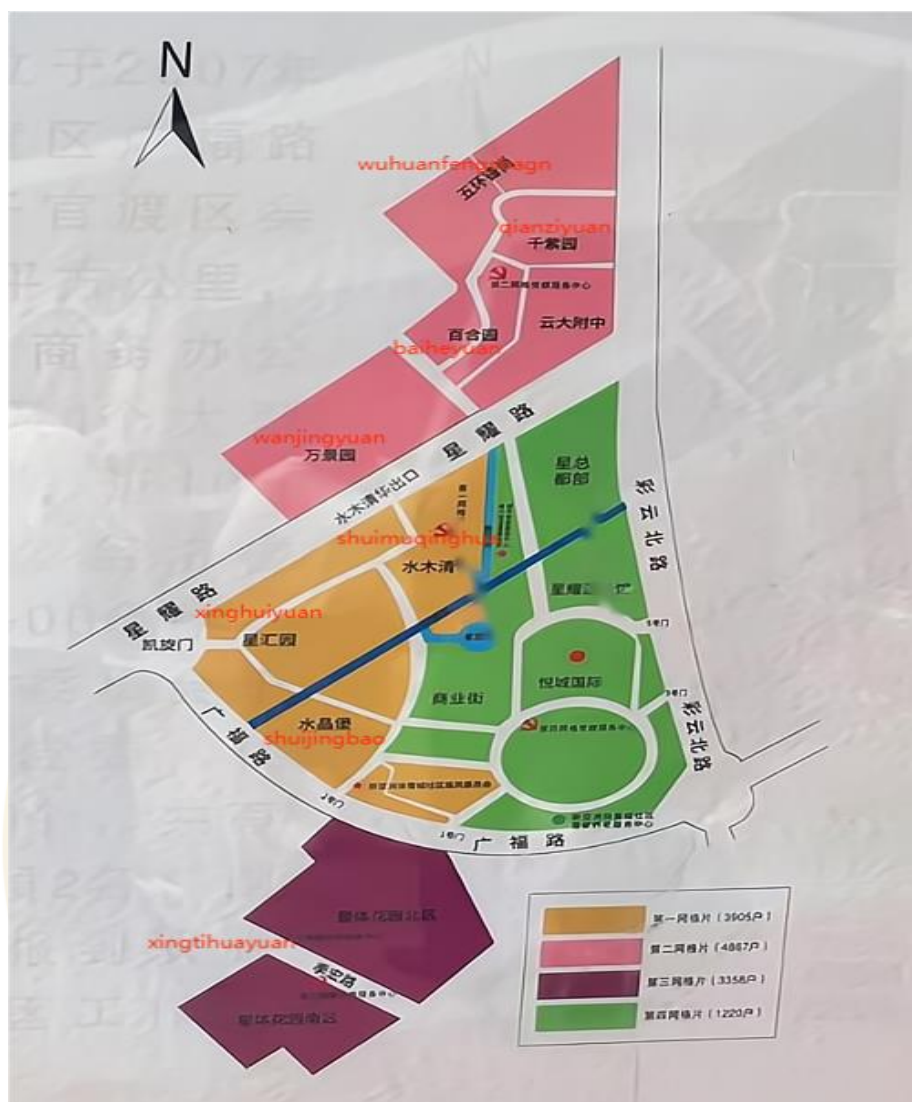


Figure 1 District diagram

(Herun New Asia community map , 2023)

There are 8 residential areas in total, with 11,930 households, and own resident population is 47,720, which have 679 elderly people over 60 years old. The details as follows:

Table 1 The Population Data of New Asia Sport community

Number	Residential area	Number of population	Number of Over 60 years old
1	Shuimuqinghua	3,936	56
2	Xinghuiyuan	5,700	115
3	Shuijingbao	3,788	101
4	Baiheyuan	2,412	38
5	Wanjingyuan	8,444	122
6	Qianziyuan	2,208	45
7	Xingtihuayuan	14,520	136
8	Wuhuanfengshang	6,712	66

Source: The New Asia Sport Community (2023)

Service Quality Theory

The development of service quality theories has gone through several stages and schools of thought with their contributions. The following are some of the important stages and theories in the development of service quality theory. (Hemaloshinee, 2021: 174-186).

1. Traditional quality control stage: 1900—1970s, service quality theory was mainly influenced by quality control in the manufacturing industry, which regarded services as an extension of physical products. The focus was on quality control and defect repair in the service delivery process, with the introduction of concepts such as focus charts and process control charts.

2. Service Quality Differentiation Stage: between 1980's and 1990's, service quality theories started to develop independently and shifted their attention from quality control to customer satisfaction and customer perception perspectives the

SERVQUAL model is one of the most important theories in this stage, defining service quality as the difference between customer expectations and actual perceptions.

3. Service Quality Management Stage: After entering the 21st century, service quality theories focus more and more on quality management and performance improvement. theories and methods such as TQM (Total Quality Management), Six Sigma, and the PDCA cycle are beginning to be widely used in the service industry, with an emphasis on full participation and continuous improvement.

4. Customer experience stage: In recent years, service quality theories have begun to pay more attention to the customer experience and emotional aspects. Concepts such as affective value theory, service blueprints, and affective quality models have been introduced to make service quality research more detailed and comprehensive.

In this researcher was carried out based on the theory of the quality differentiation stage.

Service quality refers to the sum of the characteristics and characteristics of services that can meet the requirements and potential needs. It is the degree to which the service work can meet the needs of the serviced, the lowest service level provided by the enterprise to satisfy the target customer, and the degree to which the enterprise maintains the continuity of the reservation service level.

According to the basic theory of cognitive psychology, Grönroos (2020: 291-298) of Finland pioneered the concept of Customer Perceived Service Quality in 1983 and clarified its constituent elements. Grönroos believes that service quality is essentially a perception, which is a subjective category in the minds of consumers. It depends on the contrast between the customer's expectation of service (expected service) and the level of service quality (experienced service quality), that is service quality lies in the gap between perceived service and expected service. The ultimate evaluator is the customer rather than the enterprise.

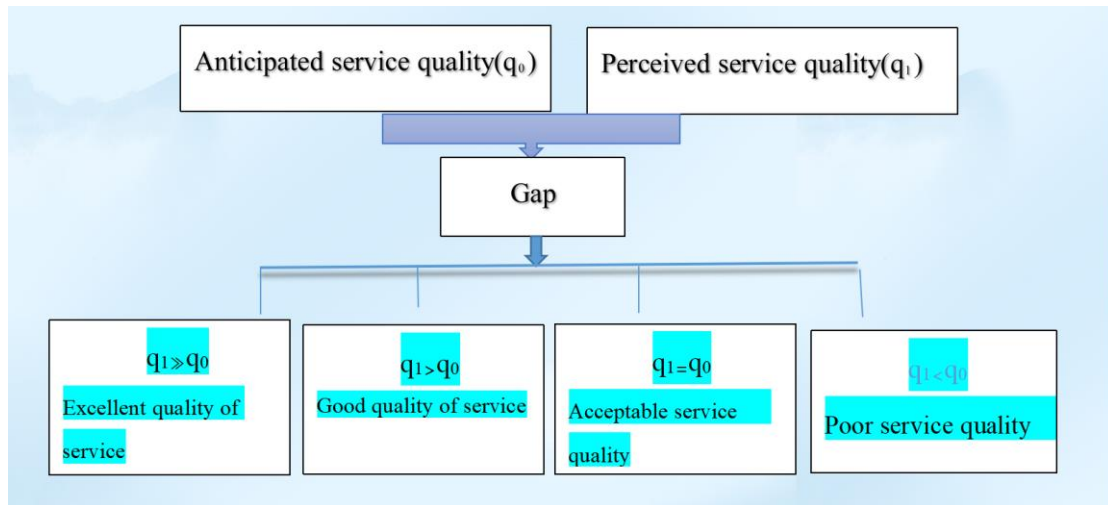


Figure 2 Customer perceived service quality
(Grönroos, C., 1982: 37)

1. The expected service quality is greater than or equal to the perceived service quality. That means that service quality is excellent;
2. The expected service quality is greater than the perceived service quality. That service quality is good;
3. The expected service quality is equal to the perceived service quality. That means that service quality is excellent;
4. Expected service quality is lower than expected, it shows that the quality of service is bad.

In order to further measure the quality of service, Gronroos also bounded in 1984. It defines the basic elements of customer perceived service quality, namely technical quality and functional service need. Among them, technical quality refers to the final service output; functional quality reflects the customer's perception in the process of receiving services. In the study after Gross, some scholars believe that in addition to the above two dimensions, service quality should also include environmental quality, that is, how customers receive services in a tangible environment. (Fida et al., 2020).

Based on this, the researcher can understand the concept of service quality from two aspects:

1. Customers' perception of service quality depends on the comparison between customer expectations and actual service process
2. Customer purchase of services requires not only the final result of service output, but also the feelings and experiences in the process of receiving services. Quality assessment is not only based on service results, but also includes the assessment of service delivery process.

In 1985, Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (referred to as PZB) (Parasuraman et al., 1985: 41-50) proposed a standard to measure customer expectations firstly, in which a total of 10 key dimensions including reliability, responsiveness and ability were mentioned to understand customer expectations. They summarize the basic content of customer expectations. If the performance of an enterprise in a certain aspect reaches or exceeds the expected level of customers in that dimension, then the service of the enterprise can at least satisfy customers in this aspect. In the subsequent research, they refined the above ten factors into five dimensions, namely reliability, responsiveness, safety, empathy and tangibility.

With the deepening of China's aging population, elderly care has become the most concerned livelihood issue for residents, and the existing old-age care institutions can not adapt to the economic and social development. Community home care services combine family care with institutional care. With in community home care service, What kind of service quality is satisfactory to older people, I will use concepts related to service quality to analyse. This will answer the first question.

SERVQUAL Model

Based on the five-dimensional model of service quality, Berry, Parasuraman and Zeithaml proposed the SERVQUAL model for service quality measurement in 1988. This model has been recognized by many marketing experts and has been widely used in the business community. It is a recognized typical model for evaluating various types of service quality.

The SERVQUAL model is developed according to strict psychological measurement procedures, and has high reliability and validity. PZB selects five service industries, including banks, long-distance telephone companies, futures exchanges, home appliance maintenance departments and credit card issuers, to conduct empirical research. The SERVQUAL model mainly uses a questionnaire, including a total of 22 questions, which are centered on the five basic contents of service quality (tangibility, reliability, responsiveness, security and empathy).

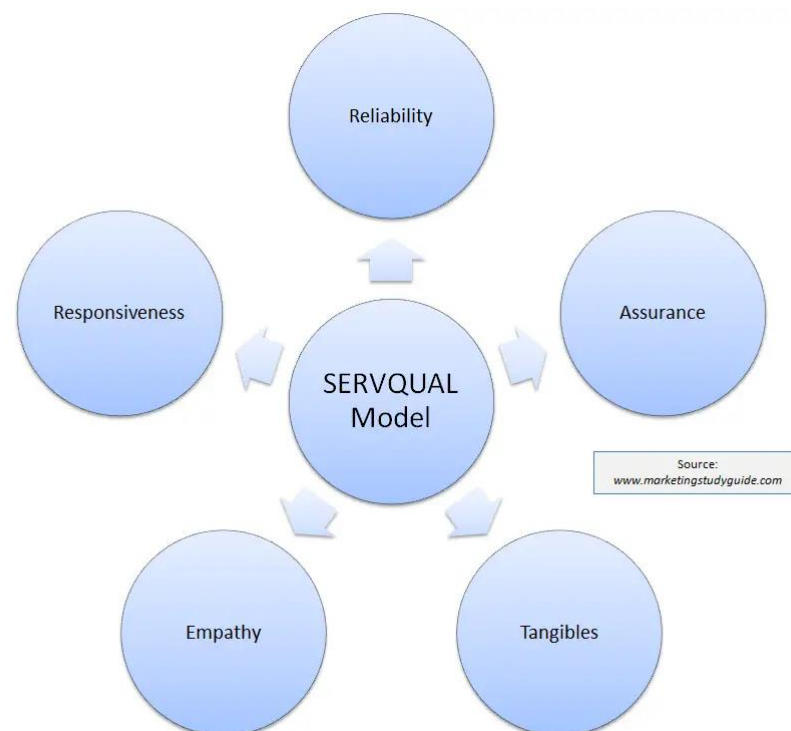


Figure 3 The five dimensions of SERVQUAL
(www.marketingstudyguide.com)

The SERVQUAL model clarifies many factors that determine the quality of service. Therefore, since the birth of the SERVQUAL model, it has been widely used in retail, catering, banking, insurance, libraries, hotels, hospitals, higher education institutions and other industries. It can be said that PZB has found a useful tool for academia and business circles to clarify the specific causes and evaluation methods of service quality problems. This is a new service quality evaluation system, It is mainly through the questionnaire method, let the user score each question's expected value, actual feeling value and minimum acceptable value.

SERVQUAL is based on the conceptual model of service quality, so it has some limitations.

Firstly, the SERVQUAL assessment model is examined and analysed in five dimensions: tangibility, reliability, responsiveness, security and empathy. The importance of the five dimensions is different for different industries. There are two problems in the assignment of weights and the order of the questionnaire design, which will affect the application of the SERVQUAL evaluation model.

Secondly, the SERVQUAL evaluation model is a kind of ex-ante research, i.e. the customer completes the SERVQUAL questionnaire before the customer actually experiences the benefits of the service product.

The characteristics of service products tell us that the benefits that customers receive from consumer service products are often imperceptible and difficult to detect, or that the existence of benefits can be felt only after a certain period of time. This means that customer expectations and perceptions may have a strongly discontinuity in time, but the SERVQUAL evaluation method needs time continuity in practical application to ensure the smooth development of research.

In this study, it mainly studies the elderly home care support services management pattern in the New Asia sport community, Guandu District, Kunming City, Yunnan Province. Through the literature research method, the service quality, community home care and other issues are analyzed and studied, it will use the McKinsey 7S model.

Based on the SERVQUAL model, the index system of community home care service quality evaluation is established from five dimensions: reliability, tangibility, responsiveness, security and empathy, and evaluate the community home care service project; This will answer the research question 2.

Finally, reconstruct the SERVQUAL Model to support the elderly care service quality in the New Asia Sport community home care service. This will answer the third question.

McKinsey 7S Model

The McKinsey 7S model was developed during the late 1970s by the McKinsey & Co. as a conceptual framework “useful in diagnosing the causes of organizational malaise and formulating programs for improvement”. The model constituted an attempt to provide a response to the widespread frustration experienced by executives at the time of dealing effectively with general management problems related to strategic and organizational factors. The framework surpasses the classic simplistic notion that “structure follows strategy” as it links strategy not only with structure but also with other five elements. In addition to strategy and structure, the other elements or variables of the framework that we discussed below are the following: shared values, skills, staff, systems, and style. The authors reckon that the seven elements comprehended in the model are mutually interdependent. In this way, the authors intend to highlight and, hence, address more effectively the complexity associated to general management decisions. The authors reckon that the postulate the need of “fit” or harmony between the seven elements of the framework as an essential feature for successful strategy implementation. The McKinsey model is illustrated in Figure 4. (Hanafizadeh and Zare Ravasan, 2011: 23-63)

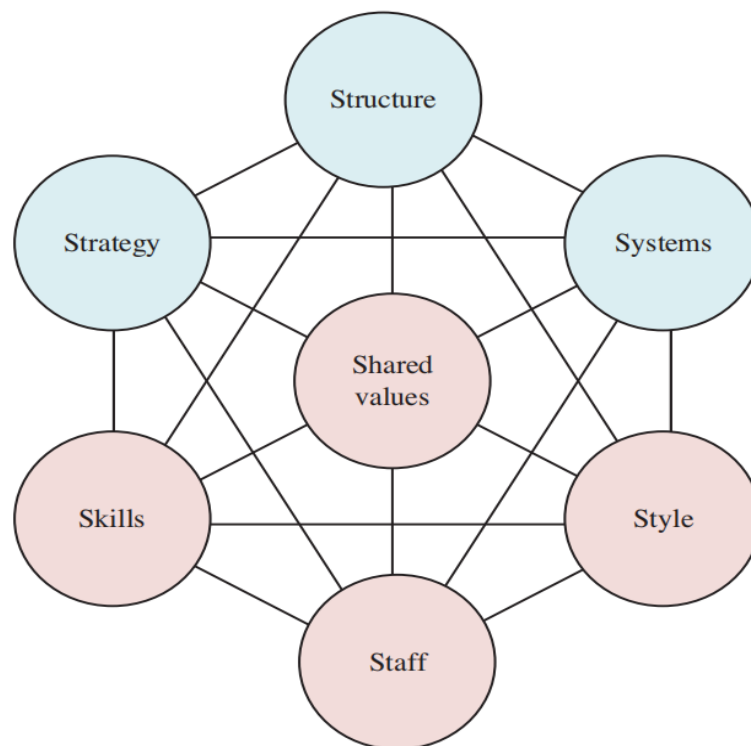


Figure 4 McKinsey 7S model
(Waterman et al., 1980: 18)

Description of the elements of the Model

Strategy: Strategy is deemed in the model as the set of actions the firm plans in response or anticipation of changes in its external environment. Such set of actions should enable the firm to defend or improve their competitive position by providing a unique value to its customers.

