Consumer Satisfaction Survey 2010

Summary Report

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1. Background

Consumer Satisfaction is a measure of how products and services supplied by a company meet or exceed customer expectations. Customer satisfaction is defined as the number of customers or percentage of total customers, whose reported experience with a firm, its products or its services exceeds specified satisfaction goals.

The Consumer Satisfaction Survey (CSS) forms a major part of SKMM's quality of service monitoring and is considered one of the benchmark (consumer's perspective) on the level of satisfaction of the various services provided to them. The results of the survey presents an insight into the consumers' perceived performance level of the services offered by the various service providers and the importance of the services. These results thus allowed all parties (SKMM and service providers) to prioritize relevant issues to be addressed strategically and tactically.

Since 2001, the Malaysian Communications and Multimedia Commission (SKMM) has been conducting the Consumer Satisfaction Survey (CSS) once every six months. By end of 2010, the SKMM had conducted a total of NINE (9) surveys over the 10 year period. The last survey before the 2010 CSS described in this report was conducted at the end of 2007, which covered ELEVEN (11) types of services. The following Table 1 and Table 2 show a summary of these surveys:

Table 1: Summary of SKMM CSS Surveys (2001-2003)

YEAR	PERIOD	CONSULTANT
2001	Wave 1 Survey: February – April Results: June	Taylor Nelson Sofres (TNS)
2001	Wave 2 Survey: April – October Results: November	Taylor Nelson Sofres (TNS)
2002	Wave 3	Taylor Nelson Sofres (TNS) and Universiti Kebangsaan Malaysia (UKM)
2002	Wave 4 Survey: September – October Results: December	Taylor Nelson Sofres (TNS) and Universiti Kebangsaan Malaysia (UKM)
2003	Wave 5 Survey: April - June	Taylor Nelson Sofres (TNS) and Universiti Kebangsaan Malaysia (UKM)
2003	Wave 6	Taylor Nelson Sofres (TNS), International Islamic University (IIUM) and Universiti Kebangsaan Malaysia (UKM)

Table 2: Summary of SKMM CSS Surveys (2001-2010)

YEAR	METHODOLOGY	CONSULTANT	NOTES
2004	Survey: August - December	Taylor Nelson Sofres (TNS)	Residential & Commercial; 11 services
2006	CATI and F2F	IDC	Residential & Commercial; 35,079 sample achieved.
2006	CATI and F2F	IDC	Residential & Commercial; 11 services; 35,079 total sample achieved. (4 services = 9,385 sample achieved)
2007	CATI and F2F	IDC	Residential & Commercial; 11 services; 35,171 total sample achieved. (4 services = 10,154 sample achieved)
2010	3 CATI and 1 F2F	University Technology Malaysia (UTM)	Residential & Business; 4 services; 8077 sample achieved.

2.0 CSS 2010 OBJECTIVES

The objectives of the 2010 Customer Satisfaction Survey are the following:

- Identifying consumer level of satisfaction (CSI) on the overall performance of services as provided by the service providers of broadcasting (free-to-air Radio FTAR and Free-to-Air TV FTATV), postal and courier industries.

- Identifying consumer level of satisfaction (CSI) for each of the attributes of the services. Also, the areas of importance and areas for improvement for each type of service are identified from the level of importance and assessment of performance of the service. This will allow all parties (SKMM and service providers) to prioritize which of the attributes of the service that need improvement.

3.0 SCOPE OF COVERAGE

In 2010 SKMM organised another CSS survey after an almost three-year lapse from the 2007 survey. The 2010 CSS survey was conducted by a team from Universiti Teknologi Malaysia (UTM) and encompassed only four (4) services i.e. free to air television (FTATV), free to air radio (FTAR), postal and courier services involving a total of 8077 number of respondents. Like the previous surveys conducted in 2006 and 2007 (conducted by IDC and spanning over 11 services), this latest survey also utilised Computer Assisted Telephone Interviews (CATI) for the FTAR, FTATV and courier service whilst the postal service survey utilised Face to Face (F2F) interviews.

The target respondents for the CATI survey are adult user/viewers/listeners aged 15 years old and above whilst the respondents for F2F are commercial courier users. Analysis of CSI of all service providers are provided for FTAR, FTATV and courier services.

The following Table 3 shows a breakdown of the respondents for each service:

Table 3: Scope of Coverage of the 2010 CSS

No	Service	Target Respondents	Target Segments	Service Provider	Total Industry (National Level)	Service Providers	Regions
1	Postal Services	Adult Users Aged 15 and above	Residential	Pos Malaysia	√	X	√
2	Free-to-Air TV	All Viewers Aged 15 and above	Residential	All Providers	√	√	X
3	Free-to-Air Radio	Adult Listeners Aged 15 and above	Residential	All Providers	√	√	X
4	Courier Services	Commercial Users	Commercial	All Providers	√	√	X

4.0   Sampling and Methodology

The population group of the surveys were all users aged 15 years and above while the population segment was residential mobile phone users (for FTAR, FTATV and postal) and commercial courier users. Details of the sampling and methodology used are as follows.

