

Singapore Management University

Institutional Knowledge at Singapore Management University

Research Collection Institute of Service
Excellence

Institute of Service Excellence

9-2018

Customer Satisfaction Index of Singapore 2018: Q2 Results

Institute of Service Excellence, SMU

Follow this and additional works at: https://ink.library.smu.edu.sg/ises_research



Part of the [Asian Studies Commons](#), and the [Transportation Commons](#)

Citation

Institute of Service Excellence, SMU. Customer Satisfaction Index of Singapore 2018: Q2 Results. (2018). 1-6.

Available at: https://ink.library.smu.edu.sg/ises_research/13

This Report is brought to you for free and open access by the Institute of Service Excellence at Institutional Knowledge at Singapore Management University. It has been accepted for inclusion in Research Collection Institute of Service Excellence by an authorized administrator of Institutional Knowledge at Singapore Management University. For more information, please email cherylds@smu.edu.sg.

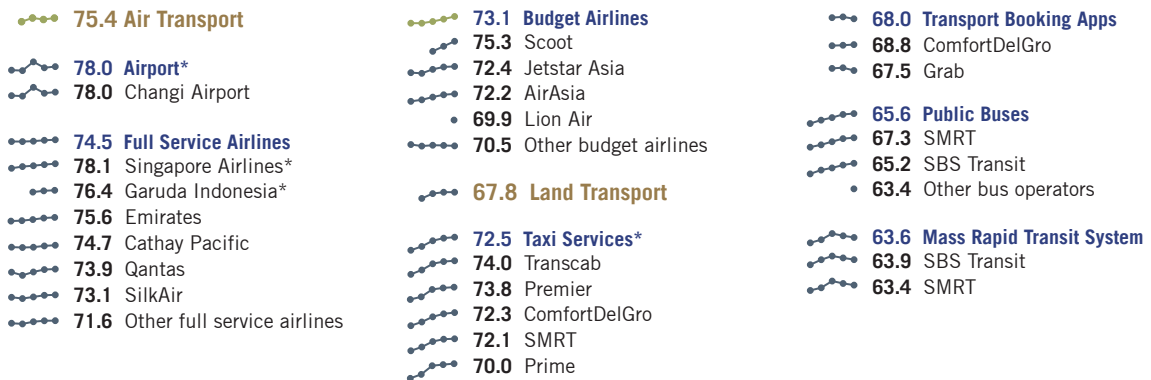


CUSTOMER SATISFACTION INDEX OF SINGAPORE 2018

Q2 RESULTS OVERVIEW AIR TRANSPORT AND LAND TRANSPORT



2018 Q2 SCORES AIR TRANSPORT AND LAND TRANSPORT



This chart summarises the results of the CSiSG 2018 satisfaction scores in the Air Transport and Land Transport sectors at the sector, sub-sector and company levels.

The sector scores (in gold) represents a weighted average of their respective sub-sector scores (in blue). Satisfaction scores for sub-sectors with individual company scores are weighted averages of these individual company scores.

All scores displayed are accurate to one-decimal place. Entities are presented in decreasing levels of satisfaction.

* Companies indicated with an asterisk(*) are companies that have performed significantly above their sub-sector average.

* Sub-sectors indicated with an asterisk(*) are sub-sectors that have performed significantly above their sector average.

The sparklines indicate the satisfaction score of their respective sectors, sub-sectors and companies over the past few years.

statistically significant increase in customer satisfaction from 2017 to 2018

statistically significant decrease in customer satisfaction from 2017 to 2018

no significant year-on-year change in customer satisfaction score

CSISG 2018 SECOND QUARTER RESULTS OVERVIEW

The Customer Satisfaction Index of Singapore (CSISG) computes customer satisfaction scores at the national, sector, sub-sector, and company levels. The CSISG serves as a quantitative benchmark of the quality of goods and services produced by the Singapore economy over time and across countries. This is the CSISG's 12th year of measurement.

SECOND QUARTER RESULTS HIGHLIGHTS

The Land Transport sector scored 67.8 points (on a scale of 0 to 100), unchanged from the previous year. On the other hand, the Air Transport sector scored 75.4 points, a significant* 1.4% improvement over last year.