Structure: In the McKinsey model, it is argued that the critical challenge related to structure is the ability to focus on those dimensions or design parameters that are currently important to the evolution of the corporation, and being ready to refocus as critical dimensions shift. One of these dimensions is criteria followed regarding unit grouping.

Systems: By systems, McKinsey and Company means the procedures, formal and informal, which make the organization work. It is important to understand not only the formal procedures but also how the organization actually works: such real work is often reliant on informal rather than formal systems.

Style: Although it is often underestimated, management style, and especially that of the CEO, is an important determinant in what is strategically possible for the corporation.

Staff: In the McKinsey model, Staff is considered beyond the classic divide between “hard” issues (pay scales and appraisal systems) and “soft” ones (morale, attitude, and motivation). The framework reckons people as a pool of resources, which need to be nurtured, developed, guarded, and allocated. The role of top managers in securing that the firm attracts young-talented executives and offers them, since their very first job, carefully crafted career paths based on making substantial contributions to the “nuts and bolts” of the business is emphasized.

Skills: Given a chosen strategy, this element enables the corporation to evaluate its capabilities realistically in light of the critical success factors that characterize their business. One particular problem may actually be in weeding out old skills, which may constitute be a significant block to necessary change that might hamper the development of the needed new skills.

Shared values: At the core of the model are Superordinate goals and shared values around which the organization pivots. These values define the organization’s key beliefs and aspirations and form the core of its corporate culture. Corporations in need to change their values endeavor to undergo dramatic transformations that involve fundamental reappraisals of all aspects of activities. Sometimes, such changes are introduced as reengineering projects. A major reason for the high failure rate of these projects is their lack of success in implanting new shared values that can actually embrace the radical changes required to achieve the dramatic stretch targets set by such programs.

Related Researches

The researches on service quality

In the study of service quality, Chinese and foreign scholars have many views. The service quality of Gronroos is the most widely cited.

Zhongand Moon (2020: 460) found that service quality mainly includes technology, environment, emotion, interpersonal relationship and communication. Researchers must start from the perspective of consumers, analyze the actual needs of customers, found out the constraints, and formulate effective customer satisfaction improvement programs.

Li and Xiao (2021: 98-102) used service quality reflects the connection between demand and satisfaction, and service represents the quality that customers actually feel in the service work.

Mandal (2023: 1-12) proposed in his paper: Service companies should generate and deliver superior services and manage service quality.

Qi et al. (2023: 1-13) got a conclusion, in order to provide Internet-Based Home Care Services better, it is necessary to improve the institutional environment and market environment, strengthen publicity and communication, target customer needs, and adjust the working conditions of front-line workers.

Munim and Noor (2020: 133-143) found the good evaluation of service quality mainly comes from customer satisfaction.

In the service satisfaction survey, Huang and Sudhir (2021: 317-341) raised that the attitude of service personnel plays a decisive role in customer satisfaction, which will affect the evaluation of service quality.

In the case of service quality and customer satisfaction have intermediate factors, Zhang and Lian (2019: 112-128) concluded that the lack of spiritual comfort type of intelligent elderly care services led to low satisfaction ratings of the elderly. Perceived value has a positive effect on satisfaction, low price expectations and lack of ability to pay reduce perceived value, Perceived quality has a positive impact on satisfaction, and the lack of organizational resources and skilled personnel constrains perceived quality.

The Researches on the importance of community home care

China's aging speed has been accelerating in recent years. Zhong et al. (2020: 264) believe that population aging is the basic national situation at present and for a longer period of time in the future in China, and that continuing to strengthen and vigorously consolidate the fundamental position in the elderly care service system is an important task for the soundness of China's elderly care service system.

Compared with Japan and South Korea, China has a heavier elderly care service burden due to aging (Xiong et al., 2022: 81-89). And now China's family structure presents the characteristics of miniaturization, empty nesting and separation. The change of family structure weakens the ability of family elderly care service, but also promoted the socialization of elderly care service (Lin, 2021: 62-65)

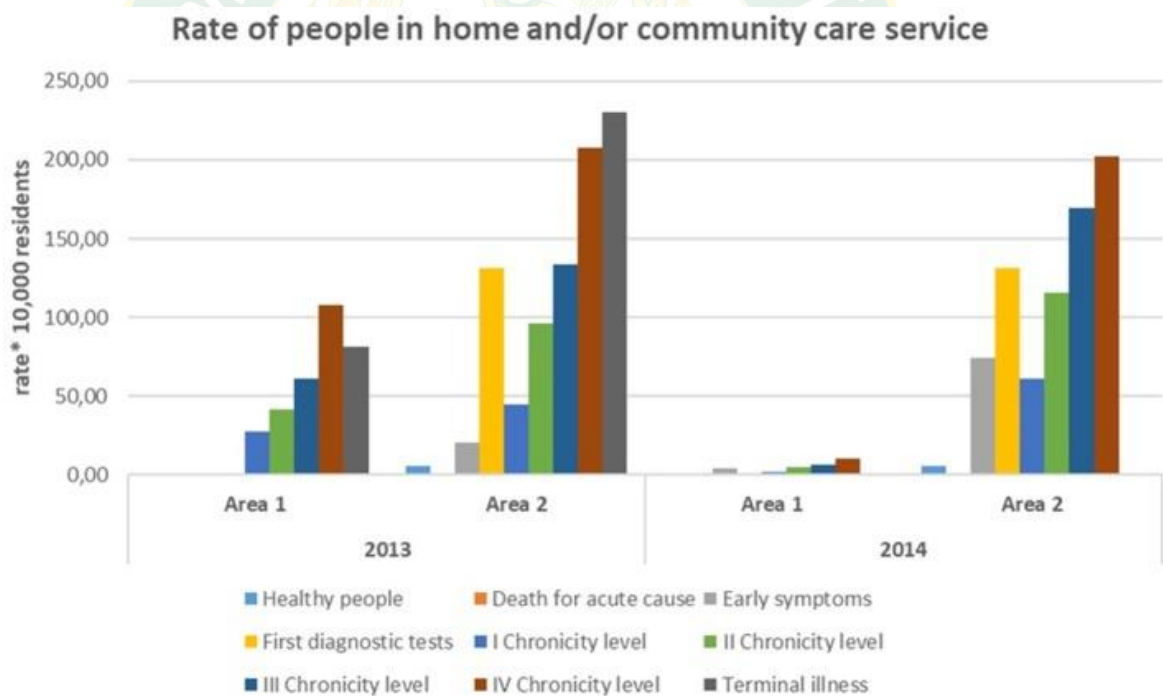


Figure 5 Rate of people in home and/or community care service
(Franchini et al., 2019: 130)

Chen (2021: 144-150) indicated in his study: Compared with family endowment and institutional endowment, the service sources of community home endowment include family members, service center personnel, social volunteers, et al, which can integrate various service forces to provide services for the elderly. The elderly have provided for the aged at home or in their children's homes. (Li, 2022: 31-33)

As the offspring work more and more busy, the elderly will help the offspring to care for their grandchildren, but the higher the care intensity, the greater the negative impact on the elderly 's later life. Community home-based care can effectively weaken the negative impact of care intensity on the lives of the elderly, especially for the disabled elderly (Sun et al., 2021: 114-123). The needs of the elderly for community care services continue to rise, so community home care has also received more and more attention. (Feng and Ma, 2020: 108-119).

Foreign scholars have carried out a lot of research on social issues such as old-age care, community care, and have built a relatively complete old-age care system before China. In the field of community home care research abroad, the term ' community service is less frequently used, and foreign scholars are more expressed as community care.

Community home care for the aged originates from community care in the UK. British community care originally means to provide for the elderly at home or in a familiar community environment. This way of providing for the elderly has attracted the attention of all walks of life. The concept and working mode of community care originated after the Second World War, and some Western countries began the anti-house movement. Relevant personnel believe that the single standardized service mode of residential care is difficult to meet the needs of all the elderly.

At the same time, residential care can easily make the cared party dependent, thus weakening the self-care ability, which is not conducive to the development of the individual. Through the reflection of residential care, community care came into being and was widely recognized and applied by the society.

Thorlby and Arora (2020: 59) found the UK first proposed community care in the 1950s . Then it continues to developed and improved, forming a community home care service system covering daily life, medical care and spiritual culture.

Community care in the UK emphasizes all-round service supply, covering all aspects of the elderly care, including medical care, culture and education, entertainment and so on. The supply of community care services in Japan mainly includes the provision of basic daily necessities for the elderly, family commissioner services, temporary care, all-day care and consultation for the elderly. According to the specific needs of the elderly, one-to-one assignment services are provided, including legal consultation, health consultation, epidemic prevention inspection and other services. Japan 's community home care service attaches great importance to the spiritual and cultural level, such as chess room and reading room with sufficient space.

Silverstein et al. (2012) reviews models of aging in place in the United States, including community support services, home care, and technical support, and proposes several different models of aging in place.

Fields et al. (2022: e1212-e1219) proposed out considerations for involving care partners when initiating, delivering and following the program were generated; namely, providing older adults' choices while screening for the program, defining roles and sharing information in a collaborative manner and reinforcing knowledge and skills training. (Gan and Gong, 2017: 38-40) provides an overview of supportive services, including home care, community centers, volunteer services, and health management.

In general, the older people 's physical function will continue to decline, physiological and psychological make it difficult for them to live independently. Yao (2018: 9-10) fired in her study: although institutions can give professional care to the elderly, the cost of institutional care may be unbearable to the elderly. By analyzing the factors affecting the mental health of the elderly, most of the elderly have improved their mental health to a certain extent after enjoying community home care services. In addition, the labor gap in modern society has become larger, the cost of professional medical care and family care has increased, and the cost of

community home care services is relatively low. More elderly people choose the community home care service model based on economic factors. (Lin, 2019: 94-105)

According to scholars' expectation difference theory, the positive or negative of the difference represents satisfaction or dissatisfaction (Oliver, 1980: 460-469). Scholars mainly measure customer satisfaction from two perspectives.

One is transaction-oriented satisfaction, The second is cumulative satisfaction. It involves the overall experience of customers in the entire economic activity (Churchill and Surprenant, 1982: 491-504). For service quality, there is also a distinction between the perception of a particular transaction and the long-term, overall perception of the service process (Parasuraman et al., 1985: 41-50).

For the relationship between the two, some think that service quality is the independent variable, satisfaction is the dependent variable (Grönroos, 1996: 7-18), tend to cumulative satisfaction, transactional satisfaction is only one of the links. There is also a view that the relationship between the two is opposite (Bolton and Drew, 1991: 375-384), satisfaction can regulate customer perception of service quality. Through literature review, it is found that the first view is currently widely recognized, and the second view is relatively less recognized. There are differences in the understanding of the relationship between the two, mainly because the two subjective variables of satisfaction and service quality are difficult to measure, and there are differences in their conceptual views. (Chen et al., 2016: 62-63).

In response to the specific nutritional needs of older people, community home care workers need to be more aware of personalised nutritional support and have the appropriate nutritional knowledge and expertise. This includes tasks such as providing specific dietary advice to older people, planning recipes to suit individual tastes and cultural characteristics, and identifying and intervening in common health problems in older people. (Izquierdo et al., 2021: 824-853)

Since foreign countries entered the aging society earlier, they thought about the factors affecting the satisfaction of the elderly earlier. When conducting research on the satisfaction of community home care services, Berlowitz et al. (2020: 786-791) proposed that demographic characteristics should be the mainstream of research work also believes that the measurement of satisfaction is highly subjective.

Demographic characteristics can better represent the subjective feelings of the elderly and facilitate the judgment of their satisfaction (Berlowitz and Wray, 2020: 426-431)

The Old Americans Resources and Service (OARS), developed by Duke University in the United States, divides the service needs of the elderly into 24 items from the five dimensions of social resources, economic resources, mental health, physical health and daily action (Iosti, 2020)

Phillips (2005: 1-12) and other scholars have found that living conditions will affect the elderly's satisfaction with old-age care, and believe that the elderly have a high expectation for the living environment. The open living environment will be more conducive to improving the psychological well-being of the elderly, so that the living satisfaction will be higher.

Iosti (2020) conducted a field survey on the community service care system in Sao Paulo and analyzed the reasons affecting residents' satisfaction. The analysis found that geographical factors and family support were the main factors affecting residents' acceptance of community care services, and also the main factors affecting residents' perception of community care service satisfaction.

Molinari-Ulate et al. (2022: 101742) analyzed the impact of community environment on the life satisfaction of the elderly from the perspective of satisfaction. The perception of neighborhood quality and the preference for community activity venues will affect the life satisfaction of the elderly, and there is a positive correlation.

In different periods, different regions and even different lifestyles, the factors affecting the satisfaction of the elderly are different, so it is necessary to adjust measures to local conditions, reasonable scientific analysis.

In China, the research on the influencing factors of community home-based care services is more diversified, focusing on the factors that affect the needs of the elderly, the quality of community home support care services, and the satisfaction of the elderly. From the perspective of demand, Wang (2018: 71-79) studied the influencing factors of the elderly's demand for community home care services in the city, and tried to promote the vigorous development of the elderly care service

industry. After analysis, it is concluded that under the influence of traditional culture, the elderly 's demand for community home-based care services is subject to factors such as diligence, thrift, and consideration for their children.

Liao et al. (2020: 3-13) and other scholars evaluated the quality of home care services in urban communities by establishing an index system, and concluded that the personnel structure, investment form and decision-making quality in the community had a key impact on the quality of home care services in the community.

Li and Wang (2016: 51-60) analyzed the current situation of the utilization of home care services in urban communities and the factors affecting their utilization rate. Affected by factors such as income, physical condition, age, psychological status, life satisfaction, and familiarity with the community, the elderly in different situations have different utilization rates of community home care services.

Through regression analysis, Li (2020: 308-309) found that the elderly with high educational level and medium income level are more inclined to accept community home care services. Tian et al. (2020: 93-99) explored the factors that affect the elderly 's choice of community home care services. Household registration and health status are the key factors affecting the needs of the elderly.

Zhang (2017: 180-182) found that age, education, self-care ability, number of children, income and elderly care service concept will play a key role in the decision-making of the elderly 's elderly care service mode. Taking ethnic areas as the research scope, Li et al. (2018: 115-120) analyzed the degree of influence on the demand for community home-based care services from the perspectives of prerequisite, promotion and demand.

Wang and Feng (2019: 45-47) divided the factors that affect the elderly 's demand for community home care services into three categories, namely, personal characteristics, family characteristics and health characteristics of the elderly.

Here, the researcher summarises the characteristics of service quality for a better application of the SERVQUAL model.

1. Reliability

Reliability refers to the accurate and faultless execution of all tasks promised. On a broad level, reliability means that the company is going to act according to the standards they have promised, and the company is going to be accurate in the time it takes to services within a specified timeframe.

Reliability is the quality standard most recognized by customers, and if a company makes any mistakes in the course of service, this will not only be a problem for the company but also for its customers. If a company makes a mistake in its service, it will not only cost the company money, but it will also lose potential customers. When a company wants to become a good company, strengthening the reliability of the company's services and enhancing the company's reputation is the wisest choice or the smartest choice.

2. Tangibility

Tangibility means that service centers provide tangible cues in a planned manner to help different customers distinguish and

Understanding of relevant services, facilities for the provision of services to customers, and other tangible objects that can be perceived by the customer and prompt information.

The tangible things that can be perceived and prompted by customers such as facilities for providing services are called tangible clues of services, because the process of service is an invisible and intangible thing.

Since the process of service is an invisible and intangible object, the service has an imperceptible characteristic, while the tangible part is to provide clues about the service itself.

3. Responsiveness

Responsiveness refers to the ability to respond quickly to provide effective service to customers when they need it. This ability emphasizes the need to be quick and focused in dealing with customers' problems, to show the service orientation of the enterprise, to put customers' interests in the first place, and to satisfy customers' requirements as far as possible.

The efficiency of service delivery is the most direct response to service quality, and the requirement of efficiency has become an important criterion for evaluating the perceived service quality, and responding to customers quickly is an essential element for service companies.

The requirement for efficiency has become an important criterion for evaluating the perceived service quality and responding to customers quickly is a necessary element for service companies.

4. Security

Security refers to the excellent working ability and conscientious and responsible attitude of service personnel, which will enhance the customer's trust in the company's service quality.

Customers' trust in the company's service quality; service personnel's professional skills will allow customers to enjoy the service process. the service personnel's solid professional knowledge will make the customer more convinced, thus affecting the quality of the service.

The service staff's professional skills will make customers enjoy the process of being served, and the service staff's solid professional knowledge will make customers more convinced, thus affecting the evaluation of the service quality, and the customers will have confidence in the service products provided by the company, which will make them agree with the service.

