An Analysis of Factors Influencing Audience Satisfaction in Vocal Music Performances: A Case Study of Chengdu City Concert Hall

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Abstract

Purpose: This study aims to explore the key factors affecting the audience satisfaction of the Chengdu City Music Hall. The conceptual framework proposes that perceived benefits, sense of goal achievement, entrepreneurial alertness, artistic creativity, customer perceived value, experience quality, personalization, and reward as independent variables may affect audience satisfaction. **Research design, data, and methodology:** The project-objective agreement index (IOC) was used to measure validity, and Cronbach's Alpha was used to measure reliability in a pilot test (n=30). A quantitative technique (n=110) was used to investigate the audience from the Chengdu City Concert Hall. Multiple linear regression analysis retrieved 110 valid questionnaires to verify the significant relationship between the variables. Following this, 30 viewers underwent a 16-week Intervention Design Implementation (IDI). Then, the quantitative results after and before IDI were compared by paired sample T-test. **Results:** Multiple linear regression analysis found that perceived benefit, sense of goal achievement, customer perceived value, and experience quality significantly affected audience satisfaction, while entrepreneurial alertness, artistic creativity, personalization, and reward had no significant effects on audience satisfaction. Finally, the comparison results of the paired sample T-test show significant differences between the post-IDI and pre-IDI stages. **Conclusions:** The findings are to promoting the popularization and development of music culture and enhancing citizens' cultural confidence and artistic enjoyment.

Keywords: Perceived Benefit, Goal Achievement, Customer Perceived Value, Experience Quality, Satisfaction

JEL Classification Code: I23, J28, L2

1. Introduction

In today's society, with the significant improvement in material conditions, people's spiritual needs are increasingly prominent, and the yearning for a better life is not only limited to the material level but also extends to the deep pursuit of spiritual culture. City Concert Hall, as an important landmark of Chengdu city culture, aims to spread elegant art, improve public aesthetics, and enrich spiritual life. With its unique artistic atmosphere, high-quality performance content, diversified program arrangement, and thoughtful service, they have become the first choice for many people to pursue spiritual enjoyment.

This study focuses on Chengdu City Concert Hall, aiming to deeply analyze the key factors affecting the audience satisfaction of the city concert hall. Chengdu, an important city in southwest China, has a profound cultural heritage, and the citizens' demand for spiritual culture is growing daily. As a local cultural name card, Chengdu City Concert Hall's audience satisfaction level is not only related to the sustainable development of the concert hall itself but also an important indicator to measure the soft power of urban culture.

This study will conduct an in-depth analysis of relevant literature, explore the specific influence mechanism of each factor on audience satisfaction, and put forward corresponding improvement suggestions. The potential impact of these research results is significant. It is expected to provide valuable reference for the managers and decision makers of Chengdu City Concert Hall, helping them to better meet the needs of the audience, enhance the attraction and competitiveness of the concert hall, and create more high-quality and richer spiritual and cultural life experience for the citizens.

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2. Literature Review

2.1 Satisfaction

In the research on the impact of marketing strategies on consumer relations in the performing arts, satisfaction as a core evaluation index is widely used to evaluate the effectiveness of marketing strategies and the quality of consumer experience. Hegner et al. (2016) especially focused on "The impact of four marketing strategies in the performing arts on consumer relations." It provides a valuable perspective for understanding customer satisfaction and its influencing factors.

Satisfaction is an emotional reaction consumers form based on their consumption experience of products or services. It is their overall evaluation of the degree to which products or services meet their needs and expectations during the consumption process. In the field of performing arts, satisfaction is not only related to the quality of the artwork itself but also involves the performance environment, service experience, the convenience of buying tickets, and other aspects.

Satisfaction is important in researching marketing strategy and consumer relationships in performing arts. The study revealed the mechanism of different marketing strategies influencing satisfaction. It emphasized improving satisfaction in establishing and maintaining good consumer relations. This definition of satisfaction is adopted in the context of this study Judge et al. (2005).