The Land Transport sector is made up of four sub-sectors, namely Mass Rapid Transit (MRT) System, Public Buses, Taxi Services, and Transport Booking Apps.

The Public Buses and Taxi Services sub-sectors recorded higher CSISG scores year-on-year, at 65.6 points and 72.5 points, respectively. The MRT System and Transport Booking Apps sub-sectors recorded lower scores year-on-year, at 63.6 points and 68.0 points, respectively. However, these changes were not statistically significant.

Notably, this is the first time since CSISG tracking began in 2007 that customer satisfaction with Public Buses outperformed the MRT system with statistical significance.

Within the Air Transport sector, three sub-sectors were measured: Airport, Budget Airlines, and Full Service Airlines.

While the Airport and Full Service Airlines sub-sectors performed similarly to last year, scoring 78.0 points and 74.5 points respectively, the Budget Airlines sub-sector improved significantly, scoring 73.1 points, a 2.7% increase year-on-year.

These movements are illustrated in Figures 1A and 1B.

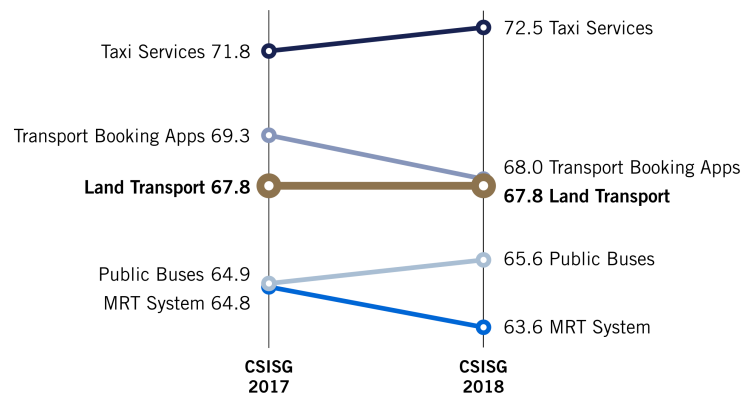


Figure 1A: CSISG Land Transport sector/sub-sector performance for 2017 and 2018. Year-on-year changes were not statistically significant.

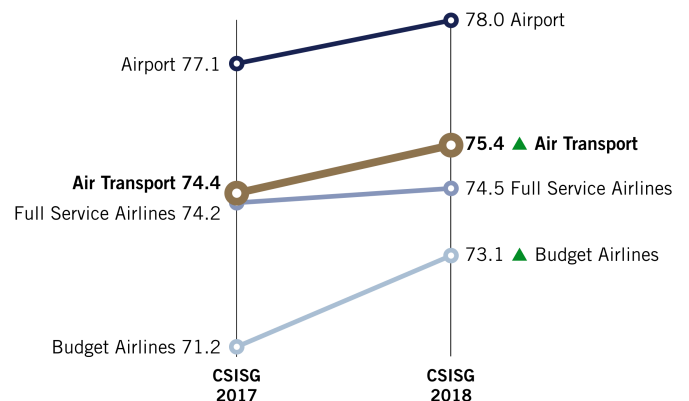


Figure 1B: CSISG Air Transport sector/sub-sector performance for 2017 and 2018. The green arrowheads denote a statistically significant increase in the CSISG score compared to 2017.

*Statistical significance for the CSISG study is measured at a confidence interval of 90%.

SECOND QUARTER KEY FINDINGS

Rising Proportion of Local Commuters with Poor Perceptions of the Train Operator & Low Satisfaction with Government Intervention in Public Transportation

Among local commuters surveyed for the MRT System sub-sector, it was observed that CSISG performance was closely associated with commuters' "Satisfaction with government intervention" and "Trust that the operator was working in their best interests".

As illustrated in Figure 2A, train commuters that rated both these metrics 6 and above (on a 1 to 10 scale), i.e., they were satisfied with government intervention and trusted the operator to be working in their interest, had an average CSISG score of 67.1 points. Conversely, when they gave ratings of 5 and below for these two metrics, their CSISG score was 29.6 points. A similar observation was seen with Public Bus commuters.