4.1   Sampling

In order to achieve a confidence Interval based on 95% with at least +/- 4% at the national level and +/- 5% at the regional level the following strategy of sample selection was utilised.

The sample size was calculated based on a large unknown population (for users of postal services, FTATV and FTAR) and business directory of the Malaysia Online Yellow Pages (the courier services).   Derivations of the samples were based on the following:

- For FTATV and FTAR services samples were derived at random from Computer Generated Random Digit numbers of those accessible from mobile phone as of November 30, 2010
- For Courier Services samples were derived at random from business users accessible through fixed line numbers found in the online Yellow Pages as of November 30, 2010
- For Postal Services samples were derived at random from users of postal services at 31 selected locations during 6th-24th December 2010. These locations were selected proportionately according to the distribution of post offices in each state and region totalling 699 altogether.

Table 4 summarizes the service categories covered in this study, indicating the segments and service provider(s) covered, interview method and sample size achieved and **Table 5** shows the sample size for Postal services across four regions of the country.

Table 4: Service Categories covered in CSS2010 indicating the segments and service providers covered, interview method and sample size achieved									
No	Service	Service Provider	Method	Target Respondents	Sampling Method	2006 Sample Achieved	2007 Sample Achieved	2010 Sample Achieved	Confidence level (95%) Margin of error
1	Postal	Pos Malaysia	FTF	Adult users aged 15 years above (Residential)	Face to face	2307	2332	3112	+/- 1.76%
2	Free to Air TV	All	CATI	Adult viewers aged 15 years above (Residential)	Random digit dialing	2383	2760	2001	+/- 2.2%

3	Free to Air Radio	All	CATI	Adult listeners aged 15 years above (Residential)	Random digit dialing	2338	2755	1997	+/- 2.2%
4	Courier	All	CATI	Commercial users	Random digit dialing	2357	2307	967	+/- 3%
					TOTAL	**9385**	**10154**	**8077**	

Table 5: Sample Size for Postal Service Users According to Geographical Region in Malaysia

Region	State	Total Number	% from total	Sample, n	# Post Office visited
Northern	Perlis	9	1%	100	1
	Kedah	48	7%	200	2
	Pulau Pinang	40	6%	200	2
	Perak	82	12%	403	4
Central	Selangor	98	14%	400	4
	W. Per. K. Lumpur	66	9%	305	3
	Negeri Sembilan	39	6%	200	2
Southern	Melaka	26	4%	100	1
	Johor	81	12%	304	3
East Coast	Kelantan	30	4%	100	1
	Terengganu	28	4%	100	1
	Pahang	46	7%	200	2
Sabah	Sabah	43	6%	200	2
Sarawak	Sarawak	63	9%	300	3
		699	**100%**	**3112**	**31**

To collect the data for this project, two methods were used throughout the study, i.e. the Computer Assisted Telephone Interviews (CATI) and Face to Face Interviews (F2F). As for the respondents, two segments were identified i.e. residential and commercial. In this survey, for each service category only one type of either CATI or F2F method was utilised and only one segment of either residential or commercial was affected.

Hence, CATI was used for FTAR, FTATV and courier services while F2F method was used solely for postal services. The residential segment was used for FTAR, FTATV and postal services while only commercial segment was used for courier services.

4.2 Methodology

The first stage of this study was the Selection and Training of Interviewers where 20 interviewers were selected for CATI and another 20 interviewers for F2F based on their skills and experience. The interviewers were then trained to

understand the context, background and content of the study. CATI Interviewers were trained on appropriate skills and ethics of conducting the telephone interview while F2F interviewers were trained on appropriate skills and ethics of conducting Face-To-Face interview. The 20 F2F interviewers were then trained on how to key in the data into a standardized MS Excel format spreadsheet so that they can do data entry and data cleaning. CATI surveys were conducted in parallel over the period from 1 December to 30 December 2010 whilst the F2F surveys were conducted from 6 December to 23 December 2010.

Original questionnaires were adopted from the previous Customer Satisfaction for all four surveys (FTAR, FTATV, Courier and Postal). None of the questions were changed. These CSS 2007 questions were based on the feedback given by service providers to SKMM. The questionnaires contained questions related to service attributes unique to the service type. These attributes are then asked to be rated against two (2) main criteria i.e. Performance and Importance using a Likert scale of 1 to 5 (1 being the least and 5 the highest score). These will then allow the identification of Mean Importance and Mean Performance of each service attribute.

