

ABSTRACT

Customer Satisfaction Index (CSI) is widely applicable. It can be used by many industries including all kinds of providers of products and services. Every industry Has their own customer and thus research on the CSI is an important job in order to understand the public acceptance of the enterprise. Therefore. CSI is to find a way to improve the competitiveness of the enterprise .

The medical service provider is of no exception. The customer this time is the patient. The satisfaction level of the patient can reflect their view on the quality of the service provided by the hospital. The research on CSI can determine the various factors that are affecting the satisfaction level of the patient. Of course ,the final objective is to determine on the priority of the improvement work to be done in the future.

This paper is to analyze the application of CSI to a product and service and then applying it into medical service provider. With a detailed research on different region of the medical service provider in Mainland China, Hong Kong and Singapore, this paper wish to recommend on how to improve the quality of the service made by the medical service provider of Macau .

CSI is made from the view point of the customer and thus is an important managerial index for the medical service provider. According to 2 researches on CSI for a hospital in Macau, we can conclude that CSI is really a way to improve the quality of medical service .

KEY WORDS: Customer Satisfaction Index, CSI
Macau's medical service provider, patient right