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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 19038-2009

**Guide to model and methods of customer satisfaction
measurement**

顾客满意测评模型和方法指南

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Foreword

The Standard Appendix A, Appendix B, Appendix C and Appendix D is an informative annex. This standard by the national quality management and quality assurance Standardization Technical Committee (SAC/TC151) and focal points. This standard drafting units. China National Institute of Standardization, China Quality Association, the Haier Group, Grand River Group Co., Ltd. The main drafters of this standard. Kang Jian, Zheng Zhao Hong, Zhang Rongjing, salty Kui Tong Pei Fei, Wang sound, Zhu Lien, solution UN Chi, Zhengkui Jing, Feng Wei.

Customer focus is one of the important principles of the organization's quality management, customer satisfaction survey for the organization properly and effectively improve the customer Satisfaction provides an important method. Customer satisfaction survey many methods, research has shown that structural equation modeling method is an advanced evaluation methods, this method can Enough to realize the evaluation factors not directly measurable, effectively reflect the evaluation of organizational factors concern the impact of customer satisfaction; at the same time Evaluation may be implemented in the sample size is small, and to ensure the reliability of the survey results. Given the structural equation modeling method is scientific, stability and other advantages and its wide range of applications, formulated standards. Standard specifies the test Assessment modeling, sampling design, data collection method selection, evaluation of the implementation of the questionnaire design, data collection, statistical analysis and the like involved in the process And the procedures and methods, to provide guidance for standardization of all types of organizations to carry out customer satisfaction evaluation work. Customer Satisfaction

Evaluation Model and Method Guide

1 Scope

GB/T 19038-2009 is the Chinese national standard on guide to model and methods of customer satisfaction measurement, in the field of services and company organization. The /T suffix marks it as a recommended standard: it is not compulsory by itself, but it becomes binding as soon as a contract, a tender or a customer specification calls it up - which in practice is how most foreign buyers meet it. It was issued on 30 September 2009 by the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China; Standardization Administration of China, and has been in force since 1 December 2009. Classification: ICS 03.120.10, CCS A00. This page is published from the official record of the standard held by the Chinese standards administration: the identification, the dates, the classification and the issuing body are taken from there. The clause text, the tables and the numeric limits are in the document itself, which is delivered complete in English translation.

This standard specifies the use of structural equation modeling method for the implementation of customer satisfaction survey, including the establishment of evaluation model, designed sampling scheme, choose Optional data collection methods, questionnaire design, collection, and analysis of statistical data. This standard applies to organizations with external customer satisfaction survey of the method of structural equation modeling. The organization may also refer to this standard use other models to the method of evaluation of customer satisfaction.

2 Normative references

The following documents contain provisions which, through reference in this standard and become the standard terms. For dated references, subsequent Amendments (not including errata content) or revisions do not apply to this standard, however, encourage the parties to the agreement are based on research Whether the latest versions of these documents. For undated reference documents, the latest versions apply to this standard.

GB/T 19000-2008 Quality Management System Fundamentals and vocabulary

GB/T 3358.1-1993 statistical terms the first part of the general statistical terms

3 Terms and Definitions

GB/T 19000-2008 and GB/T 3358.1-1993 established and the following terms and definitions apply to this standard.

3.1 The recipient organization or individual product Example. Consumer, client, end-user, retailer, beneficiary and purchaser. [GB/T 19000-2008, the definition 3.3.5]

3.2 Customer requirements have been met for its degree of experience NOTE. The GB/T 19000-2008 defined in 3.1.4, the definition of the note is deleted.

3.3 Covariance matrix based on the variables to analyze a relationship between variables in multivariate statistical analysis techniques

3.4 Component structural equation model to describe the relationship between latent variable equation (3.6) of

3.5 Component structural equation model to describe the relationship between latent variable equation (3.6) with the observable variables (3.7) of

3.6 Can not be directly measured variables, such as intelligence, motivation, customer satisfaction, etc.