

HKCSI 2010

Hong Kong Consumer Satisfaction Index

香港消費者滿意指數

69.9



CityU Hong Kong Consumer Satisfaction Index (CityU-HKCSI)

CityU Hong Kong Consumer Satisfaction Index (CityU-HKCSI) is a performance indicator for Hong Kong businesses, measuring the satisfaction level of Hong Kong consumers toward the quality of most locally-sold products (goods and services). It is constructed from over 150,000 consumer interviews in the past twelve years from 1997 to 2010, with more than 13,000 successful consumer interviews completed in the third quarter each year.

城大香港消費者滿意指數 (CityU-HKCSI)

城大香港消費者滿意指數是香港2010工商服務業的表現指標，量度香港消費者對在本港出售的大多數產品(商品和服務)在質素方面的滿意程度。香港消費者滿意指數是根據1997至2010年的消費者調查訪問建立的；在這14年間的每年第三季，我們每年成功訪問了13,000多名消費者，才逐步建成今日的香港消費者滿意指數。

Coverage of the CityU-HKCSI

CityU-HKCSI covers 68 products in the local market, which make up more than 75% of local household expenditures as measured by the weightings in the Hong Kong composite consumer price index (CPI). All the 68 products involved in the CityU-HKCSI are grouped into six "daily life" categories to facilitate analysis:

- Clothing and Personal Care,
- Food and Drink,
- Housing and Related Items,
- Transport,
- Information and Entertainment,
- Non-CPI Items

「城大香港消費者滿意指數」涵蓋範圍

城大香港消費者滿意指數涵蓋68種在本地市面出售的產品，佔香港綜合「消費物價指數」中本地家庭開支項目四分之三以上的比重，我們將城大香港消費者滿意指數所涵蓋的68種產品分別歸入6個「日常生活」類別：

- 衣 (衣履及個人護理)
- 食 (食物及飲食)
- 住 (住屋及用品)
- 行 (交通)
- 訊 (資訊及娛樂)
- 其他 (非「消費物價指數」產品)

Methodology of the CityU-HKCSI

CityU-HKCSI allows for direct comparison of satisfaction levels of different consumers with different products through an advanced statistical modeling methodology, which, together with the large sample base, We can provide reliable measure to monitor the quality of the good and service available in the HK market quality of almost .

「城大香港消費者滿意指數」的研究方法及模式

通過統計學上先進的模型方法，我們可以利用城大香港消費者滿意指數，就不同消費者對不同產品的滿意度進行直接比較。再加上龐大的數據樣本，我們以提供可靠監測絕大部分本地所出售產業的產品及服務。