2.2 Perceived Benefits

Perceived benefit, a core concept in the field of marketing and consumer behavior, is directly linked to consumers' purchase decision process and satisfaction after using goods/services. As Gutman (1982) cited in Hsiao et al. (2012), perceived benefits are the functional and psychosocial outcomes that consumers experience when they purchase or use goods/services. This definition underscores the multi-dimensional nature of perceived benefit, which encompasses not only the practical function of the product/service, but also the psychological and social levels of satisfaction, thereby revealing the complexity and depth of the concept.

The formation of perceived benefits is influenced by many factors, including product characteristics, brand image, personal factors of consumers (such as needs, values, attitudes, etc.), and external environmental factors (such as cultural background, social trends, etc.). These factors interact and affect consumers' overall evaluation of goods/services. Therefore, the following hypothesis is proposed in this paper:

H1: Perceived benefit has a significant impact on satisfaction.

2.3 Sense of Goal Achievement

Goal achievement is an important concept in psychology, which relates to the inner satisfaction and pride an individual experiences while pursuing and achieving a goal. According to Pervin's (2015) definition, goal accomplishment is a mental representation of the endpoint of an individual's possible action, revealing the close connection between goal accomplishment and individual motivation, behavior, and mental state.

When individuals achieve the goals they set out to achieve, they experience a sense of empowerment. This empowerment reflects their abilities and worth, boosting their self-confidence and self-esteem. This increase in self-efficacy will further enhance personal satisfaction and happiness. Therefore, this paper proposes the following hypothesis:

H2: Sense of goal achievement has a significant impact on satisfaction.

2.4 Entrepreneurial Alertness

Entrepreneurial alertness, a core concept in entrepreneurial research and practice, has received extensive attention and in-depth research since Kirzner (2009) first proposed it. Kirzner defines entrepreneurial alertness as "an open attitude towards the available but hitherto overlooked opportunities." This definition reveals the core features of entrepreneurial alertness, namely keen perception and positive attitude, and emphasizes the subjectivity and individual differences in opportunities.

Entrepreneurial alertness refers to the entrepreneur's keen perception and active grasp of potential market opportunities. It requires entrepreneurs to be highly sensitive and forward-looking, able to spot and identify market opportunities that others have noticed. This ability not only depends on the personal quality of the entrepreneur, such as cognitive ability, experience accumulation, knowledge reserve, etc. but also is affected by external environmental factors, such as changes in market demand, technological progress, policy adjustment, etc. Therefore, the following hypothesis is proposed:

H3: Entrepreneurial alertness has a significant impact on satisfaction.

2.5 Artistic Creativity

Artistic creativity refers to the ability of an individual to produce new, unique, aesthetic, or practical products or ideas in artistic creation or related fields. Feist (1998) defines it as the ability of designers, managers, and entrepreneurs to design products and make innovation possible, a definition that emphasizes the critical role of artistic creativity in driving innovation

In the process of enterprise innovation, artistic creativity is an important driving force that promotes enterprise innovation development. Through artistic creativity, entrepreneurs find market opportunities, formulate innovative strategies, and develop new products or services so that enterprises can maintain a leading position in the fierce market competition. Therefore, this paper proposes the following hypothesis:

H4: Artistic creativity has a significant impact on satisfaction.

2.6 Customer Perceive Value

The essence of customer perceived value lies in the word 'perception', indicating that this value is a subjective judgment of the consumer's heart, rather than the objective attribute of the product or service. Jin et al. (2013) pointed out that customer perceived value is a comprehensive evaluation of consumers after weighing advantages and disadvantages, which includes not only the direct economic benefits of products or services, but also non-economic factors such as brand image, service quality and emotional satisfaction. Suhartanto et al. (2013) further emphasized the dynamic and situational nature of customer perceived value, highlighting that its value evaluation is not a one-time event, but a continuous process affected by multiple factors such as individual differences of consumers and changes in market environment.

Hapsari et al. (2017) and Jin et al. According to Suhartanto et al.'s research, customer-perceived value is a multidimensional concept that mainly includes the price, interest, and sacrifice factors.

