

# Measurement of the Customer Satisfaction Index of the Bank

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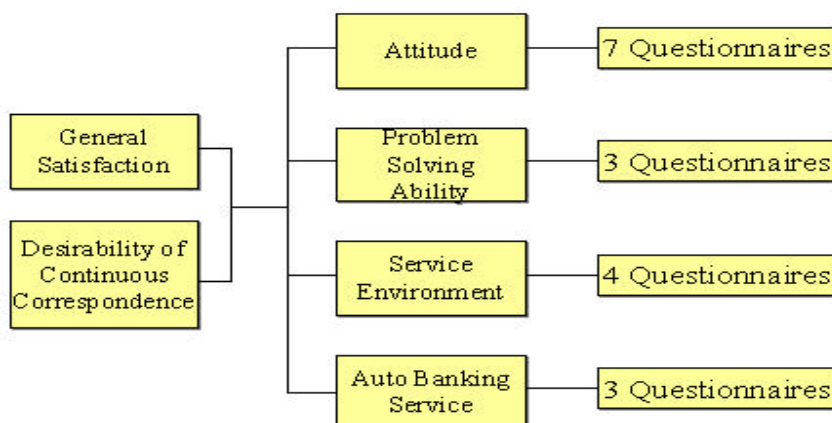
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## 1. Introduction

One of the important factors of service business is to satisfy customers. Especially, for the bank, which is the principal service business, the evaluation of the satisfaction by the customers for various kinds of services is a very important index for measuring the competition level of the bank. HwaPyung Bank in Korea surveyed 2554 customers about the basic bank services such as, Attitudes, Problem Solving Ability, Service Environment, and Auto Banking Service as well as the basic demographic items. Each service is measured by 5 points scales. [Figure 1] shows the relationship among the variables that can be used for deriving CSI.

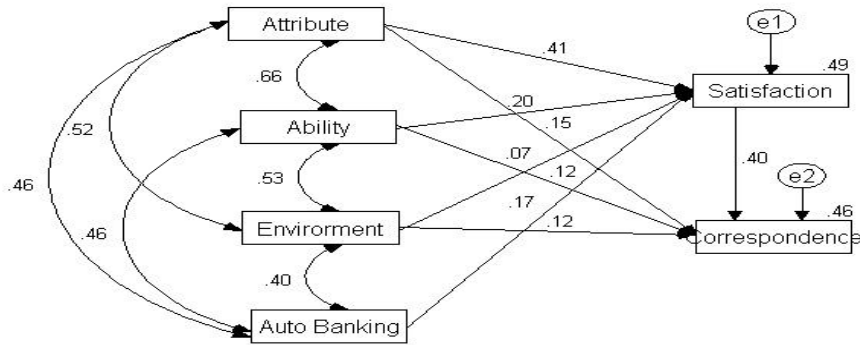


[Figure 1] Structure of the Questionnaires for the Customer Satisfaction Index

We will derive the CSI based on the variables in the [Figure 1] by using the [General Satisfaction] as a basic variable.

## 2. AMOS Analysis Model

AMOS(Analysis of Moment Structure) is a method to analyze the Linear Structural Relationship Model. This model can estimate the direct/ indirect/ total effects of the cause-effect relationships among variables. [Figure 2] is the results of the AMOS Analysis. The Goodness of Fit Statistics of the model is  $\chi^2 = 0.11$  (P-value=0.739).



[Figure 2] Path Diagram of the AMOS Analysis

We have calculated the Importance Index of the each levels based on the total effect of the model and derived the unweighted/ weighted Satisfaction Index. [Table 1] shows the results.

[Table 1] Satisfaction Index of each level

	Total Effects	Importance	Satisfaction Index	Weighted Satisfaction Index
Total Attributes	0.063	0.315	73.9	23.3
Total Ability	0.068	0.34	76.0	25.8
Total Environment	0.019	0.095	74.8	7.1
Total Auto Banking	0.050	0.25	69.1	17.3
Total	0.2	1.00		73.5

### 3. CSI for Vraious Factors

Based on the CSI of each customer, we have calculated the CSI for various factors such as Sex, Occupation, Income Level, Age Generation, etc.

### 4. Conclusions

We have calculated the CSI based on the survey data of bank. According to the results we can see how much the customers are satisfied with the services and which services is the most important. We also can see the relationships among the CSI level and demographic characteristics.

### REFERENCES

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