5. Empathy

Empathy refers to the company and service personnel who can put themselves in the shoes of other people, be sincere for the customers, and give full consideration to the actual situation of customers, as far as possible to meet the needs of customers.

The essence is to make customers feel that they are special and unique through personalized service; its characteristic is that the service provider is required to have sensitivity and the ability to approach customers.

It is characterized by the requirement that the service provider has the sensitivity, the ability to approach the customer, and the maximum understanding and provision of customer needs so that the customer can feel the human touch

when receiving the service. The customer feels the human touch when receiving the service.

The research of SERVQUAL MODEL

After combing the relevant literature at home and abroad, it is found that the current high recognition of service quality evaluation is mainly based on 'perceived quality'. This kind of research is based on the "service quality gap model" of Gronroos (Grönroos, 1983) and others. With the help of service quality evaluation scale, mainly the SERVQUAL scale designed by Parasuraman et al. (1988) and others or the SERVPERF scale designed by Cronin and Taylor (1992: 55-68), as an evaluation tool to examine the quality of old-age service, so as to explore the satisfaction of old-age service quality. In China, some scholars have directly applied the SERVQUAL scale to the examination of the quality of elderly care services. According to the actual situation, some scholars have adjusted or modified one or more dimensions in the scale and then applied them. Some scholars also use the customer satisfaction index model as a framework to operate the image variable into community image.

The customer feels the human touch when receiving the service.

Sureshchandar et al. (2002: 363-379) explored the relationship between service quality and customer satisfaction through a factor-specific approach using the SERVQUAL model.

Buttle and Burton (2002: 590-607) A critique of the strengths and weaknesses of the SERVQUAL model, suggesting the need for an integrative approach to service quality research.

Using the SERVQUAL model as a quality assessment tool for community home care services can effectively evaluate the quality of community services and give optimization suggestions. Liu et al. (2018: 118-120) used the SERVQUAL model to evaluate the quality of community home care services in Yiwu City. The results showed that the overall customer satisfaction of the service was high, but there was some room for improvement in reliability, responsiveness and security.

Wu et al. (2018: 84-89) used the SERVQUAL model to analyze the service quality attributes when investigating a community home care service. The conclusion shows that reliability and customer care are the most important aspects to be improved. This shows that the application of SERVQUAL model is very useful because it can help service providers to make targeted improvements. Through research, Yue et al. (2019: 47-61) showed that in the five dimensions, the service quality of staff is the most concerned factor for the elderly, while the influence of service entity is relatively small. From the perspective of enterprises, Li et al. (2021: 8-12) investigated the quality of elderly care services and found that enterprises should pay attention to cultivating employees' service awareness and improving the satisfaction and trust of community elderly care services.

In short, using the SERVQUAL model as a quality assessment tool for community home care services can effectively assess the quality of services, identify areas for improvement and provide targeted recommendations for improvement. This is of great importance for improving the quality of community home care services and the quality of life of older people.

Based on previous studies, it can be seen that previous foreign studies mainly focused on community care and the needs of elderly care services.

From this point of views, this paper examines the establishment of the community care support system and the influence of the elderly to accept the community home care service. Later, foreign scholars focus more on the research and methods of community home care service model.

In terms of innovation, the research data were collected by questionnaire, and descriptive statistical analysis and regression analysis were used to analyse the research data. Because of the gap in economic development, some western welfare countries have taken the lead in the world in the study of elderly care service services, particularly in the assessment of service quality and satisfaction.

Chinese scholars have experienced a process of gradual enrichment in the research on community home care services, from the concept of community home care services to the analysis of community home care purchase intention, and then

to the construction of theoretical models to analyze the relationship between influencing factors.

Since the beginning of the 21st century, China has been paying more and more attention to the issue of elderly care. Based on some outstanding achievements, such as theories and models from abroad, many research results have been made based on the domestic policy environment and specific practices in various places, such as comparing the advantages and disadvantages of old-age care methods, the content of old-age care services, who should provide old-age care services, the problems existing in the development of old-age care services, and suggestions for improving the old-age care service system. A research system with Chinese characteristics has been established.

However, the research perspective is somewhat inadequate. Existing research focuses on external subjects such as government, community and family, ignoring the subjective feelings of older people as recipients of community home care services.

The Research of McKinsey 7S model

Yelton and Schoener (2020: 119-124) institutions addressed digitization by creating new roles and changing existing ones to accommodate and address new knowledge, fulfill skill and ability requirements, meet salary requirements, and address new role complexities. Changing expectations about the patient experience, clinical outcomes, and cost performance have driven digitization of health technology, shaped strategy, and influenced operational and role decision making in HTM and IT departments for almost 15 years.

Suwanda and Nugroho (2022: 1-19), The research method used is a qualitative research method with a literature review approach. The authors found that McKinsey's 7S model can be applied to answer various issues of effectiveness in almost all forms or types of organizations. Although McKinsey's 7S framework applies to almost the entire organization, it does not necessarily guarantee organizational success, it still needs a good initiative, intuitive, and analytical leadership role to

effectively implement McKinsey's Model 7S so that it can produce something that has a good impact on organizational performance.

Wei and Zhang (2023: 68-73) pointed out that rural mutual aid elderly care is a new type of elderly care model that is different from family elderly care, institutional elderly care, and community elderly care. It has become an inevitable choice for a sustainable rural elderly care service model in the future. However, the supply of rural mutual aid elderly care services depends on common values, strategies, and structures. There are problems in aspects such as personnel and technology. Based on this, the McKinsey 7S model can provide methodological support for improving the supply quality of rural mutual-aid elderly care services, improve the supply quality of rural mutual-aid elderly care services, and promote the healthy and sustainable development of the rural mutual-aid elderly care model.

Liu (2020: 295-298), This author used the McKinsey 7S management model to analyze the data management changes facing libraries, and proposes corresponding measures based on this, which provides a certain idea for the data management changes facing libraries. In the new form, libraries should change their management and service models as early as possible and attach importance to the cultivation of talents so that libraries can continue to "grow". However, due to the differences in technical conditions and skill levels of various libraries, specific and in-depth research is needed on specific analysis and application. At the same time, because the seven elements are dynamic and constantly changing, changes in one element will always have an impact on other elements. This requires continuous review in each area and necessary adjustments made in a timely manner.

Subiyanto and Hatammimi (2023: 68-77), Implemented the McKinsey 7S Framework regarding IMS in Bisnis Indonesia Group has gone well, especially for the strategy and structure elements. There are no significant obstacles for IMS in implementing these elements. As for the staff, skill, style, and system elements, which are the reasons for the success of IMS, the implementation has also gone well, although some improvement is required because there were still negative answers from the interviewees. Meanwhile, the shared value element needs improvement

because it still needs to be implemented. Leaders must be able to become role models who strengthen the implementation of shared values for each team member at IMS. Reviving the Culture Team can also be essential to improving the internalization of shared values.

There are still the following problems in the research on the improvement of community home care service quality, mainly in the research content.

1. The subjective feelings of older people are not given enough attention. The role of the government in social security is generally recognised, and families or communities are also two important subjects. It is also a realistic requirement to build multiple subjects to work together to provide elderly care service services, but these are to ensure the realisation of elderly care services. As the recipients and users of services, when the elderly spend a certain economic cost, whether the services received meet their own needs for old-age care, whether they give good comments on the services they enjoy is also what the staff need to pay attention.

Therefore, domestic research on how to provide high-quality elderly care services and enable the elderly to live a satisfactory elderly care life is somewhat inadequate.

2. The discussion of the factors influencing satisfaction is relatively straightforward. At present, the variable selection of influencing factors in the existing research is relatively uniform. Although the service content is divided, the satisfaction of the elderly under different levels is less concerned, and the conclusions based on it are also lacking in pertinence. Therefore, in order to explore the influencing factors of service satisfaction, it is necessary to select a variety of variables to establish an appropriate model, conduct a comprehensive analysis, and then make appropriate suggestions.

Conceptual Framework

By using the McKinsey 7S model, the problems and bottlenecks in the community home care management pattern can be systematically identified. On the basis of identifying the problems, it helps the researcher to develop corresponding improvement measures to effectively enhance the efficiency and quality of community management.

The conceptual framework of this study was established and designed based on previous related studies. As stated in the introduction, this study mainly used 3 theories, and the framework of this study was designed after summarising the previous studies, as shown in Figure 6.

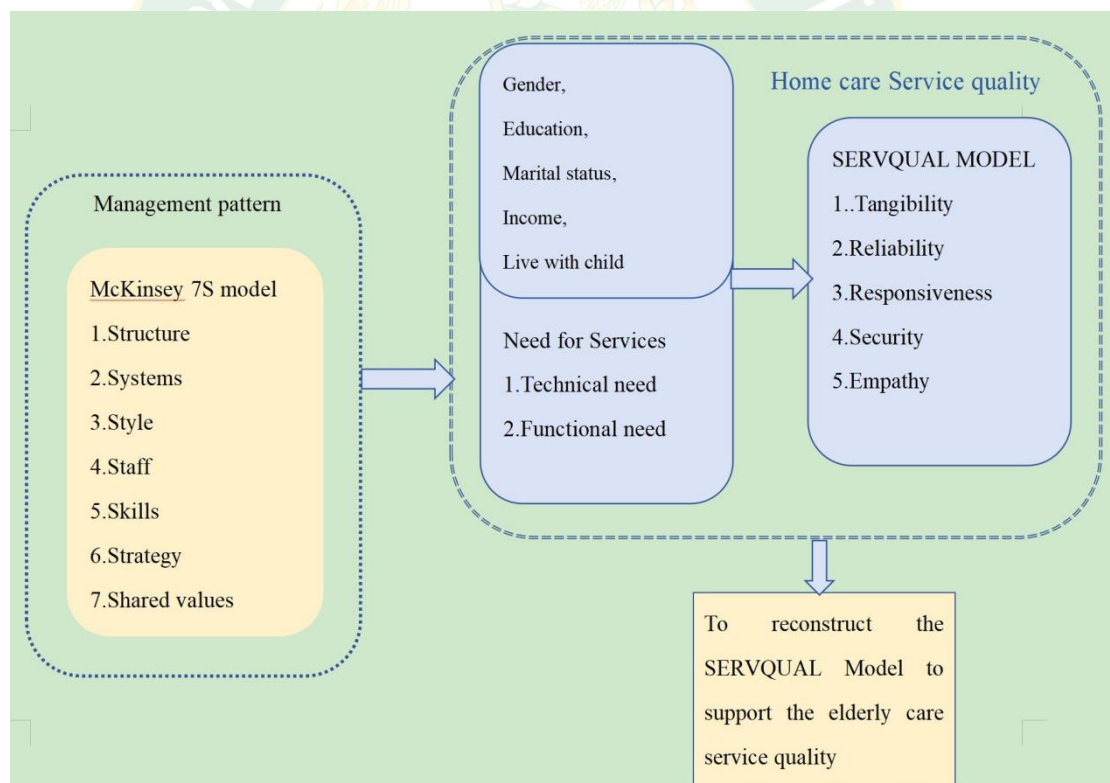


Figure 6 Conceptual Framework

CHAPTER 3

RESEARCH METHODOLOGY

By sorting out the research questions and objectives in Chapter 2, this study decided to adopt quantitative research methods, but to answer the question 1, the researcher will conduct interviews with some of the people. This chapter mainly provides the relevant information about the research site, the research method and its background, introduces the source of data and the method of data verification. This chapter compounds as follows:

1. Location of Study
2. Research Method
3. Source of Data
4. Data Collection
5. Data Analysis
6. Data Verification

Location of Study

Kunming is the capital city of Yunnan Province, which located in the central part of Yunnan Province, 102°10'-103°40' east longitude, 24°23'-26°33' north latitude, 237.50 kilometers long from north to south, 152 kilometers wide from east to west, with a total area of 21012.54 square kilometers. , Africa's frontier and key gateway. The city has jurisdiction over 7 districts and 3 counties, and manages 1 county-level city and 3 autonomous counties, with a total area of 21,012.54 square kilometers, a permanent population of 8.6 million, and an urbanization rate of 81.1%. (People's Government of Yunnan Province,2022)

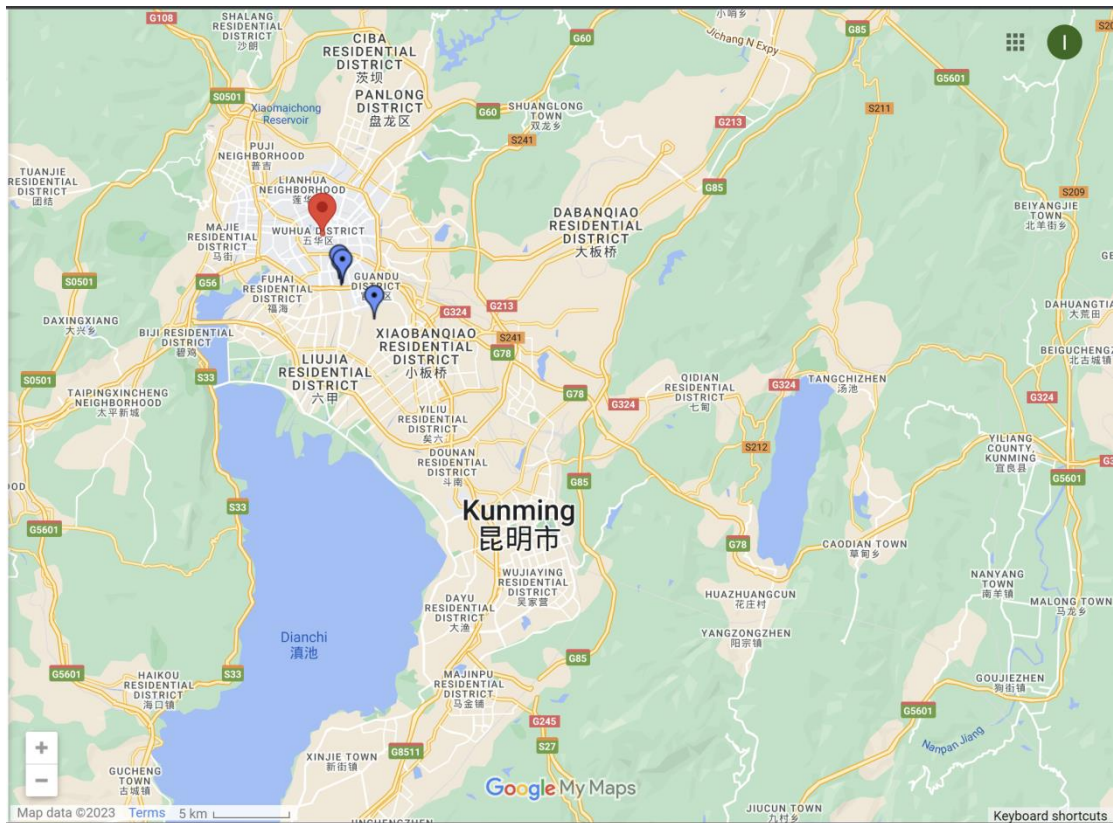


Figure 7 Map of Kunming
(Google map, 2023)

Guandu District is one of the main urban areas of Kunming, located in the southeastern part of the main city of Kunming, the north bank of Dianchi Lake, with a total area of 552.21 square kilometres, and a real area of 128 square kilometres, with 12 streets and 89 communities under its jurisdiction. Guandu District has a resident population of 1,622,200 people. The household population is 553,900, of which: 120,954 household elderly over 60 years old, accounting for about 22% of the district's household population.



