

High-quality Service Contributes to Excellent Brand

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With the sustaining optimization and adjustment of China's economic structure, the proportion and status of tertiary industry in national economy are increasingly improved. In comparison to traditional manufacturing industry, there is a larger space for brand making in service industry. This paper states the mutual relation among quality, culture, and brands in terms of the conception and connotation of brands. Synchronously, combining the rich experiences and practices in the field of urban public transport service of Qingdao Winxin Bus Company of Jiaoyun Group, this paper also discusses how to steadily promote service quality and perceptive value of customers through building enterprise culture, perfecting interior management, innovating service, and improving service interactions in order to achieve brand awareness, reputation, and loyalty.