Customer perceived value is a complex and multi-dimensional concept that involves many aspects, such as price, benefit, and sacrifice. It is affected by many factors, such as individual consumer differences and market environment changes. For enterprises, an in-depth understanding and accurate grasp of customer perceived value are of great significance for formulating effective marketing strategies and enhancing customer satisfaction and loyalty. Therefore, the following hypothesis is proposed:

H5: Customer perceived value has a significant impact on satisfaction.

2.7 Experience Quality

Experience quality is a very important concept that directly affects customer satisfaction, loyalty, and the overall competitiveness of the restaurant. In the definition proposed by Jeong and Jang (2011), experience quality is defined as "knowledge or observation of restaurant characteristics acquired through eating". This perspective covers customers' direct experience in objective factors such as physical environment and food quality and emphasizes customers' subjective feelings at emotional and cognitive levels.

Experience quality is a multi-dimensional and multi-level concept not only limited to the quality of the product or service itself but also includes all the feelings and evaluations obtained by the customer during the whole consumption process. Therefore, the following hypothesis is proposed:

H6: Experience quality has a significant impact on satisfaction.

2.8 Personalization

Personalization has become an important means to enhance customer experience and market competitiveness in today's business environment. Personalized services or products are designed to more accurately understand and meet each customer's unique needs to establish a closer and lasting customer relationship. (Holland & Baker, 2001) defines personalization as "the result of understanding and meeting the unique needs of customers," which points out the core goal and practice direction of personalization.

Personalization is not merely a marketing strategy or service method; it is a profound philosophy that deeply comprehends and respects the individual differences of customers. It mandates enterprises to adopt a customer-centric approach, utilizing the collection and analysis of customer data to uncover their latent needs and preferences, and subsequently deliver tailored products or services. This customization can take various forms, such as the personalized configuration of product functions, the personalized adjustment of service processes, or the precise recommendation based on customer behavior habits. Therefore, this paper proposes the following hypothesis:

H7: Personalization has a significant impact on satisfaction.

2.9 Rewarding

Rewards usually refer to additional benefits retailers offer to encourage consumers to keep buying, increase purchases, or promote brand loyalty. These benefits can be direct material rewards, such as price discounts, gifts, points exchange, etc., or indirect service experience improvement, such as priority services, personalized recommendations, etc. The definition of Odekerken-Schröder et al. (2003) emphasizes the importance of consumer perception; the rewards' effect depends on its objective value and how consumers perceive and evaluate these benefits.

As an important means in commercial marketing, reward plays an important role in enhancing consumer loyalty, stimulating purchasing behavior, and enhancing brand image. Therefore, this paper proposes the following hypothesis:

H8: Rewarding has a significant impact on satisfaction.

3. Research Methods and Materials

3.1 Research Framework

The researchers used Claudia et al. (2016), Andriani and Karisma (2020), and the three theoretical frameworks above all support and develop the conceptual framework in Figure 1.
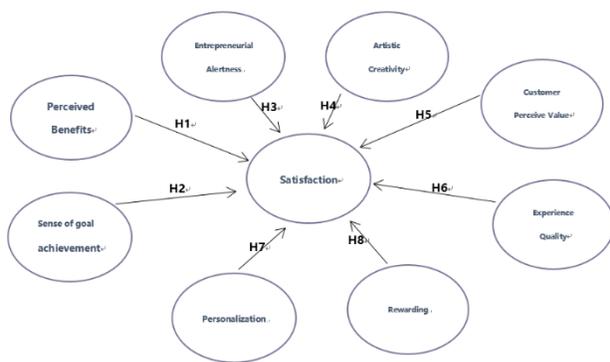
Figure 1: Conceptual Framework

H1: Perceived benefit has a significant impact on satisfaction.
H2: Sense of goal achievement has a significant impact on satisfaction.
H3: Entrepreneurial alertness has a significant impact on satisfaction.
H4: Artistic creativity has a significant impact on satisfaction.
H5: Customer perceived value has a significant impact on satisfaction.
H6: Experience quality has a significant impact on satisfaction.
H7: Personalization has a significant impact on satisfaction.
H8: Rewarding has a significant impact on satisfaction.

