Theory and Statistical Development of a National Customer Satisfaction Barometer

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ABSTRACT


The process of obtaining an index for measuring customer satisfaction reflects to which limit does the country care about the needs of the customers when they decide to buy products, also it reflects the level of competition between companies that provide services for customers. The problem in this study is to construct a national barometer for Customer Satisfaction (CS) and to derive its theory using the Generalized Maximum Entropy (GME). Two practical studies were conducted during this research study. The first one is a pilot study based on a Customer Satisfaction Index (CSI) basket in order to select the main factors that comprise the Jordanian Customer Satisfaction Index (JCSI). The results of this study encouraged us to include Loyalty, Complaint, Expectation, Image, Service Quality and the CS factors in the proposed model. The second study is conducted on the Vocational Training Corporation (VTC) in order to evaluate the proposed JCSI. The results indicated that the suggested components of the proposed model are important and form a good fitted model based on the model-fitting indices such as Normed Fit Index (NFI) and Comparative Fit Index (CFI) for the national satisfaction and can be applied on other sectors.

Keywords: Customer Satisfaction Index, Comparative Fit Index, Fit index, Generalized Maximum Entropy, Normed Fit Index, Vocational Training Corporation.