

Research on the Impact of Customer Satisfaction Index (CSI) on Enterprise Development

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Abstract: Customer Satisfaction Index (CSI) is an effective index to measure and evaluate the quality of social and economic operation, which can reflect the situation of social and economic operation comprehensively and accurately. Customer satisfaction index has a very close relationship with GDP, personal consumption expenditure growth, stock market changes and other economic indicators. Only by winning customers can we win the market and profit. CSI has a strong correlation with many macroeconomic indicators. The CSI assessment system is a complex system, and its evaluation is also a complex system engineering. This paper analyzes the status quo of customer satisfaction research at home and abroad, introduces the achievements, points out its shortcomings, and proposes improvement measures based on the actual situation.

1. Introduction

CSI is a new economic index used in many countries, which is mainly used to evaluate the quality of economic output. With the advent of the new economic era, the pace of economic globalization has been further accelerated, and the market competition has become increasingly fierce [1]. CSI can more comprehensively and accurately reflect the social and economic operation status, and is an effective index to measure and evaluate the quality of customer consumption and social and economic operation [2]. In the buyer's market where price competition and quality competition are increasingly fierce, it will be a magic weapon to win the competition to satisfy customers and make them loyal customers. CSI has a strong correlation with many macroeconomic indicators. For example, the customer satisfaction index has a very close relationship with economic indicators such as GDP, personal consumption expenditure, and stock market changes [3]. Traditional economic indicators have become difficult to count on the one hand due to the strengthening of economic personalization. On the other hand, their indicative role is no longer as effective as before.

The concept of customer satisfaction has not only become a weapon for many excellent companies in the world to gain competitive advantage, but also become the cultural basis for the survival and development of these companies [4]. The Customer Satisfaction Index is a comprehensive economic indicator obtained by quantifying the evaluation of customers of various types and levels at the same time as the products and services consumed and consumed in the market [5]. Customer satisfaction index is also closely related to sales revenue, market share and other business indicators. Macroscopically, it is an important supplement to the index system of modern social economy, and microscopically, it is of great reference value to the decision-making of enterprises. It is different from the way that the quality supervision department of the government evaluates the quality of products according to the quality and technical indicators, and conforms to the trend of economic individualization [6]. From product competition to customer satisfaction competition, that is, customer satisfaction is the core of market competition. Only by winning customers can we win the market and profit.

2. Definition of CSI Effectiveness

In qualitative descriptive research, the main purpose is to introduce foreign research results. Then it explains the significance, purpose, function and the problems that should be paid attention to in the research of customer satisfaction index in China. With the development of customer satisfaction

theory and practice, the national customer satisfaction index came into being. Customer is the decisive factor to determine the survival and development of enterprises, and all customer-centered is the core of business philosophy. In the competitive incentive buyer's market, in order to survive and develop, enterprises must start with customer needs, satisfy customer satisfaction and customer satisfaction. The current national customer satisfaction index models use this concept [7]. The main reason is that the consumer does not make a decision on whether to repeat the purchase in the future based on a certain consumption experience, but based on all the consumption experiences accumulated so far.

Both China and the developed western countries are mainly based on the market economy, and in the measurement of CSI, they all serve to improve product quality. Since CSI measurement is focused on the consumer goods sector, the customer concept in CSI is a narrow category and is a single natural person. When a consumer purchases a product or service, his decision will be directly influenced by cultural, social, personal and psychological factors. In today's increasingly fierce competition, improving the quality of service has become the key to the survival of enterprises. Enterprises must always pay attention to the changes of consumers, cultivate customer loyalty, and find places where consumers' expectations have not been met. Consumers' motives for buying vary greatly, and their needs are also different. Expectations after repeated adjustments can more accurately reflect the current quality, so it has a positive effect on perceived performance.

3. Research on the Effectiveness of CSI Evaluation Algorithms

The main factors affecting consumers' purchase of products include consumers' cultural factors, social factors, personal factors and psychological factors. The measurement of CSI is generally carried out in countries with high degree of marketization. On the one hand, enterprises in these countries have established the concept of "all for customer satisfaction", and their behavior is very rational. A user is a user of a product or service, but not necessarily a purchaser of a product or service, and thus lacks a perception of the price of the product or service. Potential exogenous variables influence the potential endogenous variables, namely the role of brand image on perceived quality, perceived value, and customer satisfaction. When customers purchase products or services, the different components of the products that different customers pay attention to are different, and the evaluation of each indicator of the product is different.

The direction and size of customer complaints to customer loyalty may indicate that the organization's customers complain about the work of the processing system. The degree of marketization of national consumption behavior and consumption concepts is quite high. At the same time, the supporting policies and guarantee mechanisms related to consumption are also very perfect [8]. The ultimate variable of the model is customer loyalty, which is broadly defined as the psychological tendency of customers to repeatedly purchase a particular product and service. Loyal customers mean repeated purchases. If the relationship between customer complaints and customer loyalty is positive, it means that the organization transforms dissatisfied customers into loyal customers through a good complaint processing system. To establish CSI measurement model in our country, we must fully consider the concrete reality of our country's transition to socialist market economy system. Only in this way can we gradually establish a CSI measurement system which is in line with the actual situation of our country.

Since the true satisfaction score of any survey project is impossible to know, the information we can get is only the scores observed by multiple customers in one survey. In the absence of industry standards, how to accurately determine the weight of each component is very important. It affects the final result indirectly and enlarges the error. People are increasingly aware of the importance of customer complaints, and many companies even use it as a means of improving customer satisfaction. This makes it difficult to still make customer complaints as a result of customer satisfaction. If the investment cost is considered, the cost that must be invested in the improvement, the level of satisfaction of each component, and the importance of each component in the product is a game process. Structural variables after customer satisfaction will not affect customer satisfaction.

4. Conclusions

Customer satisfaction is the product of economic development and market competition. The research of customer satisfaction mainly includes the definition of concept, the research of model, the evaluation of model and so on. The CSI assessment system is a complex system, and its evaluation is also a complex system engineering. The measurement of customer satisfaction must be combined with the reality of China. Establish a customer satisfaction index measurement system that meets the needs of enterprises, industries, departments, countries and consumers. It is difficult to do cross-regional and cross-industry research on data directly. This largely limits the application of CSI. Customer satisfaction is only a good beginning of the whole relationship marketing. There is still a lot of work to be done in order to achieve the ultimate goal of customer loyalty.

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