3.2. Research Methodology

The research process consists of four distinct stages. The entire study population (n=110) was initially surveyed to collect data for the proposed conceptual framework. All hypotheses were then rigorously tested using multiple linear regression to determine their significance at a P-value threshold < 0.05. As a result, supported hypotheses are retained, while hypotheses that do not meet the criteria are eliminated.

The second phase involved conducting a pre-IDI survey of the remaining 30 viewers within the range of supported hypotheses. Following this, the third phase introduced the Intervention Design Implementation (IDI), which specifically implemented 30 participants.

In the final phase, 30 IDI participants completed a survey that generated the necessary data to conduct a paired sample T-test analysis to compare pre-and post-IDI outcomes. This comprehensive process allowed for a thorough examination of the research's objectives and assumptions.

3.3 Research Population, Sample Size, and Sampling Procedures

3.3.1 Research Population
The researchers selected 110 people who enjoyed vocal music performances in Chengdu City Concert Hall as the research population for pre-investigation. These people customarily go to the city concert hall to enjoy vocal performances. They love this art form's vocal performance and are willing to pay for it. The specific subjects of the study were audiences in opera halls, concert halls, and chamber music halls, and 110 audience members received paper questionnaires. The researchers then checked all the responses and confirmed that 110 were valid.

3.3.2 Sample size
The researchers conducted a pilot survey on 30 random viewers and verified the reliability through pilot tests. Subsequently, the researcher took 110 audience members as the research group, obtained 110 valid questionnaires, and then conducted a survey through multiple linear regression to determine the relationship between independent and dependent variables. Finally, the researchers selected 30 volunteer viewers who participated in the IDI intervention phase.

3.3.3 Sampling Procedures
The researcher conducted several sampling and related sampling procedures as follows:
Sampling 1: Sampling for pilot surveys and pilot tests
The researchers randomly sampled 30 audience members and asked them to fill out a questionnaire and provide feedback on the pilot survey and pilot test..
Sampling 2: Sampling for Pre-survey
The researchers conducted a pre-survey of 110 audience members from the city's concert hall by distributing a questionnaire on printed paper. After that, the researchers examined all the responses and confirmed that 110 responses were valid.
Sampling 3: Sampling for IDI
The investigators randomly selected and sampled 30 voluntary viewers to implement the IDI.

3.4. Research Instruments

3.4.1 Design of Questionnaire

The researcher designed the survey questionnaire by following three steps.

Step1: Identifying questionnaire sources from three openly published articles (Amundsen & Martinsen, 2015; Houghton & Neck, 2002; Neubert & Wu, 2006)

Step 2: Adjustment and presentation of audience satisfaction questionnaire.

Step 3: Implementing IOC.

3.4.2 Components of Questionnaire

Survey questionnaire items were composed of following three parts:

Part 1: Screening Questions. There were screening questions to filter out the non-research population.

Part 2: Basic information questions These questions are designed to obtain basic information about the study population, including gender, age, education

Part 3: Pre-survey questions. The pre-survey questions were designed to understand the current IV and DV levels of 110 audience members enjoying vocal performances at Chengdu City Concert Hall.

3.4.3 IOC Results

The researchers invited 5 experts to implement the IOC (Project Objective Consistency Index), including 2 music teachers, 1 concert hall managing director, and 2 music doctors. During this IOC process, the expert marked "consistent" as +1, "suspicious" as 0, and "inconsistent" as -1. In this study, all questionnaire items were greater than 0.67, so the investigators retained all questionnaire items.

3.4.4 Pilot survey and Pilot test results

Researchers of the researchers randomly conducted a pilot survey of 30 audience members, asking them to fill out a questionnaire and provide feedback. After that, the researchers implemented an internal consistency reliability test for Cronbach's Alpha, where the value should be equal to or greater than 0.7 (Nunnally & Bernstein, 1994). Therefore, the table below shows the highly reliable approval results for each construct.

