

A STUDY ON CUSTOMER SATISFACTION WITH REGARDS TO PRODUCTS OF SELECTED ORGANISATION

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ABSTRACT

Customer satisfaction is a business time period, is a degree of how products and services furnished with the aid of a company meet or surpass customer expectation. It's far visible as a key performance indicator inside business and a part of the four potential of balanced rating card.

Customer satisfaction is a term often used in advertising. It's far a degree of the way services and products supplied by using a company meet or surpass customer expectation. Customer satisfaction is a marketing tool and an exact fee-added gain. Whether the buyer is satisfied after purchase depends on the offers performance in relation to the buyer expectation. In general, satisfactions are someone's emotions of delight or unhappiness because of products.

INTRODUCTION

If the performance falls brief of expectation, the customer is dissatisfied. If the performance matches the expectation, customer is satisfied. If the carry outpace exceeds the expectation the customer is fantastically satisfied.

After all you either satisfied with the services you receive or you are not. If it's miles that easy, then acquiring humans' opinion approximately how satisfied they're with especially sincere count- or is it? Customer satisfaction is a marketing tool and an exact fee-added gain.

Review of Literature

Experts in the fields of marketing and service management have applied much science and measurement to the goal of customer satisfaction. At Company A, workflow reorganization, metrics, salary benchmarking, and surveys and training, in both technical services and customer

relations, have been implemented toward achieving a goal of increased customer satisfaction without significant success. This literature review will 1) define the aspects of customer service unique to an Organization, 2) report the correlation between customer satisfaction and employee satisfaction, and 3) explore key factors related to employee satisfaction in an Organization. The goal of the literature review is to identify areas of concern related to employee satisfaction in an Organization that may have a direct impact on overall customer satisfaction.

Problem of the Study

In today's competitive world customer plays an important role in every business is to satisfy its existing customers and attract a new customer which is also known as acquiring customers.

Based on the above statement and have decided to take up my academic project on A STUDY ON EMPLOYEE AND CUSTOMER SATISFACTION WITH REGARDS TO PRODUCTS OF SELECTED ORGANISATION

NEED OF THE STUDY:

The purpose of this study is to examine the link between customer satisfaction and employee satisfaction and identify key factors in employee satisfaction. The study will proceed with survey measurement of these key factors in the Organization . In its conclusion, this study will generate recommendations for future efforts toward employee satisfaction, aimed at achieving the goal of improved customer satisfaction.

Assumptions of the study

This study assumes that the employee satisfaction survey, which was conducted as a part of this study, reflects an employee's honest opinion about the current work environment and that issues related to employee satisfaction are similar enough in all customer service work environments so that the survey instrument used, which drew from other studies previously conducted, is relevant

Research Methodology

Research design

A research design is an arrangement of conduction's for collection for analysis of data in a manner that aims to combine relevance to the success of the research purpose with economy in procedure. Fundamental to the success of any research project is the sound research design. A research design is purely and simply the framework and for the study that guides the collection and analysis of data. It is a blue print that is followed in completing a study.

Simple percentage refers to special kind of ratio used in making comparisons between two or more series of data.

Simple percentage=Number of Respondents/ Total Number of Respondents

Types of Research Design

1. Exploratory research design.
2. Descriptive research design.
3. Experimental research design

Sample Population

A sample is simply a subset of the population. The concept of sample arises from the inability of the researchers to test all the individuals in a given population. The sample must be representative of the population from which it was drawn and it must have good size to warrant statistical analysis.

The main function of the sample is to allow the researchers to conduct the study to individuals from the population so that the results of their study can be used to derive conclusions that will apply to the entire population. It is much like a give-and-take process. The population “gives” the sample, and then it “takes” conclusions from the results obtained from the sample

Statistical tools

Tolls used for this study is,

- Simple percentage Analysis.
- Chi -Square Test

Limitations of the Study

- The responses given by the respondents may not be true.
- The respondents may be careless in responding to the questionnaire.
- The respondents may be illiterate.

FINDINGS

- 37 percentage of the employee are from age group 26 -35 years

- 40 percentages of the respondents are Male 60 percentage of the respondents is female.
- 66.67 percent'age of the respond'ents are from the group of graduate 10percent'age of respond'ents are from the group of below +2 the group of ITI 23.33 percent'age of respond'ents are from the group of diploma.
- 66.67 percentages of respondents are from the group up to 5 yrs. 66.67 percentages of respondents are from the group of 6-10 yrs. 40 percentages of respondents are from the group of 11-15 yrs. 13.33 percentages of respondents are from the group of 16-20 yrs. 33.33 percentages of respondents are from the group of above 20 yrs.
- 46.67 percentage of employee's feel satisfactory working condition about 40percent'age of the employee's feels that working condition in the Organization is fair and about 13.33percent'age of employee's feels that working conditions is highly satisfied.
- 50 percentage of the employee's adopting in general shift working in the Organization and 33.33percent'age of the employees are 3rd shift working in the Organization and 16.67 percentage of the employees are working 1st shift in the Organization.
- 40 percentage of the employees have fair opinion about permission in Organization and 36.67percent'age of the employee's feel bad opinion about permission in Organization and 20 percentage of the employee's feel bad opinion about permission in Organization and 3.33percent'age of the employees are excellent opinion about permission in Organization.
- 70percent'age of the employee's does not face stress in job and 30percent'age of the employee's face stress in job an Organization.

SUGGESTIONS

- The customer satisfaction should be the main focus of any service firm
- Customer retention leading to improved profitability and grow
- The marketing personnel at all levels should appreciate the significant components of marketing effectiveness
- Customer friendly documentation i.e. it should be made easier and faster.

CONCLUSION

The present research has brought out the various factors influencing the satisfactions level of the customers with regard to customer retention based on the six dimensions namely Product, Employee, Process Orientation, Environment, Post SALES service and Customer Orientation.

The study has covered the general profile and the shopping habits of the respondents, along with an enumeration of their opinion on the various dimensions that trigger satisfaction to the service provided. From the outcome of the response analyses, from the present study a tailored CRM model has been created. Customers give priority to their expectation, if the expectation of the customers are properly identified a healthy bonding with the customer can be established

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