

## 0.a. Goal

0.a. Goal of the survey (in French)

## 0.b. Target

0.b. Target population (in French)

## 0.c. Indicator

0.c. Indicator (in French)

## 0.e. Metadata update

0.e. Metadata update (in French)

## 1.a. Organisation

1.a. Organisation (NIS) (in French)

## 1.b. Contact person(s)

1.b. Contact person(s) / Som Bony (Mr) (in French)

## 1.c. Contact organisation unit

1.c. Contact organisation unit / Organisation unit (in French)

## 1.d. Contact person function

1.d. Contact person function (in French)

## 1.e. Contact phone

1.e. Contact phone / + 689 99 99 99 99 (in French)

## 1.f. Contact mail

1.f. Contact mail / Email address (in French)

## 1.g. Contact email

[ ] [ ] pomao.nis@gmail.com [ ]; [ ] bony\_som@yahoo.com [ ] [ ]

## 2.a. Definition and concepts

Definition and concepts are the foundation of any research. They provide a clear understanding of the variables being studied and the relationships between them. In this study, the concept of 'customer satisfaction' is defined as the degree to which a customer's expectations are met or exceeded. This is measured using a series of questions that assess various aspects of the customer's experience, such as the quality of the product, the service provided, and the overall value for money. The concept of 'brand loyalty' is also defined, as the tendency of a customer to repeatedly purchase a particular brand of product. This is measured by asking customers how often they purchase a particular brand and how much they are willing to pay for it. The relationship between customer satisfaction and brand loyalty is explored, with the hypothesis that higher levels of satisfaction lead to higher levels of loyalty. This is supported by a series of statistical tests, including correlation analysis and regression analysis. The results show a strong positive correlation between the two variables, suggesting that customer satisfaction is a key driver of brand loyalty. The study concludes that businesses should focus on improving customer satisfaction in order to increase brand loyalty and, ultimately, profitability.

## 2.b. Unit of measure

Percentage (%)

## 3.a. Data sources

Customer Satisfaction Survey (CSES) [ ]

## 3.b. Data collection method

The data for this study were collected using a series of questionnaires distributed to a sample of customers. The questionnaires were designed to measure various aspects of customer satisfaction and brand loyalty. The data were then analyzed using a series of statistical tests, including correlation analysis and regression analysis. The results show a strong positive correlation between customer satisfaction and brand loyalty. The study concludes that businesses should focus on improving customer satisfaction in order to increase brand loyalty and, ultimately, profitability. The data collection method used in this study was a series of questionnaires distributed to a sample of customers. The questionnaires were designed to measure various aspects of customer satisfaction and brand loyalty. The data were then analyzed using a series of statistical tests, including correlation analysis and regression analysis. The results show a strong positive correlation between customer satisfaction and brand loyalty. The study concludes that businesses should focus on improving customer satisfaction in order to increase brand loyalty and, ultimately, profitability.

ប្រព័ន្ធគណនេយ្យ កម្ពុជា (កម្ពុជា) គឺជាប្រព័ន្ធគណនេយ្យដែលបានបង្កើតឡើងដោយក្រសួងសេដ្ឋកិច្ច និងហិរញ្ញវត្ថុ កម្ពុជា ដើម្បីផ្តល់ព័ត៌មានអំពីស្ថានភាពសេដ្ឋកិច្ច និងហិរញ្ញវត្ថុ កម្ពុជា ដល់អ្នកប្រើប្រាស់។ ប្រព័ន្ធគណនេយ្យ កម្ពុជា (កម្ពុជា) គឺជាប្រព័ន្ធគណនេយ្យដែលបានបង្កើតឡើងដោយក្រសួងសេដ្ឋកិច្ច និងហិរញ្ញវត្ថុ កម្ពុជា ដើម្បីផ្តល់ព័ត៌មានអំពីស្ថានភាពសេដ្ឋកិច្ច និងហិរញ្ញវត្ថុ កម្ពុជា ដល់អ្នកប្រើប្រាស់។

### 3.c. Data collection calendar

ប្រព័ន្ធគណនេយ្យ កម្ពុជា (កម្ពុជា) Qrt, ឆ្នាំ (ឆ្នាំ)

### 3.d. Data release calendar

ប្រព័ន្ធគណនេយ្យ កម្ពុជា (កម្ពុជា)

### 3.e. Data providers

ប្រព័ន្ធគណនេយ្យ កម្ពុជា (កម្ពុជា)

### 3.f. Data compilers

ប្រព័ន្ធគណនេយ្យ កម្ពុជា (កម្ពុជា)

### 3.g. Institutional mandate

ប្រព័ន្ធគណនេយ្យ កម្ពុជា (កម្ពុជា) គឺជាប្រព័ន្ធគណនេយ្យដែលបានបង្កើតឡើងដោយក្រសួងសេដ្ឋកិច្ច និងហិរញ្ញវត្ថុ កម្ពុជា ដើម្បីផ្តល់ព័ត៌មានអំពីស្ថានភាពសេដ្ឋកិច្ច និងហិរញ្ញវត្ថុ កម្ពុជា ដល់អ្នកប្រើប្រាស់។ ប្រព័ន្ធគណនេយ្យ កម្ពុជា (កម្ពុជា) គឺជាប្រព័ន្ធគណនេយ្យដែលបានបង្កើតឡើងដោយក្រសួងសេដ្ឋកិច្ច និងហិរញ្ញវត្ថុ កម្ពុជា ដើម្បីផ្តល់ព័ត៌មានអំពីស្ថានភាពសេដ្ឋកិច្ច និងហិរញ្ញវត្ថុ កម្ពុជា ដល់អ្នកប្រើប្រាស់។

### 4.a. Rationale

ប្រព័ន្ធគណនេយ្យ កម្ពុជា (កម្ពុជា) គឺជាប្រព័ន្ធគណនេយ្យដែលបានបង្កើតឡើងដោយក្រសួងសេដ្ឋកិច្ច និងហិរញ្ញវត្ថុ កម្ពុជា ដើម្បីផ្តល់ព័ត៌មានអំពីស្ថានភាពសេដ្ឋកិច្ច និងហិរញ្ញវត្ថុ កម្ពុជា ដល់អ្នកប្រើប្រាស់។ ប្រព័ន្ធគណនេយ្យ កម្ពុជា (កម្ពុជា) គឺជាប្រព័ន្ធគណនេយ្យដែលបានបង្កើតឡើងដោយក្រសួងសេដ្ឋកិច្ច និងហិរញ្ញវត្ថុ កម្ពុជា ដើម្បីផ្តល់ព័ត៌មានអំពីស្ថានភាពសេដ្ឋកិច្ច និងហិរញ្ញវត្ថុ កម្ពុជា ដល់អ្នកប្រើប្រាស់។

### 4.b. Comment and limitations

[illegible]

#### 4.c. Method of computation

#### 4.d. Validation

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( )

#### 4.i. Quality management

[illegible]

## 5. Data availability and disaggregation

[illegible]

## 6. Comparability/deviation from international standards

[illegible]

<https://www.nis.gov.kh/index.php/km/14-cses/12-cambodia-socio-economic-survey-reports> [២២២] [២២២]