Two main outputs are derived from this study. One is the Customer Satisfaction Index (CSI) on each service provider and the other is the Service Quality Gap on each attribute for each service type.

5.0   Consumer Satisfaction Index (CSI) and Service Quality Gap

5.1 Consumer Satisfaction Index

The calculation for Customer Satisfaction Index (CSI) is adopted from SKMM previous surveys. It is derived by the sum of the Mean Weighted Performance scores of 1-5 and the Mean Overall Satisfaction score, which are then divided by two, as shown in Figure 1 below. The CSI for each of the four services are calculated using this formula.

FIGURE 1

Consumer Satisfaction Index (CSI) Calculation Model

$$CSI = \frac{Mean\ Weighted\ Performance + Mean\ Overall\ Satisfaction}{2}$$

The Average of all Weighted Performance Scores (1-5)

Overall Satisfaction (1-5)

CSI Score

The CSI Score is derived by the sum of "The average of Weighted Performance Scores(1-5)" and mean overall satisfaction score, which will then be divided by two
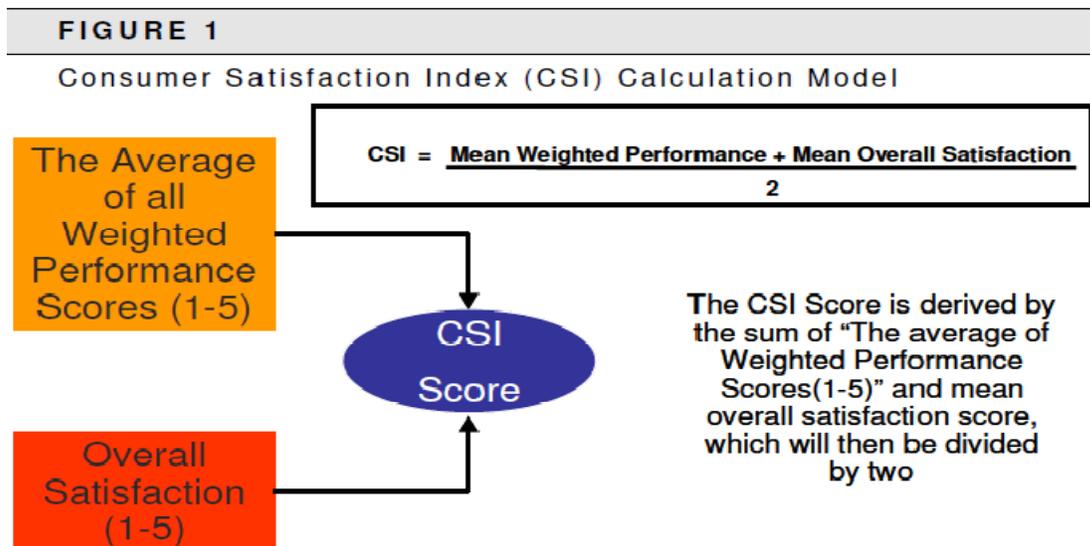
Source: SKMM Consumer Satisfaction Survey 2007

5.2 Service Quality Gap

The Service Quality Gap (SQG) is the gap between a customer's perception of the experience and the customer's expectation of the service. The Service Quality Gap (SQG) used in this study is calculated on each attribute for a service type. It is derived by taking the difference between the Mean Performance (P_k) and Mean Importance (I_k) for a particular attribute (k) as shown in the formula below:

$$\textbf{SQG}_k = \textbf{P}_k - \textbf{I}_k \text{ where SQG} = [>0, 0, <0] \text{ and P is Mean performance and I is Mean Importance,}$$

The gap value is either positive, zero or negative. A positive value means that Mean Performance exceeds the Mean Importance of a particular attribute, which indicates that the attribute is above the expectations of the respondents. On the other hand, a negative value means that Mean Performance is below the Mean Importance of a particular attribute, which indicates that the attribute has not met the expectations of the customer and thus should be improved.

6.0   COMPARISON OF 2010 CSI VERSUS 2006 AND 2007

In the CSS2010 only four services are involved, unlike the previous CSS 2006 and 2007 which catered to 11 services. In general, the CSS2010 findings revealed that the CSI is better in all the four services in comparison to CSS2006 findings. However, on the other hand when compared to CSS2007, the findings in CSS2010 have shown a drop in three (3) services i.e. Postal, FTAR and FTATV. Only the Courier service showed an increase of 0.14 in comparison to CSS2007 at 3.74.

FTAR showed the highest CSI value at 3.93 while FTATV scored the lowest at 3.72. FTATV also shows the biggest drop (0.3) in comparison to the CSS2007 CSI. Postal service shows a slight fall of 0.06 from 2007. **Figure 2** shows the summarised comparison of the CSI scores by service category.