Table 1: Pilot Test Result

Variables	No. of Items	Sources	Cronbach's Alpha	Strength of Association
Perceived Benefits (PB)	4	Claudia et al. (2021)	0.821	Good
Sense of goal achievement (SGA)	3	Claudia et al. (2021)	0.726	Acceptable
Entrepreneurial Alertness (EA)	3	Chen and Tseng (2016)	0.802	Good
Artistic Creativity (AC)	3	Chen and Tseng (2016)	0.746	Acceptable
Customer Perceive Value (CPV)	3	Andriani and Karisma (2020)	0.738	Acceptable
Experience Quality (EQ)	4	Andriani and Karisma (2020)	0.801	Good
Personalization (PE)	3	Sabrina et al. (2016)	0.785	Acceptable
Rewarding (RE)	3	Sabrina et al. (2016)	0.709	Acceptable
Satisfaction (SA)	6	Sabrina et al. (2016)	0.847	Good

4. Results and Discussion

4.1 Results

4.1.1 Demographic Profile

The researchers presented the demographics of the entire study population (n=110) and then the selected audience group (n=30) who participated in the IDI, as shown in Table 2

Table 2: Demographic Profile

Entire Research Population (n=110)		Frequency	Percent
Gender	Male	45	40.91%
	Female	65	59.09%
Age	30 years old and below	12	10.91%
	30-40 years old	42	38.18%
	40-50 years old	31	28.19%
	50-60 years old	16	14.55%
	60 years old and above	9	8.17%
Educational background	Junior college and below	16	14.55%
	Undergraduate course	68	61.82%
	Master degree or above	26	23.63%
Total		**110**	**100%**

IDI Participants (n=30)		Frequency	Percent
Gender	Male	11	36.67%
	Female	19	63.33%
Age	30 years old and below	7	23.33%
	30-40 years old	10	33.33%
	40-50 years old	8	26.67%
	60 years old and above	5	16.67%
Educational background	Junior college and below	4	13.33%
	Undergraduate course	19	63.33%
	Master degree or above	7	23.34%
Total		**30**	**100%**

4.1.2 Results of multiple linear regression

The researchers performed Multiple Linear Regression (MLR) on the results of 110 questionnaires and determined whether each hypothesis was supported. There are eight research hypotheses, four related to satisfaction with the dependent variable (SA), and the R square (R^2) in the multiple linear regression model of the four independent variables can explain 80.7% of the satisfaction variability.

Table 3: The multiple linear regression of five independent variables on satisfaction

Variables	β	t-value	p-value	R	R^2
Perceived Benefits (PB)	0.0789	2.127*	0.036	0.898	0.807
Sense of goal achievement (SGA)	0.0795	2.111*	0.037		
Entrepreneurial Alertness (EA)	0.0817	0.952	0.343		
Artistic Creativity (AC)	0.0803	1.353	0.179		
Customer Perceive Value (CPV)	0.0765	2.480*	0.015		
Experience Quality (EQ)	0.1038	2.067*	0.041		
Personalization (PE)	0.0541	1.244	0.216		
Rewarding (RE)	0.0954	1.097	0.275		

Note: p-value <0.05*

To sum up, by analyzing Stand. Estimated (β) values, T-values, and P-values The researchers found four hypotheses for this study: H1: perceived benefit significantly impacts satisfaction, H2: goal accomplishment significantly impacts satisfaction. H3: Customer perceived value has a significant impact on satisfaction. H4: The quality of experience has a significant impact on satisfaction. All of them are supported

by multiple linear regression (MLR) results. Therefore, based on the results of the multiple linear regression analysis, the hypothesis is developed in stages. Then, perform IDI, following the following assumptions:

H11: There are significant mean differences in perceived benefits between pre- and post-IDI.

H12: There is a significant mean difference in sense of goal achievement between pre- and post-IDI goal achievement.

H13: There is a significant mean difference in customer perceived value between pre- and post-IDI.

H14: There is a significant mean difference in the quality of experience between pre-IDI and post-IDI.

H15: There is a significant mean difference in the satisfaction between pre-IDI and post-IDI.

4.2 IDI Intervention Stage

The IDI intervention program lasted 16 weeks and was based on quantitative and qualitative data collected during the pre-IDI phase to achieve the purpose of this study, which was to improve audience satisfaction. The IDI intervention was described chronologically, as shown in Figure 2.

