고객만족지수의 동태적 분석
Dynamic Analysis of Customer Satisfaction Index

박상준 • Park, Sang-June, 이유재 • Yi, Youjae, 이청림 • Lee, Cheonglim

본 연구에서는 고객만족지수의 동태적 변화를 KCSI와 NCSI를 이용하여 실증적으로 분석하였다. 실증분석은 점수 전반에 대한 변화, 증가율, 동일 업종 내 개별 기업들의 고객만족지수의 차이에 대한 세 가지 분석을 수행하였다. 분석결과 KCSI와 NCSI 점수는 도입 초기부터 지금까지 지속적으로 증가해온 것으로 나타났다. 이는 제조업과 서비스업 모두에서 발견되는 현상이다. 그러나 고객만족지수의 증가율이 감소하는 현상은 NCSI에서만 유의한 것으로 나타났으며, 특히 서비스업에서 두드러지게 나타났다. 또한 제품군내의 개별 기업들의 고객만족지수의 편차는 경쟁이 치열한 업종에서 지속적으로 감소하고 있음을 발견하였다.

핵심주제어: 고객만족, 고객만족지수, CSI, KCSI, NCSI, 동태적 분석

박상준 | 전북대학교 경영학과 부교수(ps@bnu.ac.kr)
이유재 | 서울대학교 경영학과 교수(youjae@snu.ac.kr), 교신저자
이 청림 | 서울대학교 경영학 박사(cllee76@snu.ac.kr)
ABSTRACT

After the launching of the KCSI (Korean Customer Satisfaction Index) in 1992, the NCSI (National Customer Satisfaction Index) was introduced in 1998. As many organizations have measured and managed the customer satisfaction index, customer satisfaction has gone up over the last decade. For example, the KCSI was 41.9 in the 1992 and it rose to 63.9 in 2009, showing a rapid increase of 53% from the initial introduction. The NCSI was announced as 58.8 in the fourth quarter of 1998, but the recent survey reported 70.6 in the fourth quarter of 2009, showing 21% increase over the past ten years.

Considering that the maximum customer satisfaction index is 100, one cannot expect it to increase continuously. Companies invest a lot of resources to improve customer satisfaction, but if the customer satisfaction index is saturated, the investment required for 1% increase is certainly expected to rise rapidly compared to the past.

As most companies and public institutions have adopted customer satisfaction management, customer satisfaction is no longer special, but essential to any organization. Therefore, companies need to examine the trend in the customer satisfaction index and seek for differentiating factors over time. This study aims to look at changes in the customer satisfaction index through dynamic analysis of KCSI and NCSI, two representative indices in Korea, and suggests implications for theory and practice. To achieve this goal, the present study analyzed the overall customer satisfaction index and empirically examined dynamic changes in the customer satisfaction index by dividing the industries into manufacturing and service. The analysis of dynamic changes in the customer satisfaction index focused on three aspects: changes, rate of increase in scores, and customer satisfaction index gap among companies in the same industry.

For empirical analysis, the study used 18-year KCSI data from KMAC (Korean Management Association Consulting) and 12-year NCSI data from KPC (Korea Productivity Center). For analysis, the period of 18 years was divided into three periods.

First, ANOVA was conducted to examine changes in KCSI and NCSI scores over time. For the KCSI, changes in KCSI were statistically significant according to the time periods. The result of Tukey’s multiple comparison analysis shows that the score became increasingly larger over time. Moreover, the gap in scores in the manufacturing industry and the service industry was statistically significant. The gap of the manufacturing industry was not big between the first period and the second period, but it rose rapidly in the third period. Regarding the service industry, the gap constantly increased with time. According to analysis of NCSI, the scores in NCSI had a gap over time. Tukey’s multiple comparison analysis shows that the scores increased over time.