Figure 8 Map of Guandu District
(Google map, 2023)

The New Asia Sports community is affiliated to the Yiliu Sub-district Office of Guandu District, it is one of the 89 communities in Guandu District. The New Asia Sports community located in the southwest of Guandu District, at the intersection of Guangfu Road and Caiyun North Road, it covers 8 residential areas, 1 business office area, 1 Xingtian commercial center area and 1 large sports stadium.(People's Government of Yunnan Province,2022)

Table 2 The Population Data of New Asia Sport community

Serial number	Residential area	Number of population	Number of Over 60 years old
1	Shuimuqinghua	3936	56
2	Xinghuiyuan	5700	115
3	Shuijingbao	3788	101
4	Baiheyuan	2412	38
5	Wanjingyuan	8444	122
6	Qianziyuan	2208	45
7	Xingtihuayuan	14520	136
8	Wuhanfengshang	6712	66

Source: The New Asia sport community (2023)

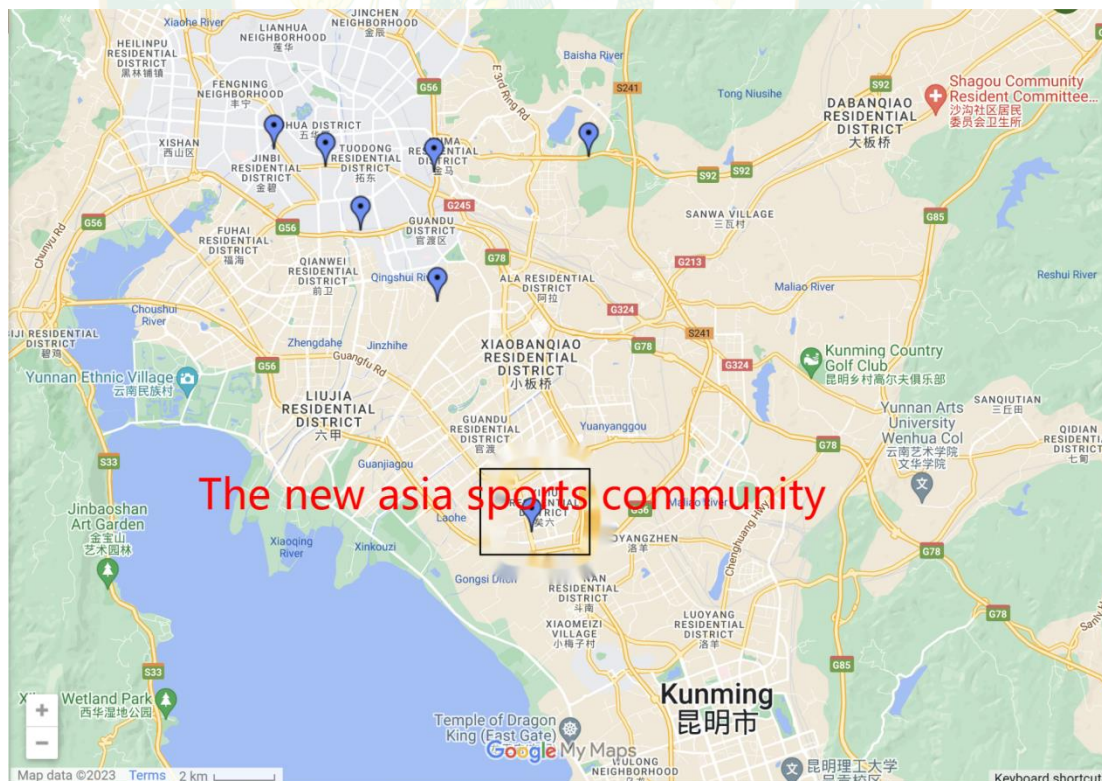


Figure 9 Map of New Asia Sports community (1)

(Google map, 2023)

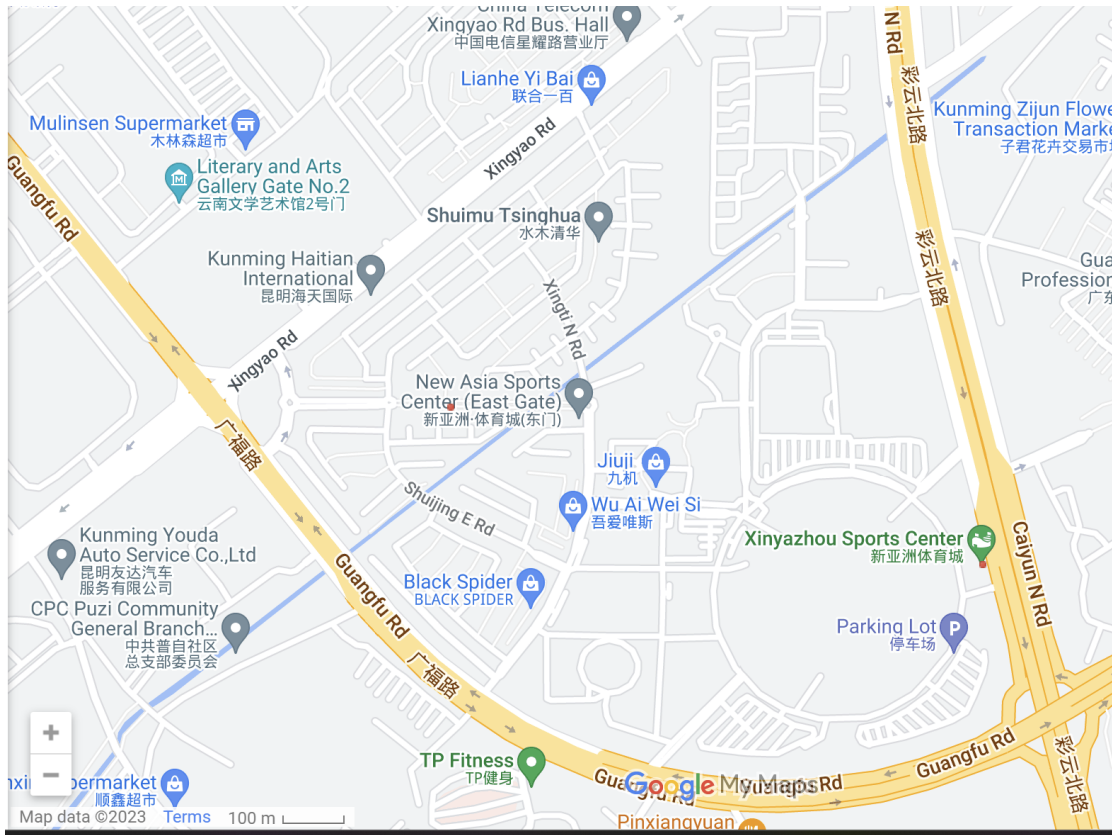


Figure 10 Map of New Asia Sports community (2)
(Google map, 2023)

Research Method

As mentioned at the beginning of the chapter, this study used quantitative research. Among them, a questionnaire survey method was used to obtain relevant original data, and the factors and phenomena of the quality of community home care services in the New Asia Sport community were expressed quantitatively, and then these influencing factors were analyzed and explained to realize the significance of the research. At the same time, interviews will be conducted on the management pattern of community home care for the elderly in order to obtain the current management pattern and the management pattern that the elderly prefer.

The questionnaire framework in this study mainly consists three parts as follows:

First part:

Statistical information: including the gender, age, income, education status, occupation, marriage, main source of income, and living style of the elderly.

Second part

Investigate the current service quality of community home care from the five evaluation dimensions of the SERVQUAL model.

Third part

The current quality of community home care services in New Asia Sport Community was investigated from two aspects of service need, and the correlation between relevant indicators in five dimensions and service quality was analyzed.

The dimensions of SERVQUAL MODEL in questionnaire as follows:

Table 3 The questionnaire dimensions

Number	Dimensions	Definition
1	Tangibility	The basic public service facilities in the community are fully equipped and can be repaired in time
2		The community environment is beautiful, tidy and hygienic
3		The community provides basic medical care
4		Communication between the community and the elderly is smooth
5		The community can meet the daily living support of the elderly
6		The Community staff dress appropriately, behave elegantly and civilized
7	Reliability	The community collects information on the elderly in a timely manner

Table 3 (Cont.)

Number	Dimensions	Definition
8	Relibility	The community can complete the required services within the promised time
9		The Community advocacy of relevant laws or valuable information.
10		The Community staff handle complaints and dissatisfaction reasonably
11	Responsiveness	Timely communication of relevant community information
12		Active service, and timely feedback is recommended
13		Patient communication
14	Security	The community safety is guaranteed
15		The Community public safety has been promoted
16		The community election process is fair and reasonable, the result is fair
17		The service personnel have strongly professional skills
18		The elderly have easy access to services
19	Empathy	Provide family relations coordination and other support services
20		When the elderly encounter difficulties, they can take effective measures to solve them and provide timely care
21		It provides medical assistance to the elderly
22		Carry out various forms of collective cultural activities for the elderly
23		Public service facilities are within a reasonable distance from where you live
24		Provide personalized services according to the actual needs of the elderly

Based on the above understanding, this study will use structured quantitative research methods to design questionnaires on the basis of positivism, and then verify the relationship between variables through deductive reasoning and correlation methods in statistical analysis.

Then, the author will interview about ten person and sort out the management pattern.

Through the use of the above methods, interviews can well solve the first research objective, questionnaires can solve the second research objective, and combining interviews and questionnaires can solve the third research objective.

Source of Data

A lot of data will be used in this study, the main sources are:

Secondary data: statistics of predecessors' research materials, with the help of information from government websites;

Primary data: information collected through questionnaires and interviews.

Data Collection

1. Secondary data: from December 2022-September 2023, relevant literature was reviewed to find out the use of service quality and SERVQUAL model in elderly care services based on previous studies, and to analyze the impact of the five measurement dimensions in service quality; and information about the location of the study site in terms of its orientation, population size, et al. was checked on the website.

2. There are a total of eight residential districts in the New Asia Sport community, and the questionnaire were distributed in September-November 2023 using random sampling. Random sampling is the random distribution of questionnaires to people in the study population. The confidence level was taken as 95% and the standard deviation as 5% according to the Taro Yamane sample size calculation formula, according to the calculation formula

$$n = \frac{N}{1 + N * (e)^2} \quad \text{at 95\% of confidence}$$

(Yamane, 1967)

Where n = sample size

N = Total population

e = standard error=0.05

So, in this research, the sample size

$$n = \frac{679}{1 + 679 * (0.05)^2} = 252$$

The sample size was calculated to be 252, but it was expected that 260 questionnaires would be distributed.

Data Analysis

In order to answer the research questions, I will input the survey data into the computer, use SPSS software to conduct descriptive statistical analysis, obtain the median, mode and mean, and analyze the significant influencing factors on the quality of community home care services by using multiple regression analysis.

Data Verification

Data verification is the process of checking the accuracy and consistency of different types of data after data collection is complete. This study uses SPSS software to analyze the data. The validity of the data was verified using the Cronbach model.

In order to obtain the current status of the quality of community home care services, the author will use the mean interpretation.

Mean score	Interpretation
4.30 to 5.00	Very high
3.50 to 4.29	High
2.70 to 3.49	Moderate
1.90 to 2.69	Low
1.00 to 1.89	Very low

Source: Bahagian Perancangan dan Penyelidikan Dasar Pendidikan (BPPDP) (2006), Pelan Induk Pembangunan Pendidikan (PIPP) Kuala Lumpur

Figure 11 Interpretation of the mean score

The reliability of the data was tested and the results as follows:

Table 4 Cronbach's alpha Coefficient of the questionnaire

NO.	Reliability dimension	Cronbach α Coefficient	Item count
1	Tangibility	.933	6
2	Relibility	.931	4
3	Responsiveness	.917	3
4	Security	.847	5
5	Empathy	.762	6
6	Tech service need	.846	4
7	Func service need	.956	4
Total		.986	32

As can be seen from Table 4, a total of 32 questions in the scale were tested for reliability using the Cronbach model. The Cronbach α coefficient is 0.933 for tangibility, 0.931 for reliability, 0.917 for responsiveness, and 0.847 for safety, empathy is 0.762, technical quality is 0.846, functional quality is 0.956, and the reliability is all greater than 0.6, indicating that this data collection is reliable.

CHAPTER 4

DATA ANALYSIS OF RESEARCH RESULTS

Introduction

This study uses statistical variable questions and two scale questions, based on the five dimensions of the SERVQUAL model and the two levels of quality to investigate the quality of community home care services in the New Asia Sport Community. This chapter focuses on explaining and reporting the results collected in response to the research questions and data. This will answer all the questions.

1. What is the management pattern of the elderly home care support services in the New Asia Sport Community in Guandu District, Kunming City, Yunnan Province, China?
2. What are the quality of elderly home care support service level and the factors affecting the elderly home care support services quality of the New Asia Sport Community in Guandu District, Kunming City, Yunnan Province, China?
3. What should be the appropriate SERVQUAL Model to support the elderly home care support services quality of the New Asia Sport Community in Guandu District Kunming City, Yunnan Province, China?

There are a total of 261 valid questionnaires. The questionnaires were all collected from elderly people over 60 years old in the 8 residential areas of the New Asia Sport Community.

Research Results

The Analysis on Demographic Variable and Other Variables.

According to questionnaire, the part one is demographic has 8 questions and the result shown following to tables 5, that is the statistics of demographic variables. There are 24 questions in part 2, the result shown following to tables 12-36, it is the analysis of the level and influencing factors of the quality of home care services in

the New Asia Sport community from the five dimensions of the SERVQUAL model. This corresponds to the scale 1, the part 3 have 8 questions and the results shown following to tables 37-44, it is a survey of the service quality of the New Asia Sport Community from two aspects of service quality, which corresponds to the scale 2.

Table 5 Gender

NO.	Gender	Respondents	Percentage
1	Male	104	39.8
2	Female	142	54.5
3	undisclosed	15	5.7
Total		261	100

Table 5 showed that 39.8% of the respondents were male and 54.5% were female. Only 5.7% of the respondents did not disclose their identities. This illustrates that when a random survey is conducted, it is found that most female respondents are more likely than male respondents to be interviewed and willing to answer the survey questions. The reason behind this is that female respondents are more willing than male respondents to provide suggestions on the quality of community home care services.

Table 6 Age

NO.	Age groups	Respondents	Percentage
1	60-65	103	39.5
2	66-70	65	24.9
3	71-75	40	15.3
4	Above 76	53	20.3
Total		261	100

It can be found from table 6, among the respondents, the 60-65 age group accounted for 39.5%, the 66-70 age group accounted for 24.9%, the 71-75 age group accounted for 15.3%, the age group above 76 age accounted for 20.3%, that shows the age group of 60-65 years old has the largest number of respondents, because this group of people have enough energy to be active in the community and have higher requirements for the tangible nature of services.

Table 7 Education Level

NO.	Education level	Respondents	Percentage
1	Below Junior school	97	37.1
2	High school	67	25.7
3	College	79	30.3
4	Master and above	18	6.9
Total		261	100

It can be found from table 7, the education level of the respondents, 37.1% are in junior high school or below, 25.7% are in high school, 30.3% are in university, and only 6.9% are in graduate master and above. The reason for the low level of education is related to China's national conditions. In the 1950s, the Chinese people did not pay enough attention to education. As adults, people urgently need to find a job to support themselves and their families.

Table 8 Work before retired

NO.	Work before retired	Respondents	Percentage
1	Civil Servant	32	12.3
2	Freelance Corporate	45	17.2
3	Employee	90	34.5
4	Others	94	36
Total		261	100

As can be seen from table 8, among the respondents surveyed in this survey, 12.3% work in government departments before retirement, 17.2% are freelancers, and 34.5% work in government departments before retirement. Working in general enterprises, 36% of the respondents did other jobs before retiring. This shows that at that time, people did not care so much about the nature of the work unit and only wanted a job with a stable income.

Table 9 Income

NO.	Income	Respondents	Percentage
1	Below 1000yuan	44	16.8
2	1000yuan-3000yuan	66	25.3
3	3000yuan-5000yuan	74	28.4
4	Above 5000yuan	77	29.5
Total		261	100

Note: yuan is the main currency in PRC and 1 yuan is 0.14 USD

As can be seen from table 9, 16.8% of the respondents have a monthly income of less than 1,000 yuan, 25.3% have a monthly income of 1,000 to 3,000 yuan, 28.4% have a monthly income of 3,000 to 5,000 yuan, and 29.5% have a monthly income of more than 5,000 yuan. This shows that the income of most respondents can meet their daily living expenses.

Table 10 Source of income

NO.	Source of income	Respondents	Percentage
1	from children's	46	17.6
2	retirement pay	165	63.2
3	Social assistance	7	2.7
4	Undisclosed	43	16.5
Total		261	100

As can be seen from Table 10, 17.6% of the respondents income comes from their children, 63.2% of the respondents' income comes from their own salary after retirement, 2.7% of the respondents' income comes from social assistance, 16.5% of the respondents' unwilling to disclose their sources of income. This shows that most of the respondents have their own disposable income and have certain requirements for the quality of life.

Table 11 Marital status

NO.	Marital status	Respondents	Percentage
1	Married with surviving spouse	182	69.7
2	Divorced	7	2.7
3	Unmarried	3	1.2
4	Widowed	44	16.9
5	Undisclosed	25	9.5
Total		261	100

As can be seen from Table 11, 69.7% of the respondents are married with their spouses alive, 2.7% of the respondents are divorced, 1.2% of the respondents are not married, 16.9% of the respondents are widowed, and 9.5% of the respondents are The interviewees chose not to disclose, which to a certain extent shows that the interviewees hope to have their own independent space and pursuit of life, and have certain requirements for a beautiful living environment.

Table 12 Living situation

NO.	Living situation	Respondents	Percentage
1	Living with children, but have own house	102	39
2	Living yourself	138	52.9
3	Nursing home	14	5.4
4	Undisclosed	7	2.7
Total		261	100

As can be seen from Table 12, 39% of the respondents have their own house but live with their children, 52.9% of the respondents live alone, 5.4% of the respondents live in a nursing home, and 2.7% of the respondents Reluctant to disclose, this shows that the interviewees like to live in a familiar environment.

From the above analysis, it can be seen that among the 261 elderly people interviewed, they have a certain understanding of their preferred pension methods. As can be seen from table 12, only 5.4% of the respondents live in nursing homes, indicating that the vast mode of elderly people like to live in their familiar environment.