Figure 2: Comparison of CSI Scores (2010 vs 2006 vs 2007) By Service Category
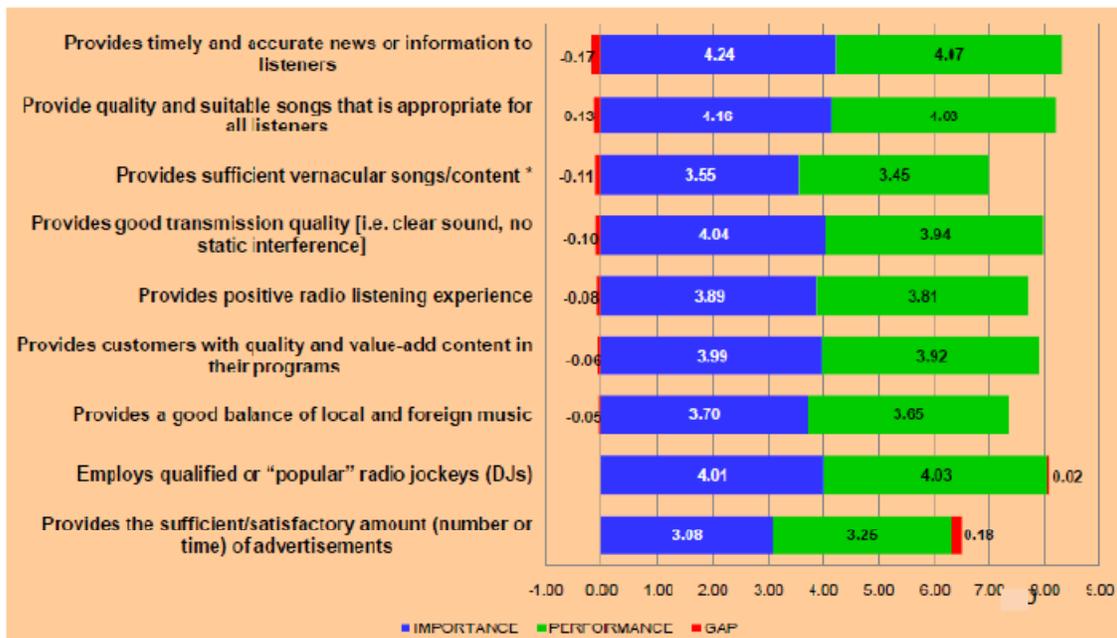

YEAR	FTAR n=	FTATV n=	COURIER n=	POSTAL n=
2010	1997	2001	967	3112
2007	2755	2760	2307	2332
2006	2338	2383	2357	2307
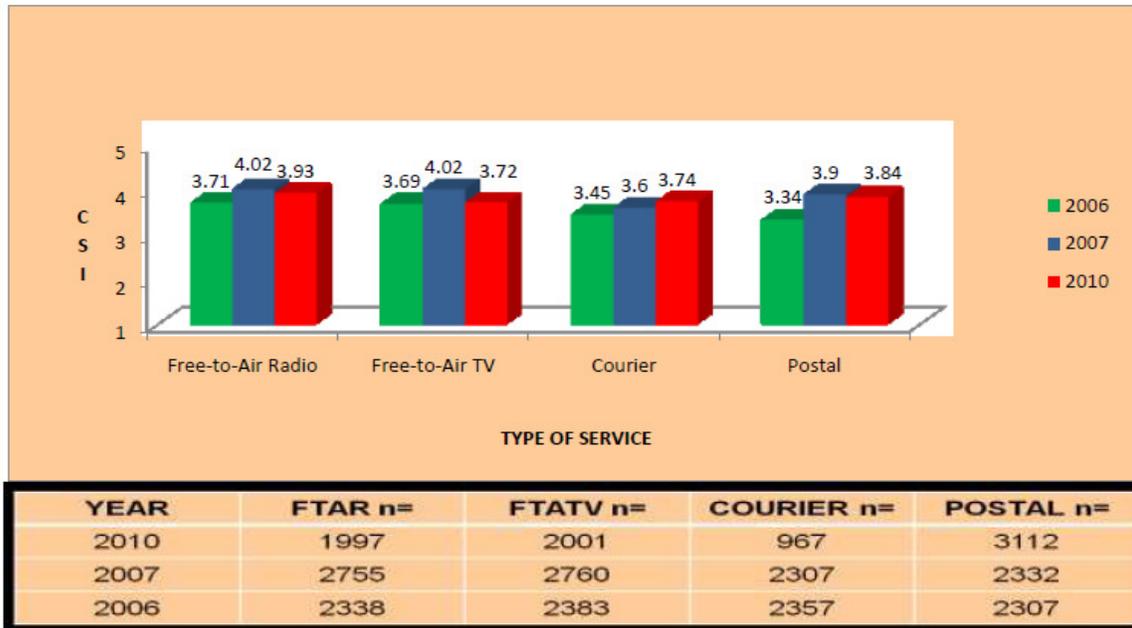
Source: SKMM Consumer Satisfaction Survey 2010

