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Customer Satisfaction in Service Industry

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Abstract

When a consumer/customer is contented with either the product or services it is termed satisfaction. Satisfaction can also be a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance or outcome with their expectations.

It is clear that consumers are important stakeholders in businesses and that management places a high value on keeping them happy. Both companies and researchers have displayed a keen interest in the topic of customer happiness.

Organizations now have an obligation to provide new services on top of what they already offer. A factor to figure out customer satisfaction is now service quality. Several academics have established a connection between customer happiness and service quality. The main purpose of this study is to examine the relationship between customer satisfaction and service quality in service sectors with respect to the service quality dimensions.

Keywords: Customer Satisfaction, Service Industry, India

Introduction

Customer satisfaction refers to how satisfied your consumers are with your organization, products, or services, as well as the support they receive both before and after making a purchase. It's also a technique for your customer care personnel to ensure that their actions are consistently delivering delighted consumers.

The key to maintaining a sustained competitive edge is to maintain a high level of quality in your product or service. An organization's profitability is positively impacted by customer happiness. Any successful business is built on its satisfied consumers, as they encourage positive word of mouth, repeat business, and brand loyalty. Numerous research studies have examined how customer satisfaction affects retention, loyalty, and repeat business. A number of experts have noted that happy consumers tend to tell five or six other individuals about their experiences. On the other hand, unhappy consumers are more likely to tell ten more others about their bad experience with a product or service. Custodial satisfaction is the state of mind enjoyed by persons who have eloped.

The idea is to establish what customer happiness means to your firm using a specific rating system, and then determine key performance indicators (KPIs) that are relevant to your overall customer service goals.

Objectives

1. To find difference between customer loyalty and customer satisfaction with reference to service industry
2. To examine the difference between customer satisfaction and service quality with the help of service quality dimensions in service industry
3. How to measure customer satisfaction in service industry.

Research methodology

In this study, a quantitative approach was taken. A study that follows a quantitative approach is primarily concerned with the generation of quantitative data.

This method was chosen because it aligns with my logical position of objectivity, my scientific position of positivism, and my deductive research methodology.

Furthermore, it was as a result of the quantitative data I gathered and the quantitative analytic technique I used. One of the features of a quantitative method is the use of numerical data, which is why I focused "on quantification in the collection and

analysis of the data collected" rather than creating my own theories. I wanted to test the relationship between a few variables in a situation.

Data analysis and interpretation

Customer loyalty and customer satisfaction are not the same thing. Though the two ideas are not the same, they are closely related.

Customer satisfaction measures a customer's level of satisfaction following a transaction or support exchange. On the other hand, customer loyalty is a continuous condition.

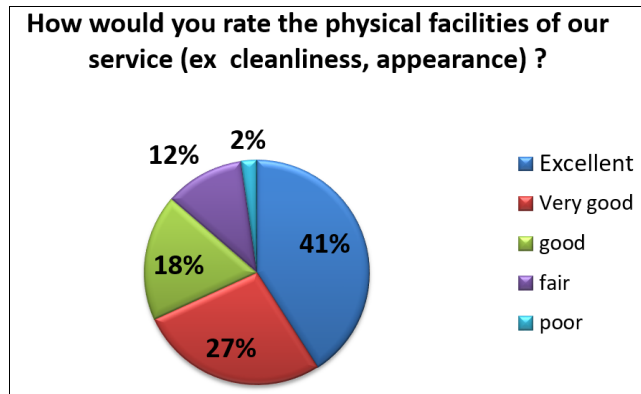
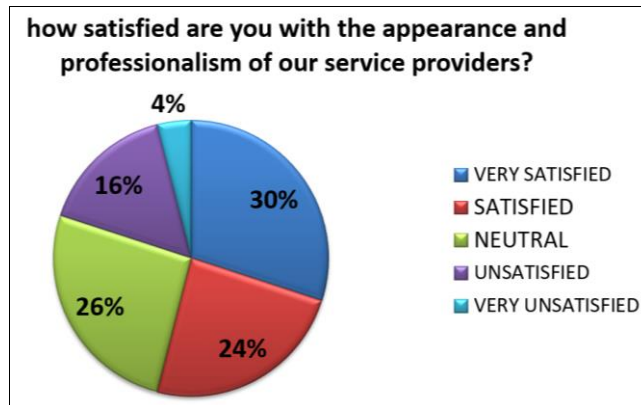
Over time, a company's repeat business comes from its loyal clients. It's a long-term understanding of the state of your consumer relationship rather than a quick fix.