Therefore, to answer the first question, the management pattern of the elderly like in the New Asia Sport Community in Guandu District, Kunming City, Yunnan Province is mostly living alone in their house in New Asia Sport Community.

The Level and Factors affecting Service Quality

1. The quality level of home care services in the New Asia Sport community

In this part, mainly based on the actual perception of the elderly in the community, the quality level and the influence factor of home care services in the New Asia Sport City community is investigated from the five dimensions of the SERVQUAL model. Thus, in this part, it is mainly about the research on the current situation of aging in the community, which is divided into 5 Degrees, totally agree, agree, neutral, dis agree, and strongly disagree, with scores of 5, 4, 3, 2 and 1. therefore, the results show as following tables.

1) Tangibility Tables 13-19 is a survey of the tangibility dimension in the SERVQUAL model.

Table 13 The basic public service facilities in the community are fully equipped and can be repaired in time

Degree		Amount	Percentage
5	Totally agree	65	24.9
4	Agree	86	33
3	Neutral	88	33.7
2	Disagree	13	5.0
1	Strongly disagree	9	3.4
Total		261	100

According to table 13, it can be seen that 24.9% of the respondents chose to be totally agree, 33% chose agree, 33.7% chose neutral, 5% chose to be disagree, and only 3.4% chose strongly disagree. with the response that the public service facilities in the eight parks in the New Asia Sport community are well equipped and can be repaired promptly, which indicates that the respondents in 8 residential areas in the New Asia Sport community are agree with the public service facilities, equipped and repaired.

Table 14 The community environment is beautiful, tidy and hygienic

Degree		Amount	Percentage
5	Totally agree	72	27.6
4	Agree	94	36
3	Neutral	75	28.7
2	Disagree	13	5.0
1	Strongly disagree	7	2.7
Total		261	100

Table 14 shows that 27.6% of the respondents were totally agree, 36% were agree, 28.7% were neutral, 5% chose disagree, and 2.7% chose strongly disagree in terms of the beauty and tidiness of the environment, which indicates that the elderly people living in the New Asia Sport community agree with the hygienic environment of the community.

Table 15 The community provides basic medical care

Degree		Amount	Percentage
5	Totally agree	50	19.2
4	Agree	77	29.5
3	Neutral	104	39.8
2	Disagree	19	7.3
1	Strongly disagree	11	4.2
Total		261	100

As can be seen from table 15, in terms of the provision of basic medical care in the New Asia Sport Community, 19.2% of the respondents chose totally agree, 29.5% chose agree, 39.8% chose neutral, 7.3% chose disagree, and 4.2% chose strongly disagree, it means that the New Asia Sport community home care service needs to be improved in terms of medical care.

Table 16 The community can meet the daily living support of the elderly

Degree		Amount	Percentage
5	Totally agree	50	19.2
4	Agree	77	29.5
3	Neutral	104	39.8
2	Disagree	19	7.3
1	Strongly disagree	11	4.2
Total		261	100

As can be seen from table 16, in terms of daily life support for the elderly in the New Asia Sport community home care service, 19.2% of the respondents chose totally agree, 29.5% chose agree, 39.8% chose neutral, and 7.3% chose disagree. 4.2% chose strongly disagree, indicating that the service in the New Asia Sport community home care service needs to be improved.

Table 17 Communication between the community and the elderly is smooth

Degree		Amount	Percentage
5	Totally agree	54	20.7
4	Agree	89	34.1
3	Neutral	91	34.9
2	Disagree	18	6.9
1	Strongly disagree	9	3.4
Total		261	100

As can be seen from table 17, in terms of smooth communication in the New Asia Sport community home care service, 20.7% of the respondents chose totally agree, 34.1% chose agree, 34.9% chose neutral, 6.9% chose disagree, and 3.4% chose strongly disagree, which shows that the elderly have relatively smooth communication with relevant community personnel.

Table 18 The Community staff dress appropriately, behave elegantly and civilized

Degree		Amount	Percentage
5	Totally agree	67	25.7
4	Agree	101	38.7
3	Neutral	76	29.1
2	Disagree	15	5.7
1	Strongly disagree	2	0.8
Total		261	100

It can be found from table 18, in terms of the conversation and clothing of community staff in the New Asia Sport City community home care service, 25.7% of the respondents chose totally agree, 38.7% chose agree, 29.1% chose neutral, 5.7% chose disagree, 0.8 % chose strongly disagree, which shows that the conversation and dress of community workers are highly recognized by the elderly.

Table 19 Descriptive Statistics of Tangibility Dimensions

NO.	Tangibility Dimensions	\bar{X}	SD	Interpretation
1	The basic public service facilities in the community are fully equipped and can be repaired in time	3.71	1.007	High
2	The community environment is beautiful, tidy and hygienic	3.81	0.985	High
3	The community provides basic medical care	3.52	1.017	High
4	The community can meet the daily living support of the elderly	3.55	1.005	High
5	Communication between the community and the elderly is smooth	3.62	0.999	High
6	The Community staff dress appropriately, behave elegantly and civilized	3.83	0.906	High
Total		3.67	0.853	High

As can be seen from table 19, after descriptive statistical analysis of the six aspects of the tangibility dimension, the mean of public service facilities is 3.71, community environment is 3.81, basic medical care is 3.52, meet the daily living support is 3.55, communication between the community and the elderly is 3.62, the Community staff dress appropriately, behave elegantly and civilized is 3.83. Indicating

that the medical services and services that meet the needs of daily life are provided in the community home care service of the New Asia Sport Community. The needs of older people are not being met and both services need to be improved.

2) Reliability. Tables 20-24 are survey of the reliability dimensions in the SRVQUAL model.

Table 20 The community collects information on the elderly in a timely manner

Degree		Amount	Percentage
5	Totally agree	64	24.5
4	Agree	87	33.3
3	Neutral	84	32.2
2	Disagree	20	7.7
1	Strongly disagree	6	2.3
Total		261	100

As can be seen from table 20, in terms of the timeliness of the New Asia Sport community home care service in collecting relevant information about the elderly, 24.5% of the respondents selected it as totally agree, 33.3% selected it as agree, 32.2% selected it as neutral, and 7.7% choose disagree, and 2.3% choose strongly disagree, indicating that the elderly are relatively agree with the timeliness of information collection.

Table 21 The community can complete the required services within the promised time

Degree		Amount	Percentage
5	Totally agree	56	21.5
4	Agree	87	33.3
3	Neutral	91	34.9
2	Disagree	22	8.4
1	Strongly disagree	5	1.9
Total		261	100

As can be seen from table 21, among the service options required to complete the specified service within the promised time in the New Asia Sport community home care service, 21.5% of the respondents chose totally agree, 33.3% chose agree, 34.9% chose neutral, and 8.4% chose disagree, 1.9% chose to be strongly disagree, indicating that the community service is basically recognized by the elderly in fulfilling its promises.

Table 22 The Community advocacy of relevant laws or valuable information

Degree		Amount	Percentage
5	Totally agree	58	22.2
4	Agree	83	31.8
3	Neutral	105	40.2
2	Disagree	12	4.6
1	Strongly disagree	3	1.1
Total		261	100

As can be seen from Table 22, to publicize relevant laws and valuable information about the New Asia Sport City community home care service, 22.2% of the respondents chose to be totally agree, 31.8% chose to be agree, 40.2% chose to be neutral, and 4.6% chose disagree, 1.1% chose strongly disagree, indicating that the community is basically recognized by the elderly in promoting relevant laws and valuable information.

Table 23 The Community staff handle complaints and dissatisfaction reasonably

Degree		Amount	Percentage
5	Totally agree	49	18.8
4	Agree	87	33.3
3	Neutral	106	40.6
2	Disagree	15	5.7
1	Strongly disagree	4	1.5
Total		261	100

As can be seen from table 23, with regard to the handling of complaints and dissatisfaction by community personnel, 18.8% of the respondents chose totally agree, 33.3% chose agree, 40.6% chose neutral, 5.7% chose disagree, and 1.5% chose strongly disagree. It shows that community personnel are basically recognized by the elderly in handling complaints and dissatisfaction.

Table 24 Descriptive Statistics of Reliability Dimensions

Number	Reliability Dimensions	\bar{X}	SD	Interpretation
1	The community collects information on the elderly in a timely manner	3.70	0.997	High
2	The community can complete the required services within the promised time	3.64	0.973	High
3	The Community advocacy of relevant laws or valuable information.	3.69	0.906	High
4	The Community staff handle complaints and dissatisfaction reasonably	3.62	0.906	High
Total		3.66	0.861	High

It can be seen from table 24, that in the four aspects of the reliability dimension, the mean of collect information on the elderly in a timely manner is 3.7, the mean of complete the required services within the promised time is 3.64, the mean of advocacy of relevant laws or valuable information is 3.69, and the mean of handle complaints and dissatisfaction reasonably is 3.62. The scores are relatively neutral, and all exceed 3.6. which shows that the New Asia Sport community home care service has been unanimously recognized by the elderly in terms of reliability, and the service level is above the moderate.

3) Responsiveness, Tables 25-27 are the survey of the responsiveness dimensions in the SERVQUAL model.

Table 25 Timely delivery of community-related information

Degree		Amount	Percentage
5	Totally agree	58	22.2
4	Agree	94	36.0
3	Neutral	92	35.2
2	Disagree	11	4.2
1	Strongly disagree	6	2.3
Total		261	100

As can be seen from table 25, in terms of the timeliness of information transmission of the New Asia Sport community home care service, 22.2% of the respondents chose totally agree, 36% chose agree, 35.2% chose neutral, 4.2% chose disagree, 2.3% chose strongly disagree, which shows that the community's work in conveying information is recognized by the elderly.

Table 26 Active service, timely feedback

Degree		Amount	Percentage
5	Totally agree	50	19.2
4	Agree	96	36.8
3	Neutral	90	34.5
2	Disagree	17	6.5
1	Strongly disagree	8	3.1
Total		261	100

As can be seen from table 26, in terms of active service and timely feedback of the New Asia Sport community home care service, 19.2% of the respondents chose totally agree, 36.8% chose agree, 34.5% chose neutral, 6.5% chose disagree, and 3.1 % chose strongly disagree, which shows that the proactive service is basically recognized by the elderly, and the needs raised by the elderly can also receive timely feedback.

Table 27 Communicate patiently

Degree		Amount	Percentage
5	Totally agree	61	23.4
4	Agree	98	37.5
3	Neutral	87	33.3
2	Disagree	11	4.2
1	Strongly disagree	4	1.5
Total		261	100

As can be seen from table 27, in terms of patient communication, 23.4% of the respondents chose totally agree, 37.2% chose agree, 33% chose neutral, 4.2% chose disagree, and 2.2% chose strongly disagree. It shows that the New Asia Sport City community home care service is recognized by the elderly in terms of patient communication.

Table 28 Descriptive Statistics of Responsiveness Dimensions

NO.	Responsiveness Dimensions	\bar{X}	SD	Interpretation
1	Timely delivery of community-related information	3.72	0.934	High
2	Active service, timely feedback	3.62	0.967	High
3	communicate patiently	3.77	0.908	High
Total		3.70	0.867	High

As can be seen from table 28, at the three levels of the responsiveness dimension, the mean of timely delivery of community-related information is 3.72, the mean of Active service, timely feedback is 3.62, and the mean of communicate patiently is 3.77. The respondents were highly consistent in terms of responsiveness and agreed that the responsiveness of the New Asia Sport community home care service was very good.

4) Security, Tables 29-33 are investigated from the security dimensions of the SERVQUAL model.

Table 29 safe and secure

Degree		Amount	Percentage
5	Totally agree	64	24.5
4	Agree	97	37.2
3	Neutral	83	31.8
2	Disagree	13	5.0
1	Strongly disagree	4	1.5
Total		261	100

As can be seen from table 29, in terms of community safety, 24.5% of the respondents chose totally agree, 37.2% chose agree, 31.8% chose neutral, 5% chose disagree, and 1.5% chose strongly disagree, indicating that in safety The protection aspect is recognized by the elderly.

Table 30 Community public safety is publicized

Degree		Amount	Percentage
5	Totally agree	61	23.4
4	Agree	105	40.2
3	Neutral	81	31
2	Disagree	10	3.8
1	Strongly disagree	4	1.5
Total		261	100

As can be seen from table 30, in terms of public safety in the community, 23.4% of the respondents chose totally agree, 40.2% chose agree, 31% chose neutral, 3.8% chose disagree, and 1.5% chose strongly disagree, indicating that the new The public safety aspect of Asia Sport City's home care services has been recognized by the elderly.

Table 31 The election process is fair and reasonable, and the results are fair

Degree		Amount	Percentage
5	Totally agree	59	22.6
4	Agree	97	37.2
3	Neutral	81	31.0
2	Disagree	18	6.9
1	Strongly disagree	6	2.3
Total		261	100

As can be seen from table 31, in terms of the fairness and rationality of the community election process, 22.6% of the respondents chose totally agree, 37.2% chose agree, 31% chose neutral, 6.9% chose disagree, and 2.3% chose strongly disagree. , indicating that the election process is recognized by the elderly in terms of fairness and rationality.

Table 32 Service personnel with strongly professional skills

Degree		Amount	Percentage
5	Totally agree	54	20.7
4	Agree	88	33.7
3	Neutral	104	39.8
2	Disagree	13	5.0
1	Strongly disagree	2	0.8
Total		261	100

As can be seen from table 32, in terms of the professionalism of service personnel in community home care services, 20.7% of the respondents chose totally agree, 33.7% chose agree, 39.8% chose neutral, 5% chose disagree, and 0.8% chose strongly disagree, it shows that the professionalism of the service staff in the New Asia Sport community home care service is basically recognized by the elderly.

Table 33 Easy access to services for the elderly

Degree		Amount	Percentage
5	Totally agree	51	19.5
4	Agree	83	31.8
3	Neutral	96	36.8
2	Disagree	26	10
1	Strongly disagree	5	1.9
Total		261	100

As can be seen from table 33, in terms of the convenience of accessing services for the elderly, 19.5% of the respondents chose totally agree, 31.8% chose agree, 36.8% chose neutral, 10% chose disagree, and 1.9% chose strongly disagree, indicating that it is recognized by the elderly in terms of the convenience of accessing services.

Table 34 Descriptive Statistics of Security Dimensions

NO.	Security Dimensions	\bar{X}	SD	Interpretation
1	safe and secure	3.78	0.925	High
2	Community public safety is publicized	3.80	0.894	High
3	The election process is fair and reasonable, and the results are fair	3.71	0.968	High
4	Service personnel with strongly professional skills	3.69	0.882	High
5	Easy access to services for the elderly	3.57	0.977	High
Total		3.70	0.844	High

As can be seen from table 34, the mean of safe and secure is 3.78, public safety is 3.8, The election process is fair and reasonable, and the results are fair is 3.71, Service personnel with strongly professional skills score is 3.69, and easy access to services for the elderly is 3.57, all score of Security Dimensions are above 3.6. It shows that the attitudes of the elderly are highly consistent in recognizing safety and believe that safety is very high.

5) Empathy, Tables 35-40 investigate the empathy dimension from the SERVQUAL model.

Table 35 Provide family relations coordination and other support services

Degree		Amount	Percentage
5	Totally agree	51	19.5
4	Agree	88	33.7
3	Neutral	98	37.5
2	Disagree	16	6.1
1	Strongly disagree	8	3.1
Total		261	100

As can be seen from table 35, in terms of providing family relationship coordination and other assistance in the New Asia Sport City community home care service, 19.5% of the respondents chose totally agree, 33.7% chose agree, 37.5% chose neutral, 6.1% chose disagree, and 3.1% chose strongly disagree, indicating that their ability to provide family relationship coordination and other assistance is basically recognized by the elderly.

Table 36 When the elderly encounter difficulties, the staff can take effective measures to solve them and provide timely care

Degree		Amount	Percentage
5	Totally agree	50	19.2
4	Agree	90	34.5
3	Neutral	99	37.9
2	Disagree	18	6.9
1	Strongly disagree	4	1.5
Total		261	100

As can be seen from table 36, in terms of the care provided by the community home care service in New Asia Sport community, 19.2% of the respondents chose totally agree, 34.5% chose agree, 37.9% chose neutral, 6.9% chose disagree, and 1.5% chose strongly disagree, indicating that the provision of timely care was not recognized by the elderly.

Table 37 Physical examination at home for the elderly with limited mobility

Degree		Amount	Percentage
5	Totally agree	49	18.8
4	Agree	82	31.4
3	Neutral	100	38.3
2	Disagree	24	9.2
1	Strongly disagree	6	2.3
Total		261	100

As can be seen from table 37, the New Asia Sport community home care service provides door-to-door physical examination services when the elderly are inconvenient to move. 18.8% of the respondents chose totally agree, 31.4% chose agree, 38.3% chose neutral, and 9.2% chose disagree, and 2.3% chose strongly disagree, indicating that the provision of door-to-door physical examination services has not been recognized by the elderly.

