



A Study on Customer Satisfaction and Service Quality

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Abstract:

Customer satisfaction is basically the judgment a consumer makes in relation to his/her sense of fulfillment related to his/her choices about the purchase and use of specific products and services. Therefore, in summary, dramatic changes in service quality, either up or down, are quite strategic, whereas customer satisfaction goals are an alignment of consumer's expectations to delivered service quality.

I. INTRODUCTION

Every business organization's success depends on the satisfaction of the customers. Whenever a business is about to start, customers always come "first" and then the profit. Those companies that are succeeding to satisfy the customers fully will remain in the top position in a market. Today's business company has known that customer satisfaction is the key component for the success of the business and at the same time it plays a vital role to expand the market value.. Customers purchase products to meet their expectations in terms of money. Therefore, companies should determine their pricing with the quality of the product that attracts the customer and maintains the long-term affiliation.

Concept of Customer Satisfaction

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. An organization's main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, non-profit organizations, and every subgroup within an organization.

BACKGROUND OF STUDY

It is a combination of two words, Service and Quality where we find emphasis on the availability of quality services to the ultimate users. The term quality focuses on standard or specification that a service generating organisation promises. More frequency in innovations, less gap in the process of quality up-gradation .Like the goods manufacturing organisations even the service generating organisations are found instrumental in promoting research and devising something new that makes the services, schemes distinct to the competitors and creates profitable market opportunities to capitalise on. It is against this background that in the developed countries, the process of innovation is found more frequent.

Concept of Service Quality

When defining the concept of service quality, one should always start with customers, as quality is the most important factor for customers and also it is their basis of their opinion, which will then result in the fact that service quality is achieved if the customer expectations are achieved. The most significant positioning tool of service providers and their offer on the contemporary service market is the service quality.

Objectives of Service Quality:

The subject of service quality has aroused considerable recent interest among business people and academics. Of course, buyers have always been concerned with quality, but the increasing competitive market for many services has led consumers to become more selective in the services they choose. Conceptualising the quality for services is more complex than for goods. Because of the absence of tangible manifestations, measuring service quality can be difficult but there are possible research approaches.

The Importance of Service Quality

The importance of service quality isn't only demonstrated by the loss of customers if the quality is subpar. Getting customer service rights offers gains for your business as well. It increases sales. Good service can prompt customers to spend more than they'd planned. Customer service generates positive word-of-mouth and person-to-person recommendations.

II. REVIEW OF LITERATURE

Xianping Tang, Xuemei Chen and Bei Wu, the study has been undertaken to know A Qualitative Study of the Quality of Home Care in Shanghai, China. The study has been conducted among 27 customers. It was published in the Journal of Transculture Nursing. The data was analyzed using Colaizzi's seven-step analysis. The study concludes that the themes Related to Unsatisfactory Structure Quality. There were four themes under the category of "unsatisfactory structure quality": unqualified home care environment, limited medical resources and equipment, shortage of home care staff, and lack of rules, and regulations for home care practice.

Figen Yeilada1 and Ebru Direktor, the researcher had made a study Health care service quality: A comparison of public and private hospitals. The study has been conducted among 990 people. It was published in the African Journal of Business Management. The researcher has concluded that the After identifying the gap scores for the hospitals, logistic regression was conducted to identify the service quality dimensions that play an important role in predicting customer satisfaction. The analysis was conducted separately for public and private hospitals.

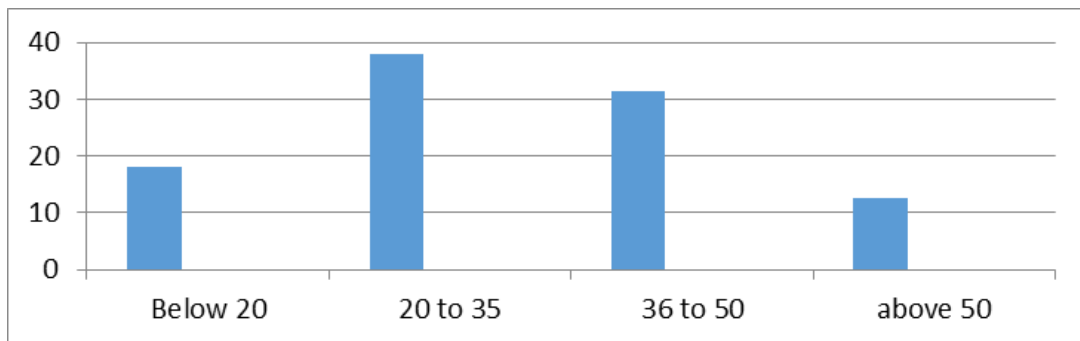
Ilker Gunel, Mehdi Duyan, has attempted to study the Effect of Service Quality on Athlete Satisfaction: An Empirical Results from Sports Facilities of Public Organizations. The study has been conducted among 769 people. It was published in the European Journal of Management and Marketing Studies. simple random sampling model was used. The data was analysed using Descriptive Analysis. Hierarchical Regression Analysis. The results of our research have shown that the quality of service offered in public sports facilities has a huge impact on customer satisfaction.