		Satisfaction with Government Intervention	
		Rated 1-5	Rated 6-10
Operator Working In Best Interests	Rated 6-10		CSISG 67.1 83.9% of local respondents
	Rated 1-5	CSISG 29.6 15.9% of local respondents	

Figure 2A: Proportion of Local respondents, and their corresponding CSISG scores, that were *Satisfied (Rated 6-10)/Not Satisfied (Rated 1-5)* with government intervention and *Trusted (Rated 6-10)/Did Not Trust (Rated 1-5)* that the operator was working in their best interests.

Of concern was the increasing proportion of local train commuters that fell into this latter group, i.e., low ratings for "Satisfaction with government intervention" and "Trust that the operator was working in their best interests". The proportion rose from 9.5% in 2016 to 15.9% in 2018, as illustrated in Figure 2B.

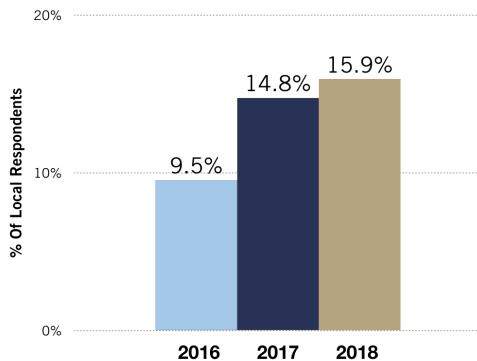


Figure 2B: Rising Proportion of Local Train respondents that were *Not Satisfied with government intervention and Did Not Trust that the operator was working in their best interests (i.e., Rated 1 to 5 for both metrics)*.

Fares a Significant Driver of Perceived Quality for Taxi Services and Transport Booking Apps

The consolidation of Transport Booking Apps and the larger private hire car industry over the past year has resulted in a measurable decrease in two fare-related attributes. "Fares charged" and "Attractiveness of app promotions and discounts" recorded significantly lower satisfaction with customers, falling 7.7% and 17.1%, respectively.

Looking at both the Taxi Services and Transport Booking Apps sub-sectors, analysis revealed "Fares Charged" as the attribute with the largest impact on local customers' Perceived Quality. The five most important attributes for driving quality for each sub-sector is illustrated in Figure 3.

Point-to-point transport companies may wish to consider how to better manage these areas.

	Impact On Perceived Quality Score	
	Taxis (Locals)	Transport Booking App
Fares charged	Fares charged	
Interaction with taxi driver	Cleanliness of the vehicle	
Comfort of the ride	Safety of the ride	
Payment process	Helpfulness of driver	
Smoothness of the ride	Sufficiency of feedback channels	

↑ Increasing Impact On Quality Score

Figure 3: Top five drivers of Perceived Quality for the Taxi Services (Locals) and Transport Booking Apps sub-sector, respectively.

*Statistical significance for the CSISG study is measured at a confidence interval of 90%.

Narrowing Satisfaction Performance Between Full Service and Budget Airlines

The Budget Airlines sub-sector recorded its third consecutive annual increase in CSISG score. Compared to Full Service Airlines, which saw relatively more modest improvements in scores, the difference in satisfaction levels between the two sub-sectors has been narrowing. This is illustrated in Figure 4A.

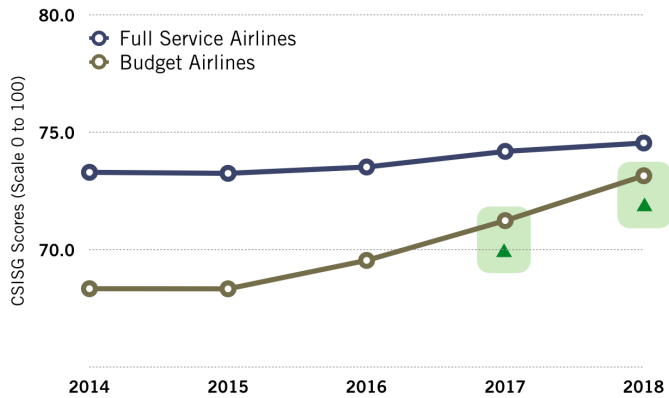


Figure 4A: CSISG 2014-2018 performance for the Full Service and Budget Airlines sub-sectors. The green arrows indicate a significant year-on-year improvement.