7. 0   Detailed Findings of CSS2010

7.1   Free-To-Air Radio Services (FTAR)

Figure 4: FTAR 2010: Service Quality Gaps

Source: SKMM Consumer Satisfaction Survey 2010

There are nine (9) attributes for FTAR and the Service Quality Gap values for each of them are shown in **Figure 4**. The attributes that are of **highest importance** according to the **Mean Importance**, are as listed below in the order of priority:

AREAS OF IMPORTANCE:

  i.   Provides timely and accurate news or information to listeners
  ii.   Provide quality and suitable songs that is appropriate for all listeners
  iii. Provides good transmission quality [i.e. clear sound, no static interference]
  iv.   Employs qualified or "popular" radio jockeys (DJs)
  v.   Provides customers with quality and value-add content in their programs
  vi.   Provides positive radio listening experience
  vii. Provides a good balance of local and foreign music.
  viii. Provides sufficient vernacular songs/content.
  ix.   Provides the sufficient/satisfactory amount (number or time) of advertisements.

The Service Quality Gap analysis reveals that seven (7) attributes obtained negative value (range of -0.17 to -0.05). The attributes which have negative SQG values and thus highlights the areas that needs improvement in order of priority are as below.

AREAS OF IMPROVEMENT:

  i.   Provides timely and accurate news or information to listeners
  ii.   Provide quality and suitable songs that is appropriate for all listeners
  iii. Provides sufficient vernacular songs/content
  iv.   Provides good transmission quality [i.e. clear sound, no static interference]
  v.   Provides positive radio listening experience
  vi.   Provides customers with quality and value-add content in their programs
  vii. Provides a good balance of local and foreign music

The attributes which have positive SQG values and thus do not need to be improved as they have exceeded listeners' expectations are:

  i.   Employs qualified or "popular" radio jockeys (DJs), and
  ii.   Provides the sufficient/satisfactory amount (number or time) of advertisements.

7.2 Free-to-Air Television Services (FTATV)

Figure 6: FTATV 2010: Service Quality Gaps
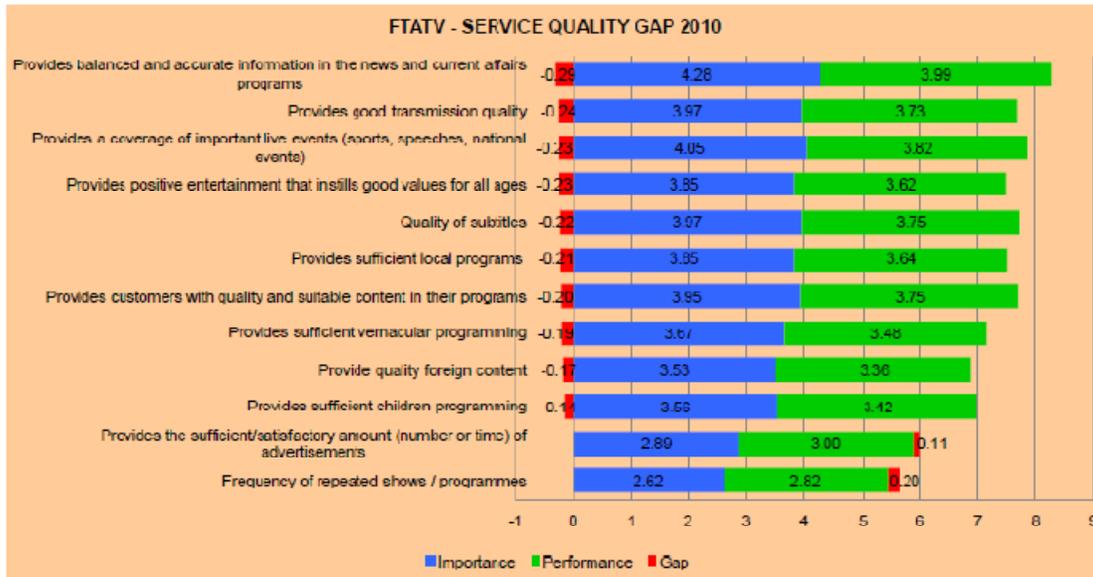
Source: SKMM Consumer Satisfaction Survey 2010

