



A Study on Customer Satisfaction in Maritime Industry

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ABSTRACT

This study takes a look at customer delight in the maritime enterprise, focusing on the elements influencing customer perceptions and opinions. The study examines key variables consisting of carrier reputation, pricing, enterprise reputation, and convenience to recognize their impact on client pleasure and loyalty. Primary facts amassed through customer surveys had been analyzed using the usage of correlation and more than one regression strategies. The findings reveal that the quality of services has the most powerful effect on client pleasure, followed by provider reputation and pricing. Although recognition contributes undoubtedly to the organization's growth, it does not extensively affect pride. The study concludes with actionable hints, inclusive of enhancing customer service and reaction instances, keeping aggressive pricing, and leveraging CSR initiatives, to attract common client reviews and foster loyalty.

KEYWORDS: *Customer Satisfaction, Logistics, Maritime Industry, Customer Loyalty.*

INTRODUCTION

The worldwide maritime company is critical to worldwide exchange, transporting over 80% of the sector's items by way of volume. As one of the most price-effective methods to move big portions of materials and goods, demand and opposition have intensified. Service vendors should continuously adapt to satisfy consumer expectations to keep their market position.

Customer pride is vital inside the logistics and maritime industries, which play a critical function within the international financial machine by using a manner of ensuring green shipping over huge distances. Given the interconnected nature of modern-day-day alternate, seamless logistics are predicted. This has a observe interests to look at factors influencing consumer pleasure, compare operational and service elements, and provide insights to beautify standard performance and customer satisfaction.

Maritime agency has companies operating within this quarter, makes a speciality of delivering exceptional offerings globally. With disturbing conditions in maintaining pride amid changing market dynamics and environmental guidelines, patron pride remains a key component inside the organisation's sustainability. The research will discover several components of patron pride in logistics, consisting of carrier quality, operational practices, and customer expectations, the usage of a complete literature review, industry assessment, and number one records from patron surveys and professional interviews. The goal is to offer incorporated pointers to enhance carrier fine and operational standard performance.

REVIEW OF LITERATURE:

1. "Assessing Customer Happiness with CRM Practices within the Container Shipping Sector" through Dr. Harikrishan Chaurasiya and Dr. Belur Baxi (2024): This study assessed customer delight with CRM in discipline transport using a Likert-scale survey with two hundred legitimate responses. Key CRM practices impacting delight included field traceability, availability, warehouse location, and obvious pricing, whilst product information, competitor insights, and cleanliness confirmed development areas.

2. "Developing Customer-Centric Marketing Strategies for Maritime Logistics" by way of using Larsen Barasa et al. (2024): This research explored consumer-centric advertising strategies in Indonesian maritime logistics. Semi-based totally interviews highlighted varied purchaser information among vendors, with a few excelling in custom designed messaging and others struggling. Compliance with international requirements and professionalism emerged as key worrying conditions.

3. "Planning the Customer Service Process of a Logistics Company Based on Implementing Green Technologies" thru Oksana Pozniak et al. (2024): This theoretical examine proposed a cyclical version to enhance customer service in logistics thru inexperienced generation, which include Power-to-X, improving service notable, environmental effect, and competitiveness.

4. "Impact of Contemporary Logistics Factors on Customer Satisfaction in E-trade" thru Syed Muhammad Zia et al. (2024): Analyzing 250 survey responses, this have a take a look at located that logistics factors like transport tracking and go back comfort drastically enhance e-trade patron pleasure and retention.

Five. "Model Analysis of the Mediation Effect of Customer Satisfaction on Customer Loyalty in Mitratel Companies" by using manner of Maria Sugiat and Acai Sudirman (2024): Using SEM evaluation, the examine showed that CRM and popularity definitely effect customer delight at Mitratel. Customer pride mediates CRM's effect on loyalty, with enterprise corporation recognition without delay boosting loyalty.

RESEARCH OBJECTIVES

Primary Objective:

- To evaluate overall customer satisfaction with Maritime industry..

Secondary Objectives:

- To identify key factors influencing satisfaction, such as pricing and service quality.
- To assess customer perceptions of companie reputation, service convenience, and responsiveness.

