A STUDY ON THE INFLUENCE OF SERVICE QUALITY CUSTOMER SATISFACTION.

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ABSTRACT

In today's highly competitive business landscape, providing exceptional service quality has become crucial for organization operating in the marketing sector. This study aims to investigate the relationship between service quality and customer satisfaction, recognizing the significant impact it has on the success and sustainability of marketing businesses. This study adopts a quantitative research approach, utilizing a structured questionnaire survey to collect data from a sample of customers in the marketing sector.

Keywords: *Service quality, customer satisfaction, marketing sector, reliability, responsiveness, assurance, empathy, tangibility*

I. INTRODUCTION

Today's company are facing their toughest competition ever. These companies can outdo their competition if they can move from product and sales philosophy to a marketing philosophy. We spell out in detail how companies can go about winning customer and outperforming competitors. The answer lies in doing a better job of meeting and satisfying customer need. Only customer-cantered companies are adept at building customer, not just building product. They are skilled in marketing engineering, not just product engineering.Too many companies think that it is the marketing/sales department's job to procure customer. If the department cannot' the company draws the conclusion that its marketing people aren't very good. But in fact, marketing is only one factor in attracting and keeping customer. The best marketing department in the world cannot spell products that are poorly made or fail to meet anyone's need. The marketing department can be effective only in companies whose various departments and employees have designed and implemented a competitively superior customer value-delivery system.

OBJECTIVES OF THE STUDY

- To study the customer perceptions of the services rendered to them by company.
- To determine customer perceptions of the service they currently receive for each of the service quality dimension.
- To make company's suppliers aware about the dissatisfaction part of their customers
- To identify the customer service level towards company

SCOPE OF THE STUDY

This study is mainly focused on examining the effect relationship between the service quality and its impact on customer satisfaction. The independent variables of the study are; tangibles, reliability, responsiveness, assurance and empathy with the identified dependent variable; customer satisfaction. This study is limited to investigate the relationship between the service quality and its impact on customer satisfaction.

NEED OF THE STUDY

Implementation of service quality delivery in the banks would be the stage for building a good partnership with customers which consequently leads to services development and improvement. Moreover, considering the high costs of acquiring new customers and the customer turnover in insurances, it is very important to study the effects of service quality on customer satisfaction. The study will give sufficient information to the study area insurance companies about the strengths and weaknesses of the services currently offering to customers and also help them to know areas which need improvement.

LIMITATIONS OF THE STUDY

- The study was conducted only in one district. This may not give a generalized conclusion.
- The respondents were less interested in answering the questionnaire.
- The analysis is based on the data provided by the respondents.
- The views of those who did not participate in the survey is not included.

II. REVIEW OF LITERATURE

p. vijay'(2016) examined customer preferences towards the mobile network service provider- A study with the special reference to Coimbatore city. Their study exposed that the majority of the respondents have give top preferences to airtel and least preferences to Aircel in preferring the network service providers. Their study also revealed that their respondents had give top preferences to service quality' value added services in preferring the network service providers.

Darlami'(2016)The main objective of the study is to find the market potential and market penetration of reliance jio in Murad Nagar. Descriptive research design is used. Convenience sampling technique is used and the sample size is 300. A structured questionnaire is used to collect the primary data and the collected data are analysed through percentage analysis and bar charts. His study revealed that 71.23% respondents were satisfied with reliance JIO and the customer are highly satisfied with the 4G services provided by reliance JIO.

Bugel'buunk'&Verhoef (2010) examine commitment to companies, in the, using the psychological investment model. The study examined the customer company relationships in five sector the banking industry, health insurance, supermarkets, mobile telecom providers, with regard to satisfaction, the outcome of the stud suggests that satisfaction play an important role in determining customer commitment for service providers and there is a positive correlation between improving customer satisfaction and gaining customer loyalty.

T.H.chowdary (1999) discusses how telecom reform, or DE monopolization, in Indian has been bungled shaped by legislation dating back to the colonial era and post second world war socialist policies, by the mid-1980s India realized that its poor telecommunications infrastructure and service need reform. At the heart of the problem lay the monopoly by the government's department of telecommunications (DOT) in equipment, networks and services. The national telecom policy 1994 spelt out decent objectives for reform but tragically its implementation was entrusted to the DOT. This created an untenable situation in which the DOT become policymaker, licenser, regulator, operator and also arbitrator in disputes between itself and licensed competitors.

Ghanikanesanbin, (2013) their study attempted to examine the impact of service quality dimensions on customer satisfaction. The sample size of the study was 225. Gap analysis was used to determine the perceived and expected satisfaction to test the relationship between the SEROQUEL dimension and customer satisfaction. The results indicated that all 5 service quality dimension positively influenced customer satisfaction in terms of loyalty and attitudes. In addition, t-tests results showed that there was a significant gap between the perceived satisfaction and expectation (P-E) on all of the service quality dimensions.

III. RESEARCH METHODOLOGY

The study is a descriptive one, descriptive research studies are those studies, which are concerned with describing the characteristics of a particular individual, or a group. The main aim behind the study was to understand the customer experience in the various stages. In this study primary data was collected from the

customer with help of questionnaire and interview schedule. The population for this study is 500. Sample size of this study is 103.