III. STATEMENT OF THE PROBLEM

A Customer Problem Statement is a detailed description of an issue that needs to be addressed. This document thoroughly elaborates on the problem that the product or service solves for particular customers who had a problem in purchasing. The statement also helps to ensure teams to focus on the right thing during the innovation or the development process, by analyzing the problem and coming up with ways to solve them before the product is fully built.

IV. DATA ANALYSIS AND INTERPRETATION

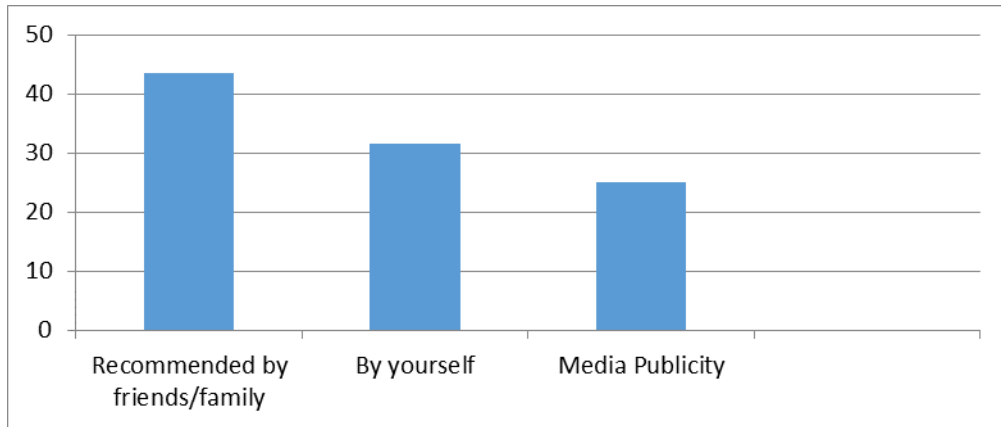
Valid	Below 20	36	18.0	18.0	18.0
	20 to 35	76	38.0	38.0	56.0
	36 to 50	63	31.5	31.5	87.5
	above 50	25	12.5	12.5	100.0
	Total	200	100.0	100.0	



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Recommended by friends/family	87	43.5	43.5	43.5
	By yourself	63	31.5	31.5	75.0
	Media Publicity	50	25.0	25.0	100.0
	Total	200	100.0	100.0	

Interpretation

From the table reveals that 18% of respondents belong to Below 20, 38% of the respondents belong to 20 to 35, 31.5 % of the respondents belong to 36 to 50, 12.5 % of the respondents belong to above 50. Majority 38% of the respondents belong to the 20 to 35.



Interpretation

From the table reveals that 43.5% of respondents belong to Recommended by friends/family, 31.5% of the respondents belong to By yourself, 25% of the respondents belong to Media Publicity. Majority 43.5% of the respondents belong to the Recommended by friends/family.

Relationship between Product charges are very reasonable * The Products meets my expectations. Cross tabulation

		The Products meets my expectations.					Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Product charges are very reasonable	Strongly disagree	0	0	1	5	0	6
	Disagree	1	1	1	0	5	8
	Neutral	6	13	13	26	19	77
	Agree	0	10	18	27	19	74
	Strongly agree	0	10	4	14	7	35
Total		7	34	37	72	50	200

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	30.158 ^a	16	.017
Likelihood Ratio	35.072	16	.004
Linear-by-Linear Association	.038	1	.846
N of Valid Cases	200		

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .21.

Interpretation

The above Chi-square Test that Product charges are very reasonable and the Products meets my expectations and they a positive relation with performance the chi-square 30.158. The significance level of 0.017 indicates that this chi-square is statistically significant.

Relationship between It's under my budget * I feel satisfied with the usage of the product Cross tabulation

		I feel satisfied with the usage of the product					Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
It's under my budget	Strongly disagree	0	0	5	4	0	9
	Disagree	1	1	1	3	3	9
	Neutral	4	7	7	29	16	63
	Agree	6	3	8	38	16	71

	Strongly agree	2	3	14	13	16	48
Total		13	14	35	87	51	200

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.157 ^a	16	.030
Likelihood Ratio	28.868	16	.025
Linear-by-Linear Association	.621	1	.431
N of Valid Cases	200		

a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .59.

Interpretation

The above Chi-square Test that It's under my budget and researcher feel satisfied with the usage of the product and they a positive relation with performance the chi-square 28.157. The significance level of 0.030 indicates that this chi-square is statistically significant.

V. CONCLUSION

Customer satisfaction is one of the key issues being monitored by every service provider. Through customer satisfaction and loyalty surveys the managing level of a business can ensure a way of knowing what the customer thinks about their service and what needs to be changed to gain positive customer satisfaction.

VI. REFERENCE

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