SCOPE OF THE STUDY

This test explores consumer pride in the logistics and maritime sectors, focusing on key elements which have an impact on provider splendid and operational universal performance, inclusive of velocity, reliability, and responsiveness. Data is probably gathered from surveys and interviews with both customers and enterprise experts, supplemented by literature and enterprise practices. This holistic approach pastimes to provide actionable insights to beautify issuer exceptional and operational performance. Findings will highlight strengths and possibilities for development, handing over pointers to enhance consumer enjoy and align services more carefully with patron expectations.

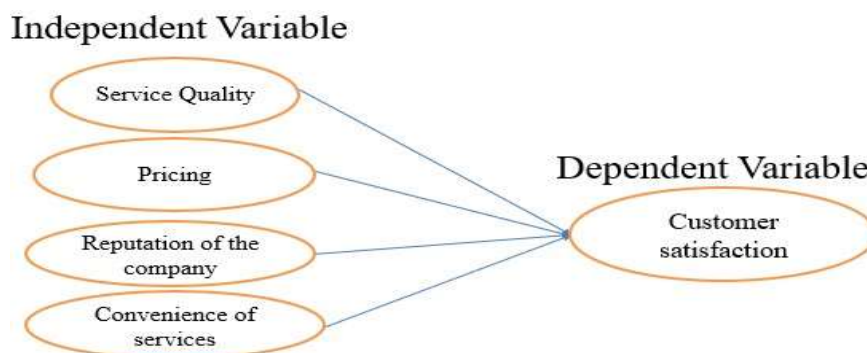
NEED OF THE STUDY

With growing competition and evolving worldwide alternate, patron pride has become important in logistics and maritime sectors. This examine is pressing, aiming to pick out elements that shape consumer perceptions and pleasure. Understanding those drivers is vital for organizations to maintain a aggressive factor. Findings will assist company players in improving provider transport, aligning operations with purchaser desires, and informing strategic choices, thereby supporting sustained achievement in a hard business enterprise.

LIMITATIONS

- Limited respondent numbers may reduce generalizability.
- Time constraints may affect the depth of data analysis.
- Data reflects a single point in time, missing longer-term trends.
- Lengthy surveys might lead to incomplete or rushed responses.
- Diverse customer priorities make standardized satisfaction metrics challenging.

CONCEPTUAL MODEL



DATA ANALYSIS
Table No 1

S.No	Variable	Frequency	Percentage
1	Identifying the company		
	Industry events	60	53.50%
	Referral	33	29.50%
	Online research	19	17.00%
	Total	112	100.00%
2	Domestic/International		
	Domestic	41	36.60%
	International	71	63.40%
	Total	112	100.00%

Table No 2**Mean Value of Statements**

S.No	Variable	Mean
1.	Business with Maritime industry	3.34
2.	Using again for future shipping needs	3.88
3.	Recommend to others	3.89
4.	Quality of services	4.00
5.	After-service support	3.98
6.	Speed and efficiency of responses	3.97
7.	Fair price compared to other industrial players	3.98
8.	Flexible payment terms	4.01
9.	Commitment to corporate social responsibility	4.05
10.	Effective handling of unexpected situations	4.03
11.	Efficiently processes documentation	4.10
12.	Shipping services to needed places	4.05

FINDINGS:

Maritime industry is widely recognized through industry events (53.6%), with fewer customers coming from referrals (29.5%) and online searches (17.0%). The company primarily serves international customers (63.4%) over domestic ones (36.6%). While customers report a slightly positive overall experience with a mean satisfaction score of 3.34, there is room for improvement, particularly in after-service support (3.98) and response efficiency (3.97). Moderate loyalty scores for reuse (3.88) and recommendation (3.89) indicate customers are likely to return but are not fully committed. Competitive pricing (3.98) and flexible payment terms (4.01) are appreciated, alongside high approval for CSR initiatives (4.05), which enhance the company's reputation. Additionally, convenience factors such as error-free documentation (4.10) and effective issue handling (4.03) inspire customer confidence. Statistical analysis reveals that service convenience has the strongest impact on satisfaction, while service quality and pricing have a lesser influence, and reputation and customer relationship duration show minimal effects.

CONCLUSION:

Maritime industry performs well in service quality, pricing, and convenience, with high ratings in documentation accuracy and operational efficiency. However, improving response times, after-service support, and customer engagement can convert satisfied customers into loyal advocates. By focusing on convenience and operational excellence, Maritime industry can enhance satisfaction and solidify its market position.

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