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A Study on Customer Satisfaction with Special Refer NECE to St Roadways, Tiruppur

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ABSTRACT: A study on customer satisfaction in ST Roadways makes analysis about customer satisfaction. Customer satisfaction is defined as a measurement that determines how happy customers are with a transportation service, goods handling delivery timing and cost. Customer satisfaction information including surveys and ratings can help a company determine how to best improve or changes it's service, goods handling and delivery timing. The purpose of this questionnaire distributed among 101 respondents through direct survey. The required information for the study has been collected from primary sources. The primary data has been collected from the respondents by direct survey method through the questionnaire. A sampling procedure is collected through the simple random sampling method. Tools I used here is chi square analysis and interpretation. The current study used to find out customer satisfaction of transportation.

I. INTRODUCTION

A study on customer satisfaction in ST Roadways makes analysis about customer satisfaction. Customer satisfaction is defined as a measurement that determines how happy customers are with a transportation service, goods handling delivery timing and cost. Customer satisfaction information including surveys and ratings can help a company determine how to best improve or changes it's service, goods handling and delivery timing. Customer satisfaction is very important for Transport companies seeking competitive advantage, because they realize that if they do not satisfy the expectations of customers, their place will be taken by other companies whose activities will be more concentrated on customer expectations. So for that Transport companies want take all customers' feedback and full fill the customers expectation. A high satisfaction will show our companies services and loyalty. Through this study I will show how the customers satisfied from the ST Roadways and what all the things the customers expecting from ST Roadways.

The history of transportation has taken a very drastic change with the introduction of wheels. This is because of the discovery of the axel and the wheel in other smaller devices like wheelbarrows that came into use. The existing means of transportation were continuously improved thereafter . The steam engines lead to the invention of bullet trains. The manned flight created by the Wright brothers lead to a Jumbo Jet! From travelling on foot we have come a long way and different means of travelling have to lead to a vast network. The types of transportation in existence now are given below.

- Land Transport
- Railways Water Transport
- Air Transport or Aviation Space Travel

The movement of goods and persons from place to place and the various means by which such movement is accomplished. The growth of the ability and the need to transport large quantities of goods or numbers of people over long distances at high speeds in comfort and safety has been an index of civilization and in particular of technological progress.

REASON FOR CHOOSING THIS PROJECT

- The main reason for choosing this project is that I'm going to start a business of my own. For that purpose I need know about the complete details about transportation
- So I'm joining these ST roadways to gain more knowledge about the field and why I'm choosing these is to know about the satisfaction of customers and their opinion about the delivery of goods.

COMPANY PROFILE

They introduced their goods transport service-oriented company in the year 1991 at the name of **SATHYAA ROADWAYS**, in future they have changed their name as



STROADWAYS Managed by **Mr.S.Tharmaikannan** and **Mr.T.Saravanan** their valuable services are expanded at 34 branches, their branches and services are available at:

➤ **HeadOffice:**

➤ Tirupur

And also, they are fulfilling their customers' requirements like providing good service, real communication with proper accounts. The accounts system and communication totally under through advance computer system. They are handling all kind material like, Full finished Garment Cartons, Textiles Bales, Dyes, Chemicals, Yarns, Steel Rods and House Hold Articles, etc.

NEED OF THE STUDY

- ✓ Customer satisfaction is very important for Transport companies seeking competitive advantage, because they realize that if they do not satisfy the expectations of customers, their place will be taken by other companies whose activities will be more concentrated on customer expectations.
- ✓ So for that Transport companies want take all customers' feedback and full fill the customers expectation.
- ✓ A high satisfaction will show our companies services and loyalty.
- ✓ Through this study I will show how the customers satisfied from the ST Roadways and what all the things the customers expecting from ST Roadways.

II. SCOPE OF THE STUDY

- The study is conducted to know the various levels and need for customer satisfaction in an organisation. By looking it, one can adopt corrective measures to increase customer satisfaction in the organisation, leads to organisational growth.
- The study may be useful to the further researchers to elaborate their study

OBJECTIVES FOR THE STUDY

- To know the level of customer satisfaction at ST Roadways.
- To know the flaws in customer service.
- To know the customer expectation at ST Roadways
- To suggest the suitable measures

