NEW APPROACH TO ESTIMATE CUSTOMER SATISFACTION LEVEL

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ABSTRACT

Customer satisfaction becomes target of any product design and development programs. That is why it is very importance to measure the customer satisfaction accurately. Contemporary customer satisfaction, both the actual and the expected ones, are estimated or measured by mean of customer survey. Measuring customer satisfaction using customer survey may include some drawbacks. This situation causes bias or un-reliable results and takes times. By nature, customer satisfaction level strongly depends on the product performance even though some other aspects such as its supports and environment on how the product is delivered to the customer should also be considered. This paper proposes a new way to measure the expected customer satisfaction using the product feature performance target. This approach involves the use of the Kano's categorization that classifies product attributes with respect to its impact on the customer satisfaction. Mathematical model for each product attribute categories are formulated. The formula then is used to determine the expected customer satisfaction for any intended product feature performance target. This approach may be of value for product designers conducting what-if analysis during a product design process..

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