Table 38 Provide medical assistance to the elderly

Degree		Amount	Percentage
5	Totally agree	49	18.8
4	Agree	80	30.7
3	Neutral	84	32.2
2	Disagree	38	14.6
1	Strongly disagree	10	3.8
Total		261	100

As can be seen from table 3, in terms of proactively providing medical assistance in the New Asia Sports City community home care service, 18.8% of the respondents chose totally agree, 30.7% chose agree, 32.2% chose neutral, and 14.6% chose disagree, 3.8% chose strongly disagree, indicating that improvement is needed in the provision of medical assistance services.

Table 39 Public service facilities are within a reasonable distance from where you live

Degree		Amount	Percentage
5	Totally agree	52	19.9
4	Agree	73	28
3	Neutral	96	36.8
2	Disagree	29	11.1
1	Strongly disagree	11	4.2
Total		261	100

As can be seen from table 39, with regard to the location arrangement of exercise equipment in the New Asia Sport community home care service, 19.9% of the respondents chose totally agree, 28% chose agree, 36.8% chose neutral, and 11.1% chose disagree, 4.2% chose strongly disagree, indicating that the address and location arrangement of fitness equipment has not been recognized by the elderly.

Table 40 Provide personalized services according to the actual needs of the elderly

Degree		Amount	Percentage
5	Totally agree	56	21.5
4	Agree	76	29.1
3	Neutral	100	38.3
2	Disagree	21	8.0
1	Strongly disagree	8	3.1
Total		261	100

As can be seen from table 40, among the personalized services provided by the New Asia Sport community home care service, 21.5% of the respondents chose totally agree, 29.1% chose agree, 38.3% chose neutral, and 8% chose disagree, 3.1% chose strongly disagree, indicating that the provision of personalized services has not been recognized by the elderly.

Table 41 Descriptive Statistics of Empathy Dimensions

NO.	Empathy Dimensions	\bar{X}	SD	Interpretation
1	Provide family relations coordination and other support services	3.61	0.969	High
2	When the elderly encounter difficulties, the staff can take effective measures to solve them and provide timely care.	3.63	0.922	High
3	Physical examination at home for the elderly with limited mobility	3.55	0.974	High
4	provide medical assistance to the elderly	3.46	1.072	High
5	Public service facilities are within a reasonable distance from where you live	3.48	1.062	High
6	Provide personalized services according to the actual needs of the elderly	3.58	1.011	High
Total		3.55	0.919	High

As can be seen from table 41, in terms of empathy, the mean score of provide family relations coordination and other support services is 3.61, when the elderly encounter difficulties, the staff can take effective measures to solve them and provide timely care. is 3.63, Physical examination at home for the elderly with limited mobility is 3.55, provide medical assistance to the elderly is 3.46, the score of public service facilities are within a reasonable distance from where you live is 3.48, Provide personalized services according to the actual needs of the elderly is 3.58, indicating that the performance of the New Asia Sport community home care service in terms of empathy is very unsatisfactory and needs to be improved urgently.

In summary, tables 13-41 answer the second research question very well. In this part, through data analysis, it is found that the five dimensions in the SERVQUAL model have a certain impact on the service quality of community home care in the New Asia Sport Community. Among them, reliability, responsiveness, and safety have the highest satisfaction, tangibility traditional has the highest satisfaction, but services and daily life had the lowest scores, and satisfaction in empathy was generally low.



Table 42 summary

	Questionnaire	Strongly dis agree	Dis agree	Neutral	agree	totally agree	\bar{X}	SD	Interpretation
1	Tangibility The basic public service facilities in the community are fully equipped and can be repaired in time	9 3.4	13 5.0	88 33.7	86 33	65 24.9	3.71	1.007	High
2	The community environment is beautiful, tidy and hygienic	7 2.7	13 5.0	75 28.7	94 36	72 27.6	3.81	0.985	High
3	The community provides basic medical care	11 4.2	19 7.3	104 39.8	77 29.5	50 19.2	3.52	1.017	High
4	The community can meet the daily living support of the elderly	8 3.1	20 7.7	109 41.8	69 26.4	55 21.1	3.55	1.005	High
5	Communication between the community and the elderly is smooth	9 3.4	18 6.9	91 34.9	89 34.1	54 20.7	3.62	0.999	High
6	The Community staff dress appropriately, behave elegantly and civilized	2 0.8	15 5.7	76 29.1	101 38.7	67 25.7	3.83	0.906	High

Table 42 (Cont.)

	Questionnaire	Strongly dis agree	Dis agree	Neutral	agree	totally agree	\bar{X}	SD	Interpretation
7	Reliability	6	20	84	87	64	3.70	0.997	High
	The community collects information on the elderly in a timely manner	2.3	7.7	32.2	33.3	24.5			
8	The community can complete the required services within the promised time	5	22	91	87	56	3.64	0.973	High
	The Community advocacy of relevant laws or valuable information.	1.9	8.4	34.9	33.3	21.5			
9	The Community advocacy of relevant laws or valuable information.	3	12	105	83	58	3.69	0.906	High
	The Community staff handle complaints and dissatisfaction reasonably	1.1	4.6	40.2	31.8	22.2			
10	The Community staff handle complaints and dissatisfaction reasonably	4	15	106	87	49	3.62	0.906	High
	Timely delivery of community-related information	1.5	5.7	40.6	33.3	18.8			
11	Responsiveness	6	11	92	94	58	3.72	0.934	High
	Active service, timely feedback	2.3	4.2	35.2	36	22.2			
12	Active service, timely feedback	8	17	90	96	50	3.62	0.967	High
	communicate patiently	3.1	6.5	34.5	36.8	19.2			
13	communicate patiently	4	11	87	98	61	3.77	0.908	High
		1.5	4.2	33.3	37.5	23.4			

Table 42 (Cont.)

	Questionnaire	Strongly dis agree	Dis agree	Neutral	agree	totally agree	\bar{X}	SD	Interpretation
14	Security safe and secure	4	13	83	97	64	3.78	0.925	High
		1.5	5.0	31.8	37.2	24.5			
15	Community public safety is publicized	4	10	81	105	61	3.80	0.894	High
		1.5	3.8	31	40.2	23.4			
16	The election process is fair and reasonable, and the results are fair	6	18	81	97	59	3.71	0.968	High
		2.3	6.9	31	37.2	22.6			
17	Service personnel with strong professional skills	2	13	104	88	54	3.69	0.882	High
		0.8	5.0	39.8	33.7	20.7			
18	Easy access to services for the elderly	5	26	96	83	51	3.57	0.977	High
		1.9	10	36.8	31.8	19.5			
19	Empathy Provide family relations coordination and other support services	8	16	98	88	51	3.61	0.969	High
		3.1	6.1	37.5	33.7	19.5			
20	When the elderly encounter difficulties, the staff can take effective measures to solve them and provide timely care.	4	18	99	90	50	3.63	0.922	High
		1.5	6.9	37.9	34.5	19.2			

Table 42 (Cont.)

	Questionnaire	Strongly dis agree	Dis agree	Neutral	agree	totally agree	\bar{X}	SD	Interpretation
21	Empathy	6	24	100	82	49	3.55	0.974	High
	Physical examination at home for the elderly with limited mobility	2.3	9.2	38.3	31.4	18.8			
22	provide medical assistance to the elderly	10	38	84	80	49	3.46	1.072	High
		3.8	14.6	32.2	30.7	18.8			
23	Public service facilities are within a reasonable distance from where you live	11	29	96	73	52	3.48	1.062	High
		4.2	11.1	36.8	28	19.9			
24	Provide personalized services according to the actual needs of the elderly	8	21	100	76	56	3.58	1.011	High
		3.1	8.0	38.3	29.1	21.5			
Total		$\bar{X}=3.66$		SD=0.825		High level			

2. The level of service need in the New Asia Sport Community

This part mainly focuses on the research of issues related to the two dimensions of service need: technical service need and functional service need, and reconstructs the quality model of community home care services in the new Asian Sports City. In this section, the results are categorized into five levels: strongly disagree, disagree, neutral, agree, and strongly agree, with scores of 1, 2, 3, 4, and 5, respectively, and the results are shown in the following table.

1) Technical service need, Tables 43-47 investigates the final service output from the perspective of technical service need.

Table 43 Full range of public service facilities

Degree		Amount	Percentage
1	Strongly Disagree	4	1.5
2	Disagree	18	6.9
3	Neutral	104	39.8
4	Agree	76	29.1
5	Strongly Agree	59	22.6
Total		261	100

As can be seen from table 43, in terms of the complete public service facilities of the New Asia Sport community home care service, 1.5% of the respondents chose to strongly disagree, 6.9% chose to disagree, 39.8% chose to be neutral, 29.1% agreed, and 22.6% chose to strongly agree, indicating that the community home care services in New Asia Sports City still need to be improved in terms of public service facilities.

Table 44 Meeting the daily lives of older persons

Degree		Amount	Percentage
1	Strongly Disagree	2	0.8
2	Disagree	17	6.5
3	Neutral	111	42.5
4	Agree	75	28.7
5	Strongly Agree	56	21.5
Total		261	100

As can be seen from table 44, in terms of the ability of the New Asia Sport community home care service to meet the daily needs of the elderly, 0.8% of the respondents chose to strongly disagree, 6.5% chose to disagree, 42.5% chose to be neutral, and 28.7% chose to agree, only 21.5% chose to strongly agree, indicating that the New Asia Sport community home care service needs to be improved in meeting the daily needs of the elderly.

Table 45 Meeting the health needs of the elderly

Degree		Amount	Percentage
1	Strongly Disagree	2	0.8
2	Disagree	19	7.3
3	Neutral	109	41.8
4	Agree	77	29.5
5	Strongly Agree	54	20.7
Total		261	100

It can be found from table 45, in terms of meeting the health needs of the elderly, 0.8% of the respondents chose strongly disagree, 7.3% chose disagree, 41.8% chose neutral, and 29.5% chose agree, 20.7% chose strongly agree, indicating that the New Asia Sport community home care service needs to be improved in meeting the health needs of the elderly.

Table 46 Highly professional service of staff

Degree		Amount	Percentage
1	Strongly Disagree	2	0.8
2	Disagree	19	7.3
3	Neutral	111	42.5
4	Agree	75	28.7
5	Strongly Agree	54	20.7
Total		261	100

As can be seen from table 46, in terms of the professionalism of service personnel in the New Asia Sport community home care service, 0.8% of the respondents chose strongly disagree, 7.3% chose disagree, 42.5% chose neutral, and 28.7% chose agree. 20.7% chose strongly agree, which shows that the elderly in the community home care service in New Asia Sport community recognize the professionalism of the service personnel.

Table 47 Descriptive statistical analysis of technical service need

NO.	Technical service need	\bar{X}	SD	Interpretation
1	Full range of public service facilities	3.64	0.956	High
2	Meeting the daily lives of older persons	3.64	0.917	High
3	Meeting the health needs of the elderly	3.62	0.919	High
4	Highly professional service of staff	3.61	0.920	High
Total		3.63	0.860	High

As can be seen from table 47, the mean of full range of public service facilities is 3.64, Meeting the daily lives of older persons is 3.64, Meeting the health needs of the elderly is 3.62, Highly professional service of staff is 3.61, that means respondents' perceptions are highly consistent, indicating that the respondents are disagree when receiving the output of New Asia Sport community home care services need to improve the services.

2) Functional service need, Tables 48-52 investigates the perception aspects in the functional quality acceptance service process.

Table 48 Patient and professional help from service staff

Degree		Amount	Percentage
1	Strongly Disagree	4	1.5
2	Disagree	21	8.0
3	Neutral	90	34.5
4	Agree	94	36.0
5	Strongly Agree	52	19.9
Total		261	100

As can be seen from table 48, regarding the patience of service staff in New Asia Sport community home care services, 1.5% of the respondents chose to strongly disagree, 8% chose disagree, 34.5% chose neutral, and 36% chose agree, 19.9% chose strongly agree, which shows that the elderly in the New Asia Sport community home care service recognize the patient and meticulous work of the service staff.

Table 49 The timeliness of problem resolution

Degree		Amount	Percentage
1	Strongly Disagree	4	1.5
2	Disagree	13	5.0
3	Neutral	98	37.5
4	Agree	87	33.4
5	Strongly Agree	59	22.6
Total		261	100

As can be seen from table 49, in terms of the timeliness of problem solving in New Asia Sport community home care services, 1.5% of the respondents chose strongly disagree, 5% chose disagree, 37.5% chose neutral, and 33.4% chose agree, 22.6% chose strongly agree, indicating that the New Asia Sport community home care service has been recognized by the elderly in solving problems in a timely manner.

Table 50 Convenience of service

Degree		Amount	Percentage
1	Strongly Disagree	4	1.5
2	Disagree	19	7.3
3	Neutral	102	39.1
4	Agree	81	31
5	Strongly Agree	55	21.1
Total		261	100

As can be seen from table 50, in terms of the convenience of service provision in the New Asia Sport community home care service, 1.5% of the respondents chose strongly disagree, 7.3% chose disagree, 39.1% chose neutral, and 31% chose agree, 21.1% chose strongly agree, indicating that the New Asia Sport

community home care service has been recognized by the elderly in terms of convenience in accessing services.

Table 51 Personalized needs are met

Degree		Amount	Percentage
1	Strongly Disagree	6	2.3
2	Disagree	22	8.4
3	Neutral	109	41.8
4	Agree	69	26.4
5	Strongly Agree	55	21.1
Total		261	100

As can be seen from table 51, among the New Asia Sport community home care services that meet the needs of personalized services for the elderly, 2.3% of the respondents chose strongly disagreed, 8.4% chose disagreed, 41.8% chose neutral, and 26.4% chose Agree, 21.1% chose strongly agree, indicating that the New Asia Sport community home care service needs to be improved in providing personalized services.

Table 52 Descriptive statistical analysis of functional quality

NO.	Functional quality	\bar{X}	SD	Interpretation
1	Patient and professional help from service staff	3.65	0.940	High
2	The timeliness of problem resolution	3.70	0.925	High
3	Convenience of service	3.63	0.947	High
4	Personalized needs are met	3.56	0.989	High
Total		3.63	0.89	High

As can be seen from table 52, the mean of functional quality Patient and professional help from service staff is 3.65, The timeliness of problem resolution is 3.70, Convenience of service is 3.63, Personalized needs are met is 3.46. The data shows strongly consistency, indicating that in the New Asia Sport community home care service, the respondents generally respond well to the perception of the service process, but only provide personalized services needs improvement, which is highly consistent with aspect 6 of empath.



Table 53 Service need

	Questionnaire	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	\bar{X}	SD	Interpretation
1	Technical service need	4	18	104	76	59	3.64	0.956	High
2	Meeting the daily lives of older persons	2	17	111	75	56	3.64	0.917	High
3	Meeting the health needs of the elderly	0.8	6.5	42.5	28.7	21.5			
		2	19	109	77	54	3.62	0.919	High
4	Highly professional service of staff	0.8	7.3	41.8	29.5	20.7			
		2	19	111	75	54	3.61	0.920	High
		0.8	7.3	42.5	28.7	20.7			
5	Functional service need	4	21	90	94	52	3.65	0.940	High
		1.5	8.0	34.5	36	19.9			
6	The timeliness of problem resolution	4	13	98	87	59	3.70	0.925	High
		1.5	5.0	37.5	33.3	22.6			
7	Convenience of service	4	19	102	81	55	3.63	0.947	High
		1.5	7.3	39.1	31	21.1			
8	Personalized needs are met	6	22	109	69	55	3.56	0.989	High
		2.3	8.4	41.8	26.4	21.1			
		$\bar{X}=3.63$		SD=0.854		High level			

Overall, incorporate the open-ended question on number 41, a total of 77 effective suggestions were collected, which are described as follows from the two levels of service quality:

Technical service need: From the perspective of final service output, strengthening the construction of caring canteens for the elderly is the most mentioned. It is hoped to add canteens for the elderly so that the elderly have more "eating" choices;

Secondly, it is hoped to increase Activity places for the elderly, such as opening elderly activity centers and universities for the elderly, should increase the number of places where the elderly can rest, especially tables and chairs under the shade of trees.

Finally, in terms of mutual medical assistance, we hope to provide more help from family doctors. Able to establish good cooperation with community hospitals and improve the health records of the elderly;

Functional service need: From the perspective of the perception of the service process, what the elderly value is that more people and organizations can join the community home care service and be able to provide more care and help to the elderly and satisfy them. Individual needs of the elderly.