SAMPLING METHOD

Stratified random sampling is a method of sampling that involves the division of a population into smaller sub-groups known as strata. In stratified random sampling, or stratification, the strata are formed based on members' shared attributes or characteristics such as income or educational attainment.
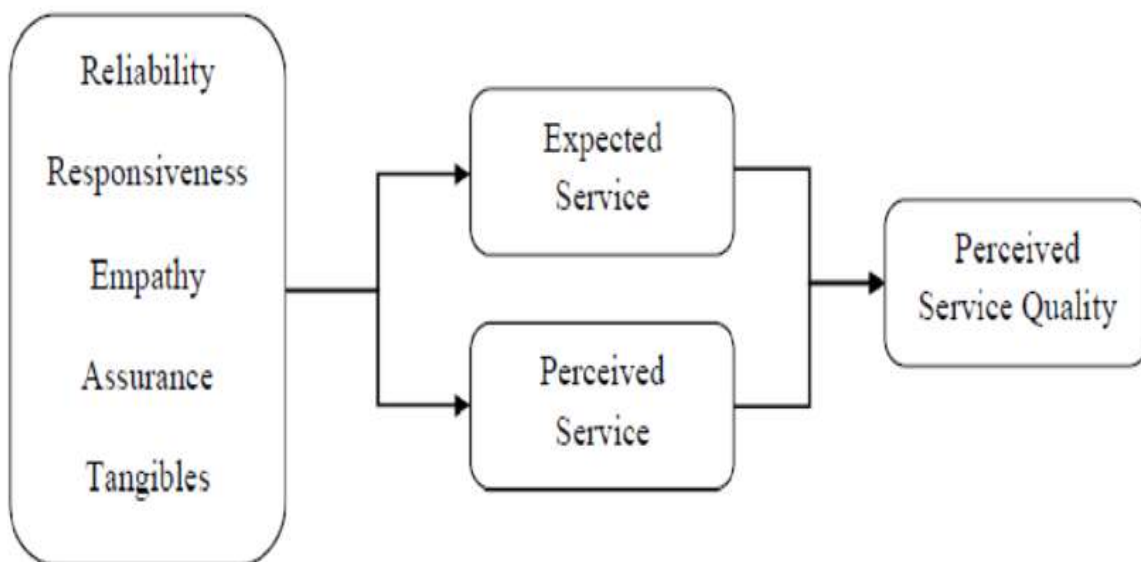
SAMPLING METHOD

Simple random sampling method has been used for my study.

TOOLS FOR DATA ANALYSIS

According to the project there will be two statistical tools are used. They are

• Chi-square Test

 • Oneway Annova

IV. DATA ANALYSIS AND INTERPRETATION

Data analysis is the process of uncovering patterns and trends in the data. Data interpretation is the process of assigning meaning to the data. It involves explaining those discovered patterns and trends in the data chronology. Data analysis comes first, followed by data interpretation.

CHI- SQUARE TEST
HYPOTHESIS STATEMENT

H_O: There is no significant relationship between annual income and Reception desk employees are neat appearing.

H_1: There is a significant relationship between annual income and Reception desk employees are neat appearing.

Table 4.1

Annual income × Reception desk employees are neat appearing

Particulars	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	78.96	8	.000
Likelihood Ratio	100.44	8	.000
Linear-by-Linear Association	15.29	1	.000
N of Valid Cases	103		

Inference

From the above table, the calculated Pearson Chi-Square significant value is .000, that significant value is Below than the 0.05 (5% level of significant). Hence H0 is Rejected. H1 is Accepted. Therefore, it is inferred that there is a significant relationship between the annual income and reception desk employees are neat appearing.

ANOVA
HYPOTHESIS STATEMENT

H_O: There is no significant relationship between Gender and on hand services are provided in client friendly way

H_1: There is a significant relationship between Gender and on hand services are provided in client friendly way

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Table 4.2

Gender and on hand services are provided in client friendly way

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	12.83	1	12.83	9.87	.002
Within Groups	131.27	101	1.30		
Total	**144**	**102**			

Inference

From the above table, the calculated significant value is .002, that significant value is Below than the 0.05(5% level of significant). Hence H0 is Rejected. H1 is Accepted. Therefore, it is inferred that there is a significant relationship between the gender and on hand services are provided in client friendly way.

V. FINDINGS OF CHI SQUARE

There is a significant relationship between the annual income and reception desk employees are neat appearing.

FINDINGS OF ONEWAY ANNOVA

There is a no significant relationship between the gender and on hand services are provided in client friendly way.

VI. SUGGESTIONS

- Diversity and Inclusion: As the majority of respondents are male, Intellipaat should focus on promoting diversity and inclusion in its hiring and recruitment processes. This will help to attract and retain more female talent.

- Target Younger Audience: As the majority of respondents fall into the 21-29 age group, Intellipaat could consider creating more courses and programs that cater to this age group. This will help to attract more customers and improve brand awareness among younger audiences.

- Employee Satisfaction: Since the majority of respondents are married, Intellipaat should focus on creating a positive work environment and implementing policies that support work-life balance. This will help to improve employee satisfaction and retention.

- Education and Skill Level: The majority of respondents hold a bachelor's degree, and the majority of respondents prefer courses that fall within the 3-5 L range. Therefore, Intellipaat should focus on creating courses and programs that align with the skill level of its target audience.

- Improve Course Content: As the majority of respondents expressed disagreement with certain aspects of Intellipaat's courses, the company should consider improving its course content to address these concerns.

VII. CONCLUSION

In conclusion, the data provided highlights several areas where Intellipaat company can improve its offerings and address concerns expressed by its target audience. By focusing on promoting diversity and inclusion in its recruitment and hiring processes, creating courses and programs that cater to younger audiences, implementing policies that support work-life balance, and improving course content, Intellipaat can attract more customers, improve customer satisfaction, and retain its employees.

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