There are TWELVE (12) attributes for FTATV and the Service Quality Gap values for each of them are shown in **Figure 6**. The attributes that are of **highest importance** according to the **Mean Importance**, are as listed below in the order of priority:

AREAS OF IMPORTANCE:

i. Provides balanced and accurate information in the news and current affairs programs.
ii. Provide coverage of important live events (sports, speeches, national events).
iii. Quality of subtitles.
iv. Provides good transmission quality.
v. Employs qualified or "popular" radio jockeys (DJs)
vi. Provides customers with quality and suitable content in their programs
vii. Provides positive entertainment that instills   good values for all ages.
viii. Provides sufficient local programs.
ix. Provides sufficient vernacular programs.
x. Provides sufficient children programs.
xi. Provides quality foreign content.
xii. Provides the sufficient/satisfactory amount (number or time) of advertisements.
xiii. Frequency of repeated shows/programs.

The Service Quality Gap analysis reveals that ten (10) attributes obtained negative value (range of -0.29 to -0.14). The attributes which have negative SQG values and thus highlights the areas that needs improvement in order of priority are as below.

AREAS OF IMPROVEMENT:

i. Provides balanced and accurate information in the news and current affairs programs.
ii. Provides good transmission quality.
iii. Provide coverage of important live events (sports, speeches, national events).
iv. Provides positive entertainment that instils good values for all ages.
v. Quality of subtitles.
vi. Provides sufficient local programs.
vii. Provides customers with quality and suitable content in their programs
viii. Provides sufficient vernacular programs.
ix. Provides quality foreign content.
x. Provides sufficient children programs.

The attributes which have positive SQG values and thus do not need to be improved as they have exceeded listeners' expectations are:

i. Provides the sufficient/satisfactory amount (number or time) of advertisements.
ii. Frequency of repeated shows/programs.

7.3. Courier Services

Figure 8: COURIER 2010: Service Quality Gaps
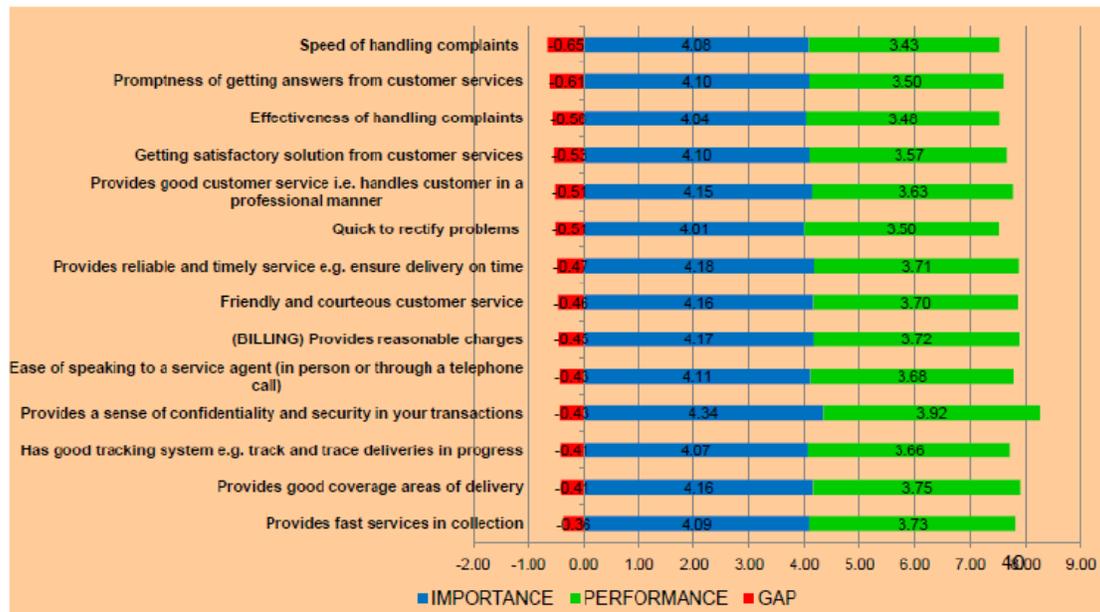
Source: SKMM Consumer Satisfaction Survey 2010

There are fourteen (14) attributes for Courier Service and the Service Quality Gap values for each of them are shown in **Figure 8**. The attributes that are of **highest importance** according to the **Mean Importance**, are as listed below in the order of priority:

AREAS OF IMPORTANCE:

i. Provides a sense of confidentiality and security in your transactions.
ii. Provides reliable and timely service eg ensure delivery on time.
iii. (Billing) Provides reasonable charges.
iv. Friendly and courteous customer service
v. Provides good coverage areas of delivery.
vi. Provides good customer service ie handles customer in a professional manner.
vii. Ease of speaking to a service agent (in person or through a telephone call).
viii. Getting satisfactory solution from customer services.
ix. Promptness of getting answers from customer services.
x. Provides fast services in collection.
xi. Speed of handling complaints.
xii. Has good tracking system eg track and trace deliveries in progress.
xiii. Effectiveness of handling complaints.
xiv. Quick to rectify problems.