Figure 2: IDI activity

4.3 Results Comparison between Pre-IDI and Post-IDI

The researchers performed a paired sample T-test analysis for all four variables to determine whether there was a difference in audience satisfaction between the pre-IDI and post-IDI stages. To sum up, the paired sample T-test analysis of the four variables in the following table is as follows:

Table 5: Paired-Sample T-Test Results

Variables	Mean	SD	t-value	p-value
Perceived Benefits				
Pre-IDI	3.53	0.706	-5.44	p<0.001
Post-IDI	4.28	0.502		
Sense of goal achievement				
Pre-IDI	3.54	0.833	-5.68	p<0.001
Post-IDI	4.50	0.347		

Variables	Mean	SD	t-value	p-value
Customer Perceive Value				
Pre-IDI	3.57	0.880	-5.39	p<0.001
Post-IDI	4.51	0.324		
Experience Quality				
Pre-IDI	3.52	0.5722	-7.36	p<0.001
Post-IDI	4.71	0.1017		
Satisfaction				
Pre-IDI	3.43	0.761	-8.66	p<0.001
Post-IDI	4.74	0.198		

Table 5 illustrates the results of the paired-sample t-test analysis of pre-IDI and post-IDI comparison as follows:

There was a significant difference in Perceived Benefits before idi (M=3.53, SD=0.706) and after IDI (M=4.28, SD=0.502). T (29) =-5.44, p <0.001; the mean difference is 0.136. As a result, H1 is supported, with significant average differences in perceived benefits between pre- and post-IDI.

The Sense of goal achievement before IDI (M=3.54, SD=0.833) significantly differed from that after IDI (M=4.50, SD=0.347). T (29) =-5.68, p<0.001, and the mean difference is 0.168. As a result, H2 is supported, and there is a significant average difference between pre-IDI and post-IDI goal achievement.

There were significant differences in Customer perceived value between pre-IDI (M=3.57, SD=0.880) and post-IDI (M=4.51, SD=0.324). T (29) =-5.39, p <0.001; the mean difference was 0.175. Therefore, H3 is supported by significant average differences in customer perceived value between pre- and post-IDI.

The Experience Quality before IDI (M=3.52, SD=0.785) significantly differed from that after IDI (M=4.71, SD=0.315). T (29) =-7.36, p=<0.001; the mean difference is 0.162. As a result, H4 is supported with a significant average difference in the quality of experience between pre-IDI and post-IDI

There was a significant difference in satisfaction scores before (M=3.43, SD=0.761) and after (M=4.74, SD=0.198) the IDI. T(29)=-8.66, p<0.001; the average difference was 0.151. Therefore, there was a significant mean difference in satisfaction scores before and after the IDI.

According to the pairwise sample t-test results demonstrated above, the researchers came to the following conclusions. First, all four variables had significant average differences between the post-IDI stage and the pre-IDI stage. Second, the researchers found that audience satisfaction increased significantly between the pre-IDI and post-IDI stages.

5. Conclusions, Recommendations and Limitations

5.1 Conclusions & Discussions

The study investigated the effect of four independent variables (perceived benefit, goal accomplishment, customer perceived value, and quality of experience) on one dependent variable (satisfaction). It employed a comprehensive study design, data collection, and methodology to draw meaningful conclusions.

The study design used the project-objective Agreement index (IOC) to measure validity, and Cronbach's Alpha was used as a pilot test to ensure the reliability of the measurement tool. This rigorous measurement method reinforces the credibility of the study. Data were collected from 110 valid responses from audience members who enjoyed vocal performance in Chengdu City Concert Hall, and multiple linear regression analysis was performed to verify the significant relationship between independent and dependent variables. In addition, a 16-week Intervention Design Implementation (IDI) was conducted with 30 viewers. The post-ID data was collected and compared with the pre-ID data by paired sample T-test.