Customers come back time and time again when you design and manage an engaging customer experience. Getting long-term client loyalty involves guaranteeing excellent consumer happiness in the short term.

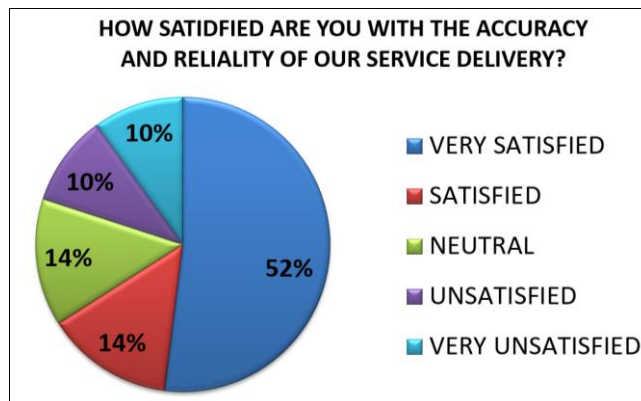
Customer satisfaction and service quality with the help of service quality dimensions in service industry (service quality model).

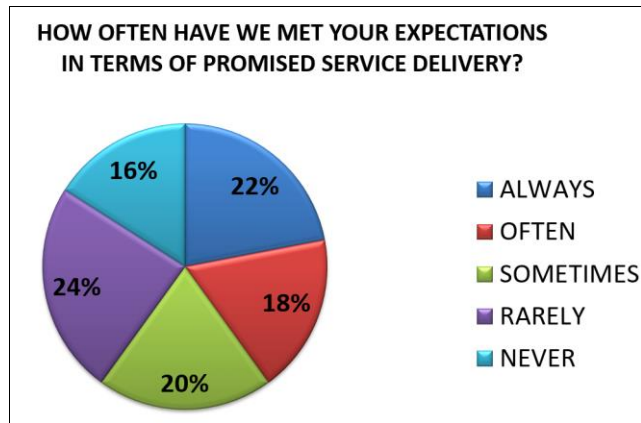
No of samples = 50

1. Tangibles

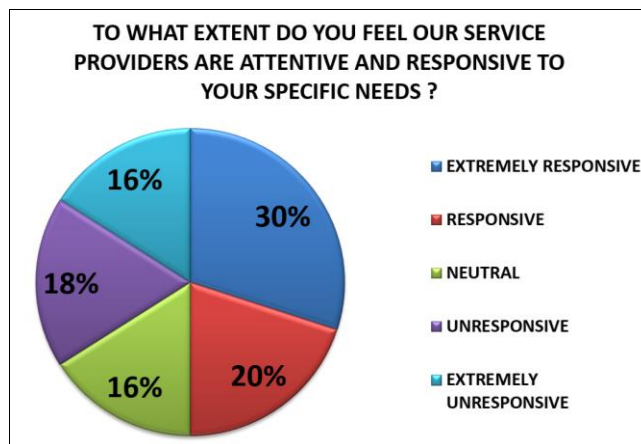
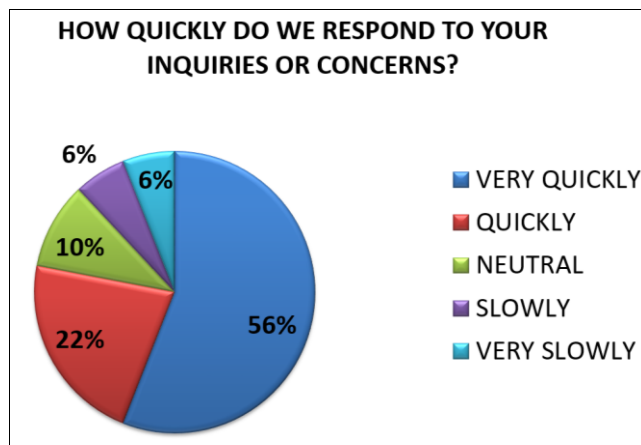