The Service Quality Gap analysis reveals that ALL fourteen (14) attributes obtained negative value (range of -0.69 to -0.36). The areas that need improvement in order of priority are as below.

AREAS OF IMPROVEMENT:

i.   Speed of handling complaints.
ii.   Promptness of getting answers from customer services.
iii.   Effectiveness of handling complaints.
iv.   Getting satisfactory solution from customer services.
v.   Provides good customer service ie handles customer in a professional manner.
vi.   Quick to rectify problems.
vii.   Provides reliable and timely service eg ensure delivery on time.
viii.   Friendly and courteous customer service
ix.   (Billing) Provides reasonable charges.
x.   Ease of speaking to a service agent (in person or through a telephone call).
xi.   Provides a sense of confidentiality and security in your transactions.
xii.   Has good tracking system eg track and trace deliveries in progress.
xiii.   Provides good coverage areas of delivery.
xiv.   Provides fast services in collection.
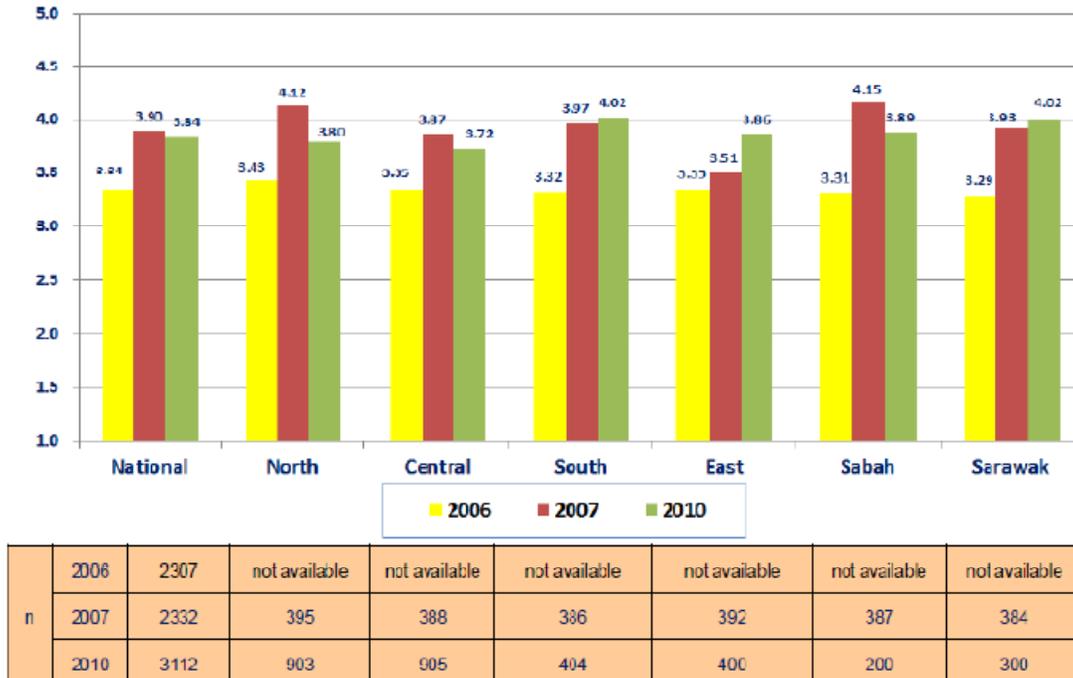
7.4 Postal Services

CSI at National Level

Based on Figure 9 comparison of CSI for the Postal Services was made with 2006 and 2007. Slight decrease can be observed in the CSI Postal Services from year 2007. The amount of decrease is about 0.06 index level. This small amount of decrease can be considered as significant and may suggest the need for future improvement in various areas that contribute to CSI in the Postal Service.

CSI at the Regional Level

The East, South and the Sarawak regions are the only three regions experiencing slight increase in the 2010 CSI score. The Eastern region has had the highest increase in the index score which is 0.35. North, Central and Sabah, on the other hand, have been experiencing decreasing pattern in the amount of 0.32, 0.15, and 0.26 index score respectively. The result indicates that these three regions have contributed significantly in pulling down the CSI score at the National level.

