

A pilot study of Taiwan customer satisfaction index model- automobile  
industry

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Abstract

Customer satisfaction not only has a direct effect on the primary source of future revenue, but also to be considered as the best indicator of company' s future profit. Taiwan Customer Satisfaction Index (TCSI) is a national index to measure the cumulative satisfaction which means customer' s overall experience to date with a product or service provider. TCSI is established to analyze the customer satisfaction for nation, sector, industry, company and brand. As other NCSI model, TCSI should deliver meaningful results in terms of causal relationship; a structural approach is required, with links to its main drivers and with links to its main consequences. Central to this research is a pilot study for TCSI, which focuses upon the industry to measure the fitness of TCSI model and the scores of customer satisfaction. Thus, this research is introduced the TCSI model which was applied to Automobile industry in Taiwan. It uses structural equation modeling method to manifest the model' s suitability and develops a standard questionnaire to obtain customer' s opinions. The conclusion provides valuable comment in companies and brand, to develop strategies to increase their competitiveness in the market.

Keyword : SEM, TCSI, automobile industry