

CS-coefficient

How (Matzler & Hinterhuber, 1998):

What/Why (Berger et al., 1993):

“However, many of our responses tended to be spread out over several categories...”

Extent of satisfaction:

$$\frac{A + O}{A + O + M + I}$$

“Indicative of the situation where, on average, CS will be increased by providing these (A & O) elements.”

Extent of dissatisfaction:

$$\frac{O + M}{(A + O + M + I) \times (-1)}$$

“Indicative of the situation where, on average, CS will be decreased if these (O & M) elements are not included.”