Furthermore, as illustrated in Figure 4B, for the first time in five years, Budget Airline customers' rating for "Likelihood to Repurchase", i.e., their propensity to fly with the airline again, surpassed that of Full Service Airline customers.

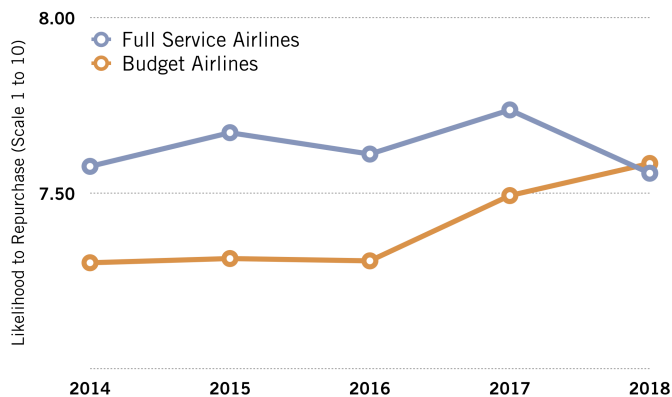


Figure 4B: Ratings for Repurchase Intentions 2014-2018, for Full Service and Budget Airlines sub-sectors.

This may suggest travellers could potentially substitute Full Service Airlines' services with lower priced alternatives, i.e., Budget Airlines.

The Full Service Airlines sub-sector could address the decline in Repurchase Intentions by exploring ways to create wider differentiation in their service offerings.

CSISG BACKGROUND

CSISG scores are generated based on the econometric modelling of survey data collected from end-users after the consumption of products and services.

Company scores are weighted based on a separate incidence study. This incidence study helps determine each company's sample profile and the local-tourist weights. Sub-sector scores are derived as a weighted average of company scores, in proportion to the local and tourist incidence interactions with the constituent companies. Sector scores are derived by aggregating the sub-sector scores proportionately to each sub-sector's revenue contributions. Finally, the national score is weighted according to each sector's contribution to GDP. CSISG scores customer satisfaction on a scale of 0 to 100 with higher scores representing better performance.

Under a quarterly measure-and-release system, distinct industry sectors measured within each calendar quarter have their results released the following quarter. Companies in the Retail and Info-Communications sectors were measured in the first quarter, Air Transport and Land Transport in this second quarter, Food & Beverage and Tourism sectors in the third quarter, and finally the companies of Finance & Insurance and Healthcare sectors, in the fourth quarter. The national score for 2018 will then be computed using the data collected over these four quarters.

For this second quarter of 2018, the Air Transport sector comprised of the Full Service Airlines, Budget Airlines, and Airport sub-sectors. The Land Transport sector comprised of the Public Buses, MRT/LRT, Taxi Services, and Transport Booking Apps sub-sectors.

CSISG 2018 FIELDWORK PROCESS

Survey data was collected between April and July of 2018. Responses were collected via face-to-face interviews with Singapore residents at their homes and departing tourists and transit passengers at Changi Airport.

The Q2 fieldwork garnered 3,539 face-to-face interviews with locals and 2,710 with tourists and transit passengers at the airport.

In total, there were 6,249 unique responses covering 60 companies and entities in the Air Transport and Land Transport sectors; 25 entities have published scores.



INSTITUTE OF
SERVICE EXCELLENCE
SINGAPORE MANAGEMENT UNIVERSITY

CONTACT US

You may contact us for more details of our ISE Corporate Membership and Custom Research.

Institute of Service Excellence
Singapore Management University

81 Victoria Street
Administration Building
Singapore 188065

ise.smu.edu.sg

Tel: +65 6828 0111
Fax: +65 6828 0690
ise@smu.edu.sg