The results show that perceived benefit, goal achievement, customer perceived value, and experience quality are the four core elements of enhancing audience satisfaction. This means that when audiences feel more tangible benefits in the concert hall, meet or exceed the goals they set, have a high degree of appreciation for the service and value provided, and enjoy a quality experience, their satisfaction increases significantly.

In addition, the study further validated the positive effects of these factors on audience satisfaction through a 16-week intervention Design Implementation (IDI). The comparison results of the paired sample T-test showed that the audience's satisfaction after the intervention was significantly improved compared with that before the intervention, which directly proved the effectiveness of the intervention measures. That is, the measures taken to improve the perceived benefit, goal achievement, customer perceived value, and experience quality could significantly improve the audience's satisfaction.

This study provides valuable insights into improving audience satisfaction for cultural performance venues such as urban concert halls and valuable references for researchers and practitioners in related fields. In the future, concert halls and other similar cultural performance institutions can pay more attention to and optimize these key factors to attract more audiences, enhance their satisfaction and loyalty, and thus promote the spread and development of culture.

5.2 Recommendations

In this article, we will explore a series of recommendations derived from the research results aimed at improving audience satisfaction in vocal performances in Chengdu City Concert Hall.

First, in improving the audience satisfaction of vocal performance in Chengdu City Concert Hall, continuous optimization of performance content and quality is one of the core strategies. This is not only about the direct viewing experience of the audience but also the key to maintaining the attraction and competitiveness of the concert hall. The concert hall should actively introduce modern vocal music works and innovative performance forms, such as experimental vocal music, cross-border integration, etc., to bring new and unique artistic experience to the audience, and stimulate the audience's new understanding and interest in vocal music art. Combine the vocal art elements of different regions and cultural backgrounds, carry out creative integration, and create performances with distinctive characteristics and unique charm to meet the aesthetic needs of different audiences. The concert hall should also increase the introduction of outstanding vocal artists at home and abroad and let the audience feel the style of masters close by holding concerts, art exchanges, and other activities so as to enhance the artistic level and influence of the concert hall. At the same time, through the establishment of awards, funding projects, and other ways to encourage local artists to continue to innovate and break through. Establish an online and offline audience feedback mechanism and collect audience opinions and suggestions through various channels such as questionnaire survey, social media interaction, and on-site suggestion box. Conduct regular analysis and evaluation of the collected audience feedback to understand the audience's satisfaction with the performance content, artist performance, service quality, and improvement needs. According to the feedback results, timely adjustments and optimization of the performance content and style are needed to ensure that the performance content is closer to the audience's needs and to improve the audience's viewing experience and satisfaction.

Secondly, to further improve the audience satisfaction with the vocal music performance in Chengdu City Concert Hall, improving the service quality and performance experience is crucial. The concert hall shall establish a facilities maintenance and inspection system and conduct comprehensive inspection and maintenance of the sound system, stage equipment, and seat comfort of the concert hall regularly to ensure that the facilities are in the best condition. At the same time, interactive links are designed in the performance, such as live questions and answers, audience voting, etc., to enhance the audience's sense of participation and interaction. Before the performance, special personnel

are arranged to guide the audience to enter and exit in an orderly manner and provide humanized service facilities, such as barrier-free access, mother and baby rooms, rest areas, etc., to meet the special needs of different audience groups. Ensure peace and order during the performance. The concert hall should also hold regular music lectures, inviting experts, scholars, or artists to explain the relevant knowledge and skills of vocal music performing arts to the audience so as to enhance the audience's artistic literacy and appreciation ability. Improving service quality and performance experience is important to improve audience satisfaction with vocal music performances in Chengdu City Concert Hall. Through various efforts such as facility maintenance and upgrading, service details improvement, and value-added service provision, we can create a more comfortable, convenient, and rich performance environment for the audience and enhance the audience's satisfaction and loyalty.