2. Reliability

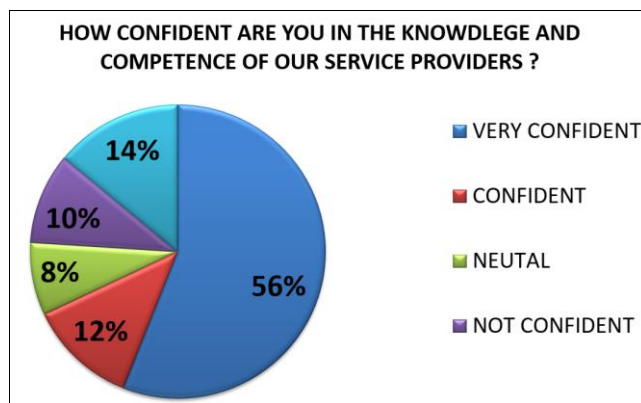


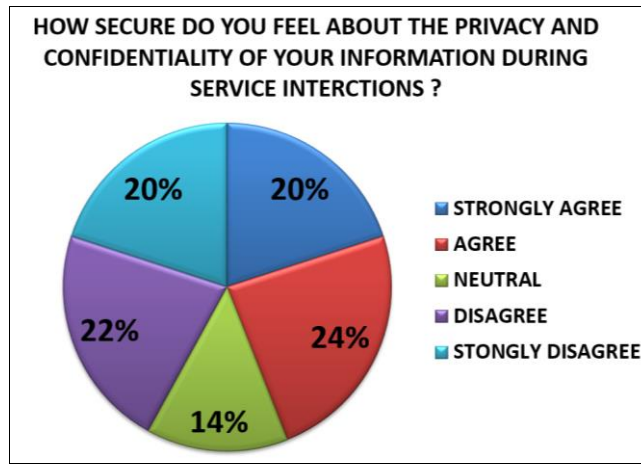


3. Responsiveness

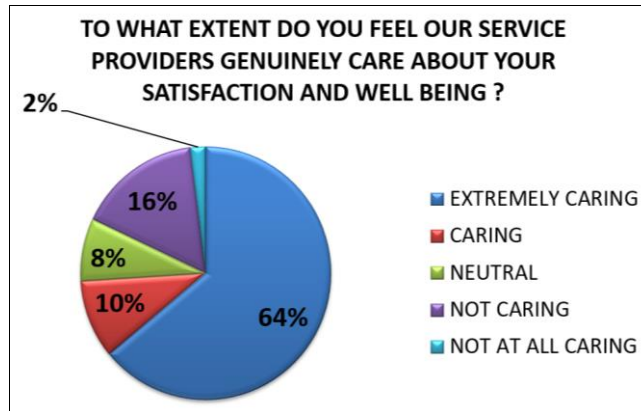
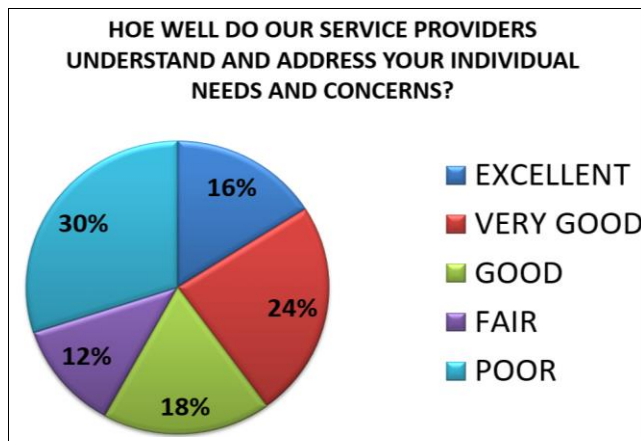


4. Assurance





5. Empathy



Recommendation

Focus on Service Quality Dimensions: Pay special attention to the dimensions of service quality that the study identified. Modifications that have been customized to these features may directly affect client satisfaction.

Put in place mechanisms for gathering client feedback: Create efficient channels for consumer feedback collection. This can involve discussions, evaluations, and surveys. Examine this input on a regular basis to find areas that need work.

Employee Training Programs: To improve your service staff's abilities to provide high-quality service, fund training efforts. Customer satisfaction and employee engagement are frequently correlated.

Continuous Monitoring: Make sure that client satisfaction levels are continuously monitored. This entails routinely assessing and improving strategies in light of changing

consumer demands and industry changes.

Conclusion

In summary, service-based firms must understand and handle client satisfaction if they are going to succeed. The study emphasizes the lengthy lifespan of client loyalty and the connection between service quality and customer pleasure.

In order for a business to survive in a cutthroat market, fulfilling and surpassing customer expectations must be given top priority. Businesses can cultivate customer loyalty, good publicity, and sustainable profitability by offering superior products and services across recognized dimensions.

The use of a method of quantitative study yielded insightful information about the connections between a number of variables and customer happiness. In the future, a proactive

and customer-driven strategy informed by the findings of the study will help to create long-lasting relationships with clients and preserve the competitive edge in the service sector.

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