**The Factors Affecting the Elderly Home Care Support Services Quality
of the New Asia Sport Community**

Table 54 Factors Affecting the elderly home care support services quality

Factors	B	Beta	t	Sig
Constant	.962		5.317	.000
Gender	.036	.022	.531	.608
Education	.037	.022	.474	.636
Marital status	-.112	-.062	-1.443	.150
Income	-.079	-.048	-1.104	.256
Live w child	.054	.071	1.492	.137
Tech service need	.320	.340	3.586	.000*
Func service need	.406	.448	4.718	.000*

F=50.699 df=7 R=.777a R2=.604 P<.001*

With the improvement of people's living standards, more and more factors affect the quality of community home care services. In order to analyze the factors affecting the quality of community home care services in New Asia Sport Community, the researcher used the regression method to conduct multiple regression analysis to determine the variables. as follows: Gender, Education, Marital status, source, Residence, Servqual, Based on the multiple regression analysis model:

$$Y = a + b_1X_1 + b_2X_2 + \dots + b_kX_k + e$$

The variables in the model were:

SERVQUAL Model=

constant+b1Gender+b2Education+b3Maritalstatus+b4Source+

b5live with child+b6Technical service need+b7Functional service

need+e=constant+.036Gender+.037Education+-.112Maritalstatus+-

.079income+.054live with child+.320Tech service need +.406Functional service

need+e

The result of the F-test showed that a multiple linear regression model test was significant ($p < .001$) meaning that F-statistic was higher than the Fcritical value. It is considered that the model is acceptable when predict the Y value.

The result of R^2 ($R^2 = .604$) indicated that these independent variables collectively explained the service quality at 60.4%. The result also showed that the service need variable ($B_{\text{tech}} = .320$, $p < .001$, $B_{\text{func}} = .406$, $p < .001$) had a significant effect on SERVQUAL model.

The results of interview

This interview was based on McKinsey's 7S theory. A total of 10 people were interviewed, namely Wu Fuchun (the Secretary of New Asia Sport Community), Zhao Zhuoli (the Director of New Asia Sport Community), Lei Nina (Community Director) and Dai Liping (community staff) Shang Yushan (property manager) and the elderly (Hu Xingqiang, Wang Yanfen, Pu Li, Na Lisa, Gong Shuyun) The interview results are as follows:

Strategy

Wu Fuchun: The organization has a strategic plan suitable for its goals and mission, and the organization has formulated organizational strategies and operational strategies.

Zhao Zhuoli: The organization sets systematic goals and the organization evaluates its environment.

Lei nina: The organization sets specific goals and the organization evaluates and controls the work plan so that it is consistent with the environment inside and outside the organization

Dai Liping and Shang Yushan gave the same answer.

The five elderly respondents have always believed that the community have suitable development objectives and have formulated strategies in the New Asia Sport community home care service.

Structure

Wu Fuchun: The organization has a clear chain of command structure, but it does not have dedicated jobs and departments.

Zhao Zhuoli: The size or organizational form of the organization has undergone appropriate changes, and the functional positioning and departments of the organization match the overall organization.

Lei Nina and Dai Liping have the same views as Zhao Zhuoli.

Shang Yushan: In order to effectively communicate, the company has various system designs and sets up job positions and departments according to the overall organization.

Among the elderly people interviewed, there was a consensus that the service organization's institutions were not sound enough when implementing services, resulting in insufficient service responsiveness.

System:

Wu Fuchun: The company's organizational structure makes it obviously cohesive; the organization's working methods are consistent with the working methods within the organization.

Zhao Zhuoli has the same view with Wu Fuchun.

Lei Nina, Dai Liping, and Shang Yushan all believe that organizations conduct systematic analysis of input factors, processes, and results, and companies constantly adjust strategies to adapt to changes. Shang Yushan also believes that enterprises pursue excellence and achieve sustainable development and competitive potential.

Among the elderly people interviewed, they all agreed that community home care services should pursue excellence and achieve sustainable development and competitive potential.

Style:

Among the 10 people interviewed, they all agreed that the organization regularly reviews all aspects of operations and results, and that managers have strong leadership and decision-making skills. And they all serve as role models.

Staff:

Wu Fuchun: Managers encourage employees to participate in the organization's activities and conduct comprehensive internal communication.

Zhao Zhuoli and Lei Nina have the same views as Wu Fuchun.

Dai Liping believes that comprehensive communication can be carried out within the company.

Shang Yushan believes that the company promotes personnel development subjectively and has clear responsibilities.

Among the elderly people interviewed, they all agreed that personnel in service organizations have strong communication skills and can provide timely responses to proposed services. However, the work creativity of employees needs to be improved, and the salary of staff should be increased.

Skill:

Wu Fuchun: Residents' satisfaction with services continues to improve, and employees are also capable of motivating customers.

Zhao Zhuoli: The community has a strong will to provide convenience to residents and has been continuously improving.

Lei nina: Continuously organize employee training to improve employee effectiveness.

Dai Liping's views are consistent with Lei nina.

Shang Yushan: This organization has the potential to compete well with other organizations in business

Among the elderly people interviewed, they all agreed that in terms of service skills, the New Asia Sports City community home care service is competitive to a certain extent, and residents' satisfaction is also increasing year by year. However, for personalized satisfaction, the service skills of employees need to be improved. .

Shared values:

Wu Fuchun: Leaders can lead by example and convey all the company's values to their employees.

Zhao Zhuoli: There are clear corporate values and behavioral norms for employees.

Lei Nina and Dai Liping have the same views as Zhao Zhuoli.

Shang Yushan: Corporate managers encourage employees to participate in the formulation of corporate values.

Among the elderly people interviewed, Hu Xingqiang and Gong Shuyun did not know the community's corporate values, while Wang Yanfen, Pu Li, and Na Lisa had a certain understanding of the organization's values. Through interviews, we also found that many elderly people are unclear about the content of home-based elderly care services in the community, indicating that the promotion of home-based elderly care in the community should be strengthened.

Through this interview, the first research objective of this article can be addressed: To study the elderly home care support services management pattern of the New Asia Sport Community in Guandu District, Kunming City, Yunnan Province China.

The New Asia Sport community home care management pattern can be unanimously recognized in terms of strategy, structure, system, and style, but it needs to be improved in terms of staff, skill, and shared values.

This solve the research question 1.

Conclusions

The management pattern of the community home care service of the New Asia Sport Community as follows: it has a relatively clear strategy, structure, system and style, but there are few staff. In order to meet the individual needs of the elderly, it is necessary to improve the skills of the personnel. Shared values need to be strengthened. Also, the New Asia Sport City community home care service should mainly improve the quality of community home care service from the aspects of tangibility and empathy. Finally, staff should mainly focus on the tangibility and empathy to improve the quality of home care support services in the New Asia Sport community.



CHAPTER 5

CONCLUSIONS, DISCUSSIONS, RECOMMENDATIONS

This study selected the New Asia Sport community as the research location, because this community covers an area of 2.6 square kilometers, with 8 residential areas, 11,930 households, and a resident population of 47,720, including 679 elderly people who over 60 years old. It is a typical large community with a certain degree of representativeness, and the researcher resides in here. Therefore, this study starts from the elderly over 60 years old in the community and analyzes the elderly care management model that the elderly prefer and the relationship between this model and service quality. This requires the joint efforts of government departments and various organizations.

Conclusions

1. A total of 261 elderly people were respond this time. Through survey data analysis, it was found that only 5.4% of the respondents live in nursing homes, and 94.5% of the elderly prefer to live in their familiar environment, which shows that the New Asia Sports Community The management model preferred by the elderly is mainly to live alone in a familiar environment as much as possible. The management pattern of the community home care service of the New Asia Sport Community as follows: it has a relatively clear strategy, structure, system and style, but there are few staff. In order to meet the individual needs of the elderly, it is necessary to improve the skills of the personnel. Shared values need to be strengthened.

2. Based on the SERVQUAL model, the New Asia Sport community home care services have high satisfaction with reliability, responsiveness and safety. In this part, through data analysis, it is found that the five dimensions in the SERVQUAL model have a certain impact on the quality of home care services in New Asia Sport Community. As follows:

1) The percentage of those who chose agree and totally agree for each of the three dimensions of reliability, responsiveness, and safety was higher than 54%, and the median was 4 for all of them, indicating that the New Asia Sports City community satisfies seniors on these services;

2) Four of the six dimensions of the tangibility dimension were agree and totally agree, with a proportion of more than 54%, while only 47.4% of the two dimensions were agree and totally agree, which leads to the conclusion that the elderly in the New Asia Sports City community are the least agree with the medical services and the fulfillment of their daily lives;

3) The satisfaction level of the six aspects of the empathy dimension is generally low, with the percentage of those who chose agree and totally agree both below 50%. This can be seen that the community home care service in New Asia Sports City is poor in the empathy dimension.

To summarize, the quality of community-based home care services in the New Asia Sport Community should be improved mainly in terms of tangibility and empathy. The result of R^2 ($R^2 = .604$) indicated that these independent variables collectively explained the service quality at 60.4%. The result also showed that the service need variable ($B_{\text{tech}} = .320, p < .001, B_{\text{func}} = .406, p < .001$) had a significant effect on SERVQUAL model .

Discussions

In order to deal with a series of problems caused by the deepening of aging, it is the only way to improve the basic elderly care service system, develop inclusive and mutual-help elderly care services, and build a elderly care service system that coordinates home and community institutions and combines medical and nursing care. The SERVQUAL model helps researchers analyze the expected value and perceived value of service quality from five dimensions, while the two levels of service quality answer the question of the quality of New Asia Sports City community

home care services from the perception of the final service output and the service receiving process. Thus, this research can be successfully completed.

Sun et al. (2021: 114-123) suggested in his study that as offspring become busier and busier with their work, the elderly will help their offspring to take care of their grandchildren, but the higher the intensity of caregiving, the greater the negative impact on the elderly's life in their later years. Community-based home care can effectively weaken the negative impact of care intensity on the lives of the elderly, especially the disabled elderly.

In this study, the results also show that the proportion of elderly people living with their children and living alone is the highest, indicating that the most suitable elderly care mode is community home support in the New Asia Sport Community.

The researcher agrees with this view. Allowing older people to remain in their familiar neighborhoods for an enjoyable old age is the best outcome.

Fields et al. (2022: e1212-e1219) proposed out considerations for involving care partners when initiating, delivering and following the program were generated; namely, providing older adults' choices while screening for the program, defining roles and sharing information in a collaborative manner and reinforcing knowledge and skills training. This was verified in this study, and the researcher also concluded that the smoothness of communication in community-based home care services is an important means of ensuring the quality of services.

Yao (2018: 9-10) found in his study: although institutions can give professional care to the elderly, the cost of institutional care may be unbearable to the elderly.

Through this research, the percentage of elderly people with an income of more than 1,000 yuan reaches 83.2%, and the government of Yunnan Province issued a minimum living standard of 738 yuan per person per month in 2023, which shows that elderly people are able to pay for this expense,

The researcher disagrees with such a viewpoint, because older people can afford to live in a nursing home, but they prefer to live in familiar surroundings.

Cleland et al. (2021: 555-565) identified important factors for older people receiving community-based aged care services to experience a good quality of life

including independence, social connectedness, emotional well-being, mobility and activity. But these dimensions are predicated on humanistic life support and personalized services.

Although in this study, the proportion of elderly people who are agree and totally agree with the professionalism of service professionals reached 55.1%, this is only reflected in terms of simple medical assistance, meal assistance, service staff communication, and clothing, to provide more and better-personalized services, it is still necessary to improve the professional skills and professional knowledge of service staff.

The researcher partially agree with this view. In this case, with the continuous improvement of people's living standards, the elderly are no longer agree with simple meal assistance, medical assistance, et al. They hope to receive more and better-personalized services in their familiar environment, such as family doctors, home health care, et al. items should be mentioned. Also, personalized service is inseparable from the professionalism of service personnel.

Liu et al. (2018: 118-120) used the SERQUAL model to evaluate the quality of community home care services in Yiwu City. The results showed that the overall customer satisfaction of the service was high, but there was some room for improvement in reliability, responsiveness and assurance.

In this research, the result is exactly the opposite of Liu Chao. The demensions of reliability, responsiveness, and safety in the New Asian sport community home care in the choice of the most agree and totally agree, which can be seen in different communities in the provision of services in different practices.

In the researcher's view, although the SERVQUAL model is very mature, it is still very different when faced with specific situations, and there are areas that need improvement and improvement.

Qi et al. (2023: 1-13) got a conclusion, in order to provide Internet-Based Home Care Services better, it is necessary to improve the institutional environment and market environment, strengthen publicity and communication, target customer needs, and adjust the working conditions of front-line workers.

Through this study, the researcher found that there is indeed a lack of publicity in the provision of community home care services, resulting in many older people being unaware of the availability of this service, therefore, the publicity of community home care services should be strengthened, targeting the needs of clients and providing more personalized services.

The author agrees with the view that publicity and communication should be strengthened when providing services, and attention should be paid to customer needs.

Nina M. Silverstein (cite in Grönroos, 2020) reviews models of aging in place in the United States, including community support services, home care, and technical support, and proposes several different models of aging in place. It defines the basic elements of customer perceived service quality, namely technical service need and functional service need.

Through multiple regression analysis, technical service need and functional service need do have a greater impact on service quality.

The author agree with the view that technical need and functional need have the impact on the service quality, And more attention should be paid to functional need.

Recommendations

1. Recommendation for Government

As mentioned by the researcher in Chapter 1, community home care is a form of elderly care in which elderly institutions or related organizations in the community go to places familiar or preferred by the elderly to provide services. Community-based home care services are of a certain welfare nature, and the government needs to give certain assistance to such organizations to enable them to develop in the long run.

1. Carry out tax reduction and exemption;
2. Provide free technical training for services for the elderly to reduce the cost of community organizations;
3. Reasonably allocate investment funds according to the actual situation of each region, improve the financial budget system for community elderly care services, and prepare a good financial budget for elderly care services.

2. Recommendation for Community

1. In medical services: establish a good relationship with nearby hospitals and recreation centers, so that elderly people in need of help can get paid services promptly, which to a certain extent can both reduce the government's investment and subsidize the expenditure of the community's home care;

2. In the area of personalized services: increasing publicity for community-based home care, introducing social forces, increasing the number of students and community volunteers, and creating a "30-minute" service circle that meets the needs of the elderly within 30 minutes and provides multilevel services for the elderly.

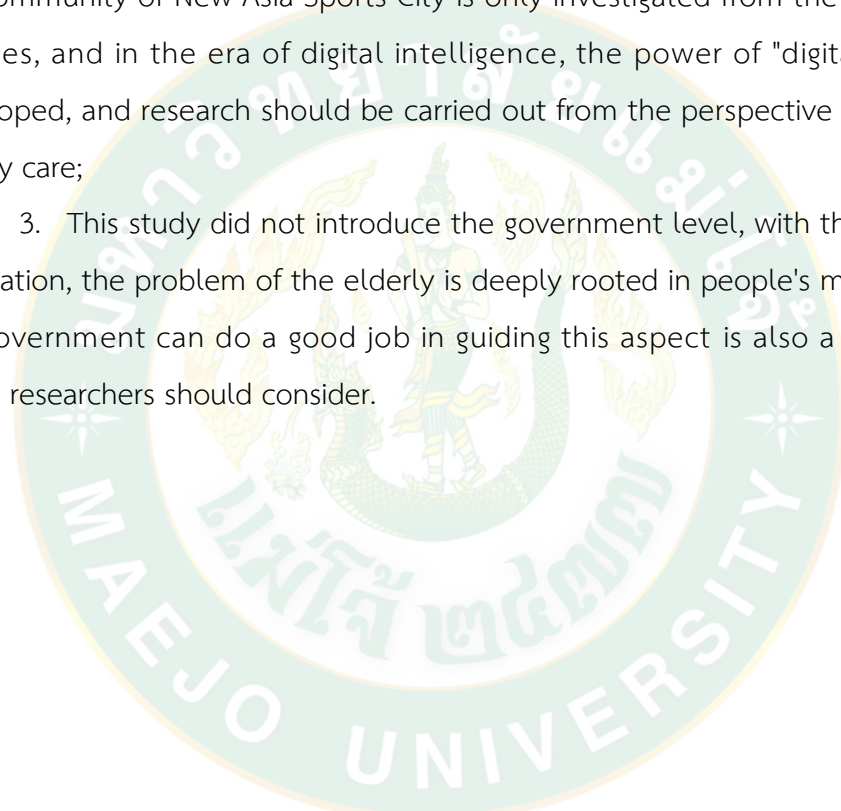
3. In addition to paying attention to the professionalism of service personnel, attention should also be paid to the treatment of staff and the working environment. The treatment of staff should be improved, and social recognition of the profession should be raised through publicity to enhance the staff's enthusiasm for work.

Recommendation for Further Study

1. This study is only from the new Asian sports city community home care in Guandu District, Kunming, although a certain degree of representativeness, not enough to illustrate the situation in Kunming City or even Yunnan Province, if there is an opportunity for in-depth research, the sample size should be expanded;

2. The results of this study show that the quality of home care services in the community of New Asia Sports City is only investigated from the stage of basic services, and in the era of digital intelligence, the power of "digital" should be developed, and research should be carried out from the perspective of "intelligent" elderly care;

3. This study did not introduce the government level, with the aging of the population, the problem of the elderly is deeply rooted in people's minds, and how the government can do a good job in guiding this aspect is also a problem that future researchers should consider.