Third, attracting more of the audience's attention and support for vocal performance art, strengthening marketing, and brand building is an indispensable part. The concert hall should make full use of social media platforms such as Weibo, WeChat, and Douyin to organize online and offline publicity activities, release the latest performance information, behind-the-scenes highlights, and artist interviews of the concert hall, establish interactive relations with the audience and enhance brand exposure. At the same time, strengthen brand cooperation with other cultural institutions and art groups, jointly plan and promote vocal performing arts projects, realize resource sharing and complementary advantages, and enhance the concert hall's commercial value and market influence. The concert hall should also design a reasonable membership system to provide exclusive privileges, priority ticket purchases, customized services, and other privileges for members at different levels to enhance the audience's sense of belonging and loyalty. Strengthening marketing and brand building is an important means to enhance the popularity and influence of Chengdu City Concert Hall. Through multi-channel publicity, brand cooperation, cross-border promotion, a membership system, loyalty-building, and other efforts, more potential audiences can be attracted to pay attention to and support vocal performance art and promote the sustainable development and prosperity of the concert hall.

Fourth, to further enhance the audience's performance experience and enhance their understanding and appreciation of vocal music performing art, Chengdu City Concert Hall should pay attention to the education and guidance of the audience. This helps improve the audience's performance literacy and promotes the popularization and inheritance of vocal music performance art. Before the performance, through the distribution of brochures, live broadcast, and other ways, the audience is introduced in detail to the etiquette of the performance, including entrance time, mobile

phone silence, clap time, respect for the artist, etc. These etiquette norms help maintain the performance's order and enhance the audience's experience. Popular activities such as art lectures and workshops are held regularly, inviting well-known artists, scholars, or critics to explain the history, genres, and techniques of vocal performance art to the public. These events aim to increase public awareness and interest in the vocal performing arts and cultivate potential audiences. Design interactive sessions during the performance, such as live Q&A, audience voting, etc. These sessions not only enhance the audience's sense of participation and interaction but also give the audience a deeper understanding of the performance's content and the artist's background. The audience is invited to participate in interactive performance sessions, such as chorus, accompaniment, etc. This interaction allows the audience to become part of the performance, enhancing their experience and sense of accomplishment. At the same time, set up audience feedback channels and encourage the audience to share their experience and feelings on social media to expand the influence of vocal performance art.

Finally, in the field of culture and art, changes in the external environment and unforeseen risks often pose challenges to the operation and development of concert halls. In order to maintain the competitive advantage and sustainable development of Chengdu City Music Hall, it is essential to actively respond to external challenges and risks. The concert hall needs to conduct regular market research to understand the changes in audience demand, the dynamics of competitors, and industry trends so as to provide a basis for the strategic adjustment of the concert hall. According to market research results, various marketing means, such as social media, online and offline activities, word-of-mouth communication, etc., are used to flexibly adjust the performance planning and marketing strategies of the concert hall to ensure that it keeps pace with market demand. At the same time, it is also necessary to tap the unique advantages of the concert hall, such as performance content, service quality, viewing experience, etc., to form a differentiated competition with competitors. While maintaining competition, we actively seek cooperation opportunities with competitors and achieve win-win results through resource sharing and joint promotion.

To sum up, improving audience satisfaction with vocal music performance in Chengdu City Concert Hall is a systematic project that needs to be comprehensively considered and put into practice, and effective strategies and methods should be adopted by combining audience demand, service quality improvement, art popularization and education, market competition strategies and coping with external risks. Only in this way can we ensure that the concert hall can meet the audience's diverse needs while continuously improving the audience's satisfaction and

loyalty to promote the sustainable development of the concert hall and the prosperity of the vocal performance art.

5.3 Limitations for Future Research

While studying independent variables on audience satisfaction provides valuable insights, its limitations must be acknowledged to guide future research in this area. These limitations provide potential avenues for further investigation and research to improve:

Sample Size and Demographics: This study focuses on a specific Chengdu City Concert Hall audience. Future studies should diversify the sample to include audiences from different cities, educational backgrounds, age groups, and cultural backgrounds to assess the generality of the findings.

Variables and Relationships: The study focuses on four specific independent variables and one dependent variable. Future research could explore more independent variables and their potential interactions to provide a more comprehensive view of the factors influencing audience satisfaction.

Intervention Design: This study implemented a specific intervention scheme. Future research should explore alternative intervention designs to compare the effectiveness of different strategies in enhancing audience satisfaction.

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