III. REVIEW OF LITERATURE

Customer satisfaction is defined as the customer's positive emotional response to an evaluation of perceived differences between the actual experience with a service and prior expectations of it (Chu, 2002; Zeithaml, 2000). The assessment of past, current and future customer expectation is essential to measure service quality (Parasuraman 2005) and can be considered an important antecedent of customer satisfaction (Lewin, 2009 & Zeithaml 1988 & Oliver, 1980). Juga (2010), Service performance exceeds expectations, the customer is highly satisfied or even delighted with a positive effect for developing a successful relationship (Skarmas 2008). Anderson and Narus (1984, p. 66) defined satisfaction in B2B relationships as "a positive affective state resulting from the appraisal of all aspects of a firm's working relationship with another firm". However, LSQ has multidimensional attributes, and customers do not perceive service characteristics as equally relevant (Mikulic and Prebezac, 2011). Rafiq and Jaafar (2007) have described the customer perception of LSQ and its relationship with customer satisfaction considering "functional measures" – particularly personnel contact quality, information quality and ordering procedures – as excellent quality indicators, which are most important for customers. In parallel, these authors consider "technical measures" – such as order quality, order release quantities and order accuracy – as less appropriate to address LSQ. The performance outcomes of the seven logistics service dimensions by focusing on linear effects and multiple regression analysis. However, complexity theory indicates that, "relationships between variables can be non-linear, with abrupt switches occurring, so the same "cause" can, in specific circumstances, produce different effects" (Urry, 2005, p. 4). This suggests that the relationship between these variables and customer satisfaction might not always be linear and in the same direction. Further, variables can produce different results when considered in combination with other variables. Previous studies have considered the customer satisfaction as an outcome of the LSQ in isolation and investigated how they individually impact customer perception (Mentzer 2001; Rafiq and Jaafar, 2007). Above, we provided theoretical arguments linking each one of the variables of interest to customer satisfaction and TQM research.

IV. RESEARCH METHODOLOGY**Research design:**

Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group. Fact-finding research.

Population:

The population size is not defined

Sampling size:

The sampling size taken here is 101.

Sampling technique:

The sampling technique used here are NonProbability sampling, Convenience sampling.

Method of data collection:

The data collection method adopted here is primary data collection and secondary data collection.

Tools used for data collection:

Tools used for data collection here is questionnaire method.

Chi Square Test**Customer service*cost efficiency**

Chi-Square Tests				
		Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square		2.282 ^a	4	.684
Likelihood Ratio		3.519	4	.475
Linear-by-Linear Association		.045	1	.832
N of Valid Cases		101		

TABLE 1: Chi-square test for customer services and cost efficiency**FINDINGS**

1. 88% of the respondents are Male.
2. 95% of the customers are transporting Fabric.
3. 39.8% of the customers choosing ST Roadways for service.
4. 44.6% of the customers choosing this transport in 1-5 years.
5. 64% of the customers satisfied with the goods handling by this transportation
6. 50.5% of the customers satisfied with the delivery timing by this transportation.
7. 59.5% of the customers satisfied with the issues handling by this transportation.
8. 55.6% of the customers satisfied with the customer service by this transportation.
9. 58.4% of the customers highly satisfied with the safety and trustworthy by this transportation.
10. 58.5% of the customers satisfied with the cost efficiency by this transportation.
11. 54.6% of the customers highly satisfied with the truck availability by this transportation.
12. 53.5% of the customers highly satisfied with the overall services by this transportation.
13. 100% of the customers accepted ST Roadways is better than other transport.
14. 68.4% of the customers satisfied with the overall satisfaction by this transportation.
15. 52.6% of the customers expecting cost by this transportation.
16. 74.2% of the customers satisfied with the tracking system by this transportation.
17. 59.4% of the customers said ST Roadways staffs are very respectful.
18. 50.5% of the customers satisfied with the environment impact by this transportation.

SUGGESTION

- Extra care should take to the goods, Goods handling should be improved.
- Customers needs more services to provide by ST roadways.



- If the ST roadways will delivery their goods on-time it will helps to satisfy the customers.
- Customers are expecting offers and Discount in their services, they should give some offers and discounts to the customers.Thiswill satisfy the customer

V. CONCLUSION

By this study, I came to understood that St roadways is facing a common issue as like others transport industry are facing like lacking in updating of technologies in their industry, Maintaining Skilled labors, improving their marketing strategies to attract customers, Implementation R & D Team, maintaining healthy environment inside the industry, they should appoint an analysis the feedback of the customers ad rectify their demands. These are ideas and suggestions that I have concluding in my Research.

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