Figure 9: National and Regional CSI Postal Services – 2006, 2007 & 2010

n	2006	2307	not available	not available	not available	not available	not available	not available
	2007	2332	395	388	386	392	387	384
	2010	3112	903	905	404	400	200	300

Source: SKMM Consumer Satisfaction Survey 2010

There are EIGHT (8) attributes for Postal Service and the Service Quality Gap values for each of them are shown in **Figure 10**. The attributes that are of **highest importance** according to the **Mean Importance**, are as listed below in the order of priority:

AREAS OF IMPORTANCE:

   i.   Provides a sense of confidentiality and security in your transactions.
   ii.   Handle your letters and parcel with care eg not bending , closing post box so it doesn't get wet in rain.
   iii. Delivers letters/parcels correctly according to the address.
   iv.   Provides value-for-money
   v.   Provides reliable and timely service eg ensure delivery-on-time.
   vi.   Provides efficient or fast services in the post ofice.
   vii. Provides friendly services in the post office.
   viii. Ensuring shorter waiting time in the counter in the post office.

The Service Quality Gap analysis reveals that ALL eight (8) attributes obtained negative value (range of -0.94 to -0.57). The attributes which have negative SQG values and thus highlights the areas that needs improvement in order of priority are as below.

AREAS OF IMPROVEMENT:

i. Ensuring shorter waiting time in the counter in the post office.
ii. Provides reliable and timely service eg ensure delivery-on-time.
iii. Provides efficient or fast services in the post ofice.
iv. Handle your letters and parcel with care eg not bending , closing post box so it doesn't get wet in rain.
v. Provides friendly services in the post office.
vi. Delivers letters/parcels correctly according to the address.
vii. Provides a sense of confidentiality and security in your transactions.
viii. Provides value-for-money.

Figure 10: POSTAL 2010: Service Quality Gaps
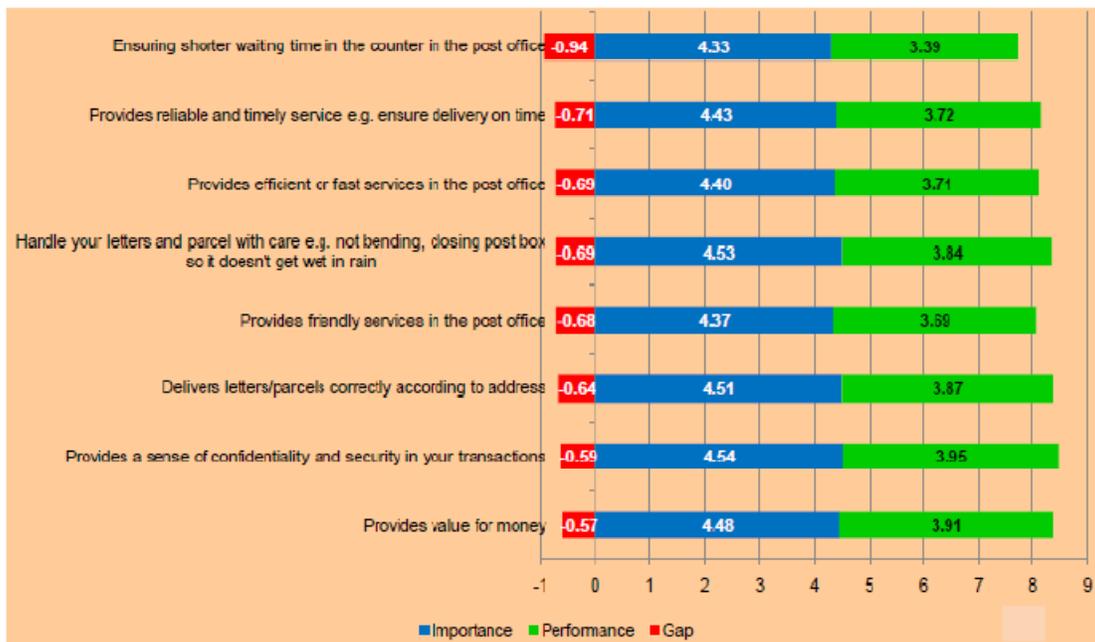
Source: SKMM Consumer Satisfaction Survey 2010

8.0 CONCLUSIONS

The 2010 Customer Satisfaction Survey conducted during the month of December 2010 for the Free-to-Air-Radio Services, Free-to-Air-TV Services, Courier Services and Postal Services has identified and compared the CSI for 2010 in comparison to the CSI for 2006 and 2007. Only the CSI for Courier Service has increased from 3.6 to 3.74 whilst the CSI 2010 for the other three services has decreased in comparison to CSI 2007.

This study has also identified the Customer Priority Areas based on mean Importance. A revision of the 2010 CSS study is a different methodology has been used to identify the areas for improvement. Instead of using the analysis of Mean Performance, the areas which have the negative Service Quality Gaps are identified as areas that are in need for improvement.