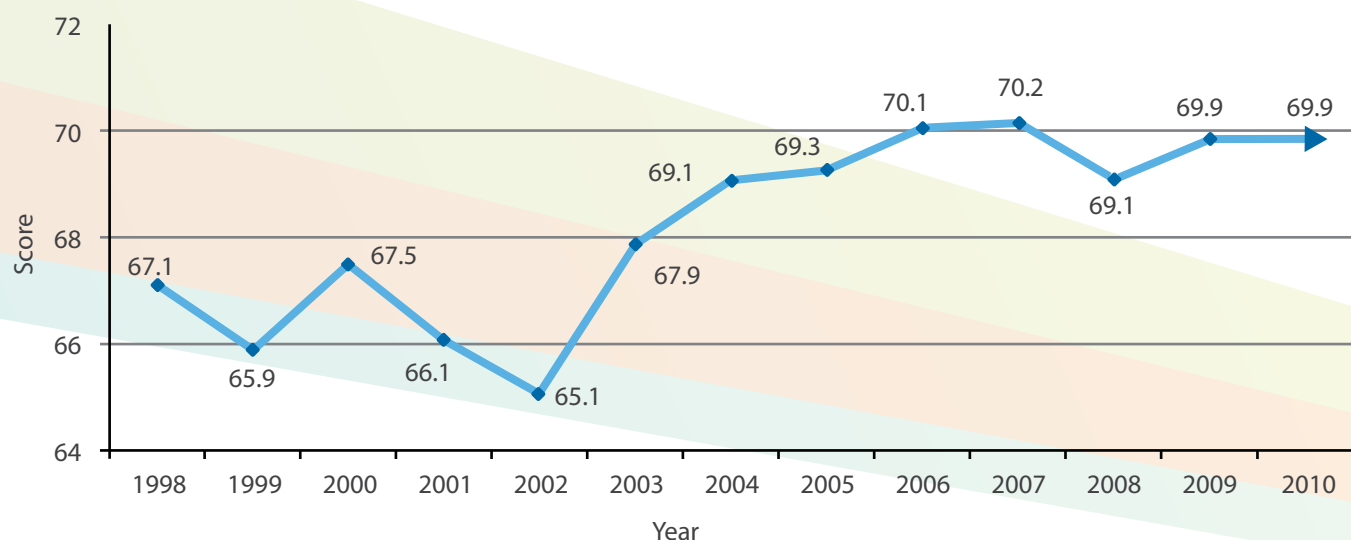
CityU-HKCSI Model 城大香港消費者滿意指數模式



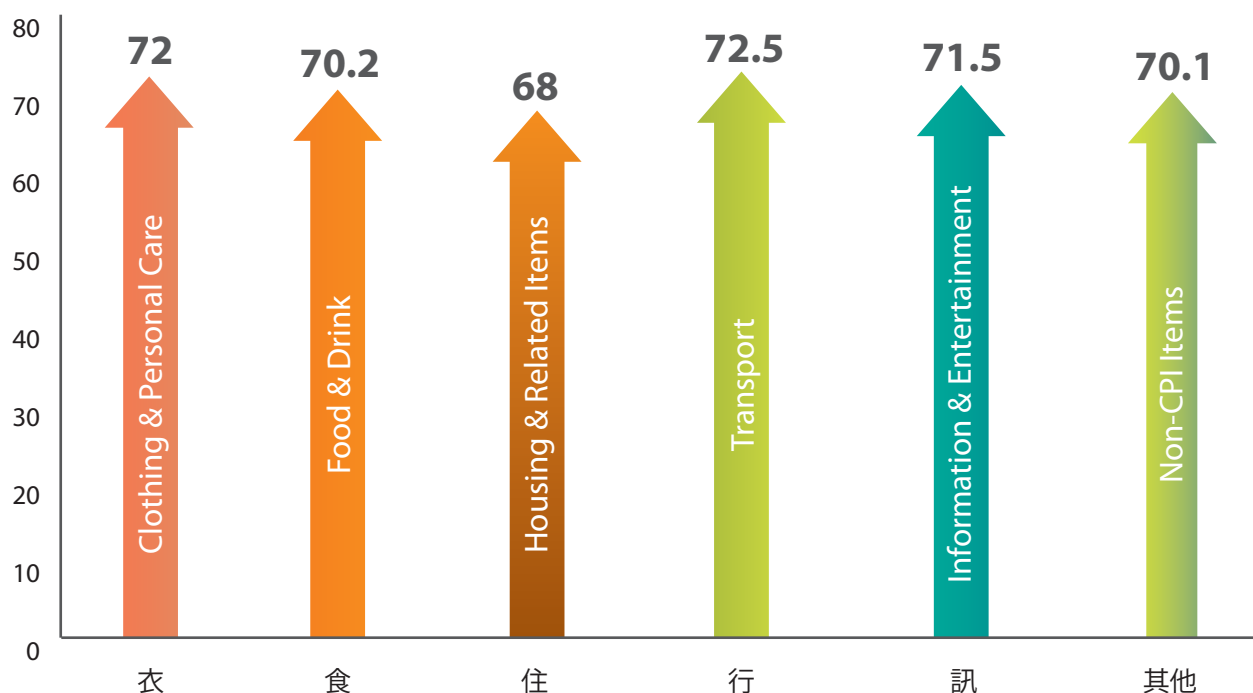
Six Sub-HKSCIs at these product category levels and an overall CityU-HKCSI are then produced by aggregating the relevant products' CSIs using their weights in the composite CPI.

然後，我們利用個別產品在綜合「消費物價指數」中的權數，將有關產品的消費者滿意指數按如下公式合併計算，建立起六類產品的「城大香港消費者(分類)滿意指數」及一個最終的「城大香港消費者(整體)滿意指數」

CityU-HKCSI Trend 城大香港消費者滿意指數之走勢



CityU-HKCSI 2010 Component Scores of Product Categories 城大香港消費者滿意指數 2010 主要服務行業得分



CityU-HKCSI for Companies

Although CityU-HKCSI is currently product-based, CSIs at company level are also constructible and, in fact, every year we do compile CSIs for certain local companies. According to internal resources and external requirements, we hope to produce separate CSI scores for more companies and organizations in the future.

However, before consumer satisfaction can be improved, it must be appropriately measured. The CityU-HKCSI model can provide companies with a reliable way to measure and manage consumer satisfaction.

公司的「消費者滿意指數」

雖然目前的城大香港消費者滿意指數是基於產品而計算的，同樣亦可以針對不同的公司建立起相應的消費者滿意指數。事實上，每年我們的確有對幾間本地公司建立了其消費者滿意指數。根據內部資源和外界需要，我們希望在今後會對越來越多的本地公司與機構建立起消費者滿意指數。

由於滿意的消費者是公司的寶貴財富，公司應該致力於持續地提升消費者的滿意程度。若要提高消費者的滿意程度，就必須先對消費者滿意程度進行恰當的量度，而城大香港消費者滿意指數模型為有興趣的公司提供了一種量度和管理消費者滿意程度的可靠方法。

The HKCSI 2010 full report is available for download

「城大香港消費者滿意指數 2010」的完整報告可於以下網頁下載

HKCSI website 城大香港消費者滿意指數網站

<http://www.ms.cityu.edu.hk/hkcsi>