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APPENDIXS



Appendix A

Questionnaire (in English and Chinese)

Questionnaire

This survey is a questionnaire survey on the community home support quality of elderly care service. The purpose is to understand the quality of home care service for the elderly in the New Asia Sports community. Through this survey, we hope to provide the better community care services for the elderly. The results of this questionnaire are only used for academic research, and your relevant information must be kept strictly confidential.

This questionnaire consists of three parts. The first part is Statistical information. The second part the current service quality of community home care from the five evaluation dimensions of the SERVQUAL model. The third part is the current quality of community home care services in New Asia Sports City from two aspects of service quality. Your answer can provide a scientific basis for this research, thank you very much!

Part 1 Demographic and other variables please tick (v) to the corresponding brackets (There are 8 questions in this section)

1. What is your gender ?

Male Female N/A

2. How old are you?

60-65 66-70 71-75 above 76

3. What is your highest education level ?

Below Junior school High school

College Master and above

4. What kind of work did you do before you retired?

Civil Servant Freelance Corporate Employee N/A

5. How much is your current monthly income?

Below 1000yuan 1000yuan-3000yuan

3000yuan-5000yuan Above 5000yuan

6. What is your source of income?

Social assistance from children's retirement pay N/A

7. What is your marital status?

Married with surviving spouse Divorced

Unmarried Widowed N/A

8. What is your current living situation?

Living with your children but have own house

Living by yourself Nursing home N/A

Part 2 current situation

In this part, it is mainly about the research on the current situation of aging in the community, which is divided into 5 grades, totally agree, agree, neutral, disagree, and totally disagree, with scores of 5, 4, 3, 2 and 1 . please tick(✓) of your answer below the box. (There are 23 questions in this section).

Number	Dimension	Interpretation of dimension	5	4	3	2	1
1	Tangibility	The basic public service facilities in the community are fully equipped and can be repaired in time					
2		The community environment is beautiful, tidy and hygienic					
3		The community provides basic medical care					
4		The community can meet the daily living support of the elderly					
5		Communication between the community and the elderly is smooth					
6		The Community staff dress appropriately, behave elegantly and civilized					
7	Reliability	The community collects information on the elderly in a timely manner					
8		The community can complete the required services within the promised time					
9		The Community advocacy of relevant laws or valuable information.					
10		The Community staff handle complaints and dissatisfaction reasonably					

Number	Dimension	Interpretation of dimension	5	4	3	2	1
11	Responsiveness	Timely delivery of community-related information					
12		Active service, timely feedback					
13		communicate patiently					
14	Security	safe and secure					
15		Community public safety is publicized					
16		The election process is fair and reasonable, and the results are fair					
17		Service personnel with strongly professional skills					
18		Easy access to services for the elderly					
19	Empathy	Provide family relations coordination and other support services					
20		When the elderly encounter difficulties, the staff can take effective measures to solve them and provide timely care.					
21	Empathy	Physical examination at home for the elderly with limited mobility					
22		provide medical assistance to the elderly					
23		Public service facilities are within a reasonable distance from where you live					
24		Provide personalized services according to the actual needs of the elderly					

Part 3 To reconstruct the SERVQUAL Model

In this section, please truthfully fill in your mind about What are your opinions of the service that you need from the new Asia sport community? There are 5 levels, strongly Agree, Agree, neutral, Disagree and strongly Disagree, with scores of 5, 4, 3, 2 and 1 respectively, please tick (✓) of your answer below the box. (There are 8 questions in this section).

Number	Quality service	definition	degree				
			5	4	3	2	1
1	Technical service need	Full range of public service facilities					
2		Meeting the daily lives of older persons					
3		Meeting the health needs of the elderly					
4		Highly professional service of staff					
5	Functional service need	Patient and professional help from service staff					
6		The timeliness of problem resolution					
7		Convenience of service					
8		Personalized needs are met					

Any opinion to help The New Asia Sport community elderly home support?

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QUESTIONNAIRE (Chinese)

关于新亚洲体育城社区居家养老服务质量的问卷调查
本次调查是一项关于社区居家养老质量的问卷调查，目的在于了解新亚洲体育城社区居家养老质量情况，通过本次调研，希望给到社区更好的关于老年人的社区居家养老服务。本问卷调查结果只是用于学术研究，一定严格保密你的相关信息。

本问卷一共有三部分构成，第一部分是人口统计和其他变量，第二部分是对于目前社区居家养老服务的情况及影响目前社区居家养老的影响因素，第三部分是如何塑造社区的居家养老服务。请您如实回答三个部分的内容。您的作答能够为本研究提供科学依据，非常感谢您！

第一部分，基本信息，请您在对应的括号里打√

1.您的性别是

男 女 不便透露

2.您的年龄

60-65 66-70 71-75 76 以上

3.您的最高学历是

初中及以下 高中 大学 研究生以上

4.您退休前从事何种工作

公务员 自由职业 企业员工 其他

5.目前您每月的收入

1000 元以下 1000 元-3000 元

3000 元-5000 元 5000 元以上

6.您的收入来源

子女提供 退休金 社会救助 其他

7.您的的婚姻状况

已婚且配偶健在 离婚 未婚

丧偶 不便透漏

8.您目前的居住状况

与子女同住但是有自己的房子 自住养老机构 其他

第二部分

在这部分中，主要是对于目前社区居家养老服务质量的调研，分为5个等级，完全同意，同意，一般，不同意，非常不同意，分别计分 5, 4, 3, 2, 1 请您在您的答案下面打√

序号	维度	指标解释	5	4	3	2	1
1	有形性	社区基本公共服务设施配备齐全并能及时得到修缮					
2		社区环境优美整洁卫生					
3		社区提供基本医疗护理					
4		社区能够满足老年日常生活支持					
5		社区与老年人的沟通顺畅					
6		社区工作人员着装得体，举止谈吐优雅文明					
7	可靠性	社区及时采集老年人信息					
8		社区能在承诺时间内完成规定的服务					
9		社区宣传相关法律或有价值的信息					
10		社区人员合理处理投诉与不满意					
11	响应性	社区相关信息传达及时					
12		主动服务，建议反馈及时					
13		耐心交流					

序号	维度	指标解释	5	4	3	2	1
14	安全性	安全有保障					
15		社区公共安全有宣传					
16		选举过程公正合理、结果公平					
17		服务人员专业技能强					
18		老年人获取服务方便					
19	移情性	提供家庭关系协调及其他帮扶					
20		老年人遇到困难时能采取有效措施解决并提供适时关怀					
21		能提供老年人的医疗帮扶					
22		对活动不便的老人到家体检					
23		根据老年人实际需要，提供个性化服务					
24		公共服务设施离你居住地的距离适中					

第三部分，你觉得我们社区的居家养老服务质量中在哪些服务是你更需要的？在这部分中，请您如实填写在社区居家养老中服务质量的感知和期望值。分为5个等级，非常同意，同意，一般，不同意，非常不同意，分别计分5, 4, 3, 2, 1 请您在您的答案下面打√。

序号	指标	定义	5	4	3	2	1
1	技术质量	公共服务设施齐全					
2		满足老年人日常生活					
3		满足老年人健康需求					
4		服务人员专业性强					
5	功能质量	服务人员耐心、专业的提供帮助					
6		问题及时得到解决					
7		得到帮助很容易					
8		个性化需求得到满足					

您对帮助新亚洲体育城社区居家养老服务还有什么意见或建议？

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Appendix B

(McKinsey 7S) Interview outline

Demension	Definition	Question
1. Strategy	1. strategic planning	1. The organization has a strategic plan that is appropriate to its goals and mission.
	2. Setting the direction of the organization	2. The organization sets the goals of the system.
	3. Organization and environmental assessment	3. The organization assesses the organization and its environment, e.g., analyzing strengths and weaknesses, etc.
	4. Strategy Determination	4. The organization has developed an organizational strategy, a strategy, and an operational strategy.
	5. Assessment and control	5. The organization evaluates and controls work plans to align them with the internal and external environment of the organization
2. Structure	1. Organizational structure	1. Organization has a clear chain of command structure
	2. Importance of the organization	2. Appropriate changes in the size or organizational form of the organization
	3. System design differences	3. For effective communication companies have various systems designed
	4. Company work organization and consistency in work	4. The organization has created jobs and departments based on the organization as a whole.
	5. Organizational base design	5. Functional positioning of the organizational structure and alignment of departments with the organization as a whole

Demension	Definition	Question
3. System	1. Clearly structured and connected	1. The company's organizational structure makes it distinctly cohesive
	2. Linkages between modus operandi and practical work	2. Work in a manner consistent with the way work is done within the organization
	3. Analyzing the impact of bootstrapping factors and outcomes	3. Organize a systematic analysis of input factors, processes, and results
	4. Tactical adjustments	4. Businesses are constantly adapting their strategies to changes
	5. Developmental excellence in organizations	5. Corporate excellence for sustainable development and competitive potential
4. Style	1. Decentralization, public services	1. Your organization has a clear distribution of power and administrative hierarchy
	2. Review of implementation and results	2. Company management regularly reviews all aspects of operations and results
	3. Organizational Strategy Adaptation Model	3. The company's management has adapted the company to current changes
	4. Trait Changes for Service Leaders	4. Business managers have strong leadership and decision-making skills
	5. Behavioral norms, leadership, organization	5. Corporate management as a role model
5. Staff	1. Creating motivation to work	1. The management of the company has strengthened the work incentives for its employees, such as an annual increase in work bonuses
	2. Participation of personnel	2. Business managers encourage employees to participate in the organization's activities
	3. Creating an atmosphere of cooperation	3. Company management encourages an atmosphere conducive to cooperation
	4. Comprehensive communication and understanding	4. Comprehensive communication within the company
	5. Staff development	5. The company subjectively promotes the development of personnel with clear responsibilities

Demension	Definition	Question
6. Skill	1. Enterprise potential	1. The organization has the potential to compete well commercially with other organizations
	2. Corporate Performance	2. Customer/consumer/service provider satisfaction with the purchase of products/use of corporate services continues to rise
	3. Corporate core competencies	3. Businesses can take the lead on major tasks
	4. Personnel skill	4. Improving employee self-efficacy
	5. Ability to motivate clients/users	5. Employees have the ability to motivate customers
7. Shared values	1. Promoting participation	1. Business managers encourage their employees to participate in the development of corporate values.
	2. Promoting shared values	2. Corporate executives clearly define shared values
	3. Communicating values to employees	3. Company executives communicate all of the company's values to their employees
	4. Behavioral norms of values	4. Regulate employee behavior based on corporate values
	5. Values-based rewards	5. Company executives reward employees who act in accordance with the organization's values to boost morale



Appendix C

Codebook

NO.	Variable Name	Variable Label	Value	Value Label
1	Q1	Gender	1	Male
			2	Female
			3	undisclosed
2	Q2	Age	1	60-65
			2	66-70
			3	71-75
			4	Above 76
3	Q3	Education Level	1	Below Junior school
			2	High school
			3	College
			4	Master and above
4	Q4	Work before retired	1	Civil Servant
			2	Freelance Corporate
			3	Employee
			4	Others
5	Q5	Income	1	Below 1000yuan
			2	1000yuan-3000yuan
			3	3000yuan-5000yuan
			4	Above 5000yuan
6	Q6	Source of income	1	from children's
			2	retirement pay
			3	Social assistance
			4	Undisclosed
7	Q7	Marital status	1	Married with surviving spouse
			2	Divorced
			3	Unmarried
			4	Widowed
			5	Undisclosed
8	Q8	Living situation	1	Living with children, but have own house
			2	Living yourself
			3	Nursing home
			4	Undisclosed

NO.	Variable Name	Variable Label	Value	Value Label
9	Q9	Basic public service	5	totally agree
			4	agree
			3	neutral
			2	dis agree
			1	strongly dis agree
10	Q10	community environment	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	Totally disagree
11	Q11	Basic medical care	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	Totally disagree
12	Q12	Daily living support	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	Totally disagree
13	Q13	Communication	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	Totally disagree
14	Q14	Community staff dress	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	Totally disagree

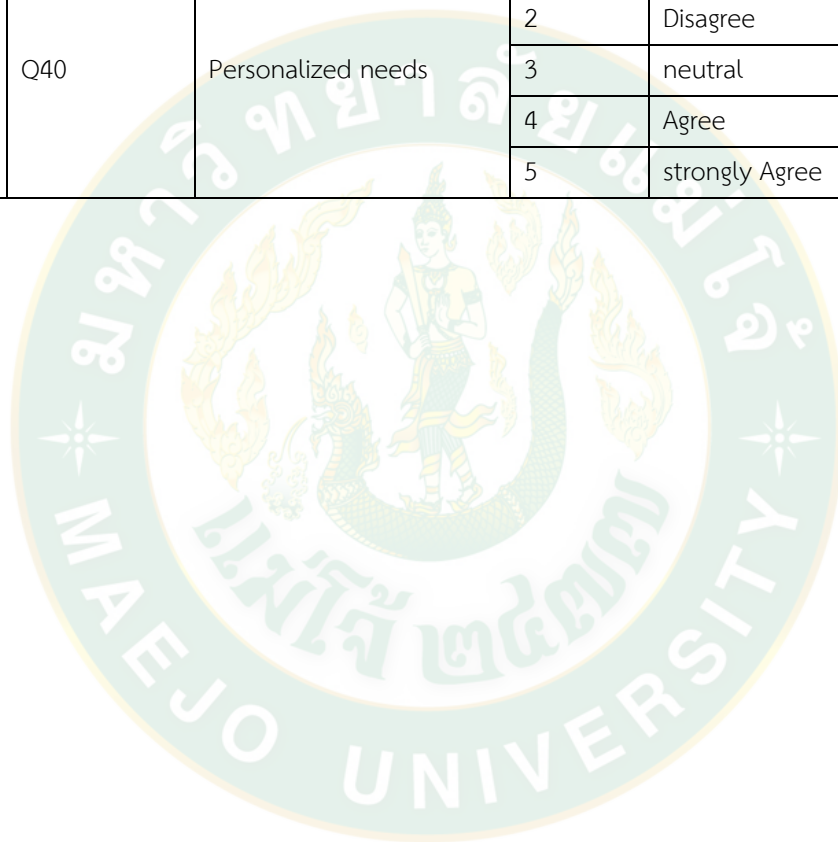
NO.	Variable Name	Variable Label	Value	Value Label
15	Q15	Collects information	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	Totally disagree
16	Q16	Complete the required services	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	Totally disagree
17	Q17	Community advocacy of relevant	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	Totally disagree
18	Q18	Community staff handle complaints and dissatisfaction	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	Totally disagree
19	Q19	Timely delivery of community-related information	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	Totally disagree
20	Q20	Active service, timely feedback	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	Totally disagree

NO.	Variable Name	Variable Label	Value	Value Label
21	Q21	Communicate patiently	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	Totally disagree
22	Q22	Safe and secure	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	Totally disagree
23	Q23	Community public safety	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	Totally disagree
24	Q24	The election process	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	Totally disagree
25	Q25	Service personnel	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	strongly disagree
26	Q26	Easy access	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	totally disagree

NO.	Variable Name	Variable Label	Value	Value Label
27	Q27	Provide family relations coordination	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	totally disagree
28	Q28	Take effective measures	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	totally disagree
29	Q29	Physical examination	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	totally disagree
30	Q30	Provide medical assistance	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	totally disagree
31	Q31	Public service facilities	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	totally disagree
32	Q32	Provide personalized services	5	totally agree
			4	agree
			3	neutral
			2	disagree
			1	totally disagree

NO.	Variable Name	Variable Label	Value	Value Label
33	Q33	Full range of public service facilities	1	strongly Disagree
			2	Disagree
			3	neutral
			4	Agree
			5	strongly Agree
34	Q34	Meeting the daily lives of older persons	1	strongly Disagree
			2	Disagree
			3	neutral
			4	Agree
			5	strongly Agree
35	Q35	Meeting the health needs of the elderly	1	strongly Disagree
			2	Disagree
			3	neutral
			4	Agree
			5	strongly Agree
36	Q36	Highly professional service of staff	1	strongly Disagree
			2	Disagree
			3	neutral
			4	Agree
			5	strongly Agree
37	Q37	Patient and professional help from service staff	1	strongly Disagree
			2	Disagree
			3	neutral
			4	Agree
			5	strongly Agree
38	Q38	The timeliness of problem resolution	1	strongly Disagree
			2	Disagree
			3	neutral
			4	Agree
			5	strongly Agree

NO.	Variable Name	Variable Label	Value	Value Label
39	Q39	Convenience of service	1	strongly Disagree
			2	Disagree
			3	neutral
			4	Agree
			5	strongly Agree
40	Q40	Personalized needs	1	strongly Disagree
			2	Disagree
			3	neutral
			4	Agree
			5	strongly Agree



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