



# A STUDY ON QUALITY OF SERVICE PROVIDED BY MANUFACTURING COMPANIES IN COIMBATORE CITY

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## **ABSTRACT**

*Service quality is a focused evaluation that reflects the customer's perception of specific dimensions of service: reliability, responsiveness, assurance, Empathy, tangibles. Satisfaction, on other hand, is more inclusive: it is influenced by perceptions of service quality, product quality, and price as well as situational factors and personal factors Service quality affects customer satisfaction by providing performance. The scope of this research is to identify the service quality of manufacturing companies. This research is based on primary data and secondary data. This study only focuses on the dimensions of service quality i.e. RATER. It aims to understand the skill of the companies in the area of service quality that are performing well and shows those areas which require improvement. The study was analyzed by using percentage analysis, descriptive statistics, Oneway Anova and Kruskal Wallis test. The conclusion is that the companies is performing well as a whole but employee training is needed for the development of the companies and also for reducing the client turnover ratio due to after sales service.*

**Keywords: Rater, Service Quality and Manufacturing Companies.**

## **INTRODUCTION TO CONCEPT OF STUDY**

Today's manufacturing industries are facing their toughest competition. Every service provider industry aims to win the customers and outperform the competitors. Service is defined as the activities, benefits or satisfactions which are offered for the sale or are provided in connection with the sale of goods. The characteristics of services that separate them from products are Intangibility, Invariability, Perishability, and Inseparability.

Customer prefers some product or some service because they determined the object was best aligned with the performance and emotive requirements as judged through the comparative norms. Customer evaluate the performance in light of how well the product, person or service meets their perception and expectations. Companies tend to ask their customers about corporate performance on a predetermined set of behavioural topics which may or may not align to the perception and expectations of those customers.

It is essential, especially for companies attempting to serve highly competitive markets with many product/service offerings, to differentiate preference formation components and preference expectations within “naturally forming” or emergent customer segments. Every service industry will need to strive even harder to ensure the customer experience with every aspects of contact with the service (through Service quality, hospitality etc) will exceed their expectations. The increased emphasis of service providers brand and the importance of relationship with the service users will further change the way of business. Increase the distribution of service will push up the image of the industry.

### **NEED FOR THE STUDY**

Customer choice process is the phenomenon. Making a decision to buy a product or service involves many processes. The study helps to identify the gaps in service implementation. The marketing strategies followed by the service providers and the service users also play a vital role in the selection of particular service brand and to get more satisfied.

In competitive environment, service quality provided to customers has to become focus of much organization. Study aims to know the factors of perception and expectation on ‘Manufacturing companies’ service and access the service quality provided and will enable to clearly identify the expectation and perception of customers to prefer ‘Manufacturing companies’ with regard to service of APC’s ‘Manufacturing companies’. Hence the study is proposed.

### **OBJECTIVES OF THE STUDY**

- ❖ To understand the expectation from whole sellers and retailers of the companies.
- To analyse the level of satisfaction regarding ‘Manufacturing companies services.
- To identify the gap between expectations and the satisfaction level.
- To analyse the relationship between demographic variable and level of satisfactions.

### **SCOPE OF THE STUDY**

The study is conducted to know the Service users’ perception towards ‘Manufacturing companies’. The study is conducted among the service users in Coimbatore city. Customer’s expectations and perceptions on the five dimensions of service quality as Tangibility, Empathy, Assurance, Reliability and Responsiveness are dealt to the purpose of this study.

## METHODOLOGY

The research methodology explains the research design being implemented in the study

- **Type of Study**

The study is descriptive in nature as the characteristics of the respondents in terms of expectations and satisfaction is studied.

- **Sample Design**

Convenience sampling method is adopted to identify the respondents. It was identified that in an average 50 respondents used paper cups, data collection was performed for three weeks duration, the population is 50 respondents, and hence the sample size should have been 50 respondents.

- **Data Collection**

The study is based on primary data collected from respondents through questionnaire. Questionnaire consists of three sections. Section one deals with demographic profile of the respondents. Section two deals service usage behaviour of the respondents. Third section deals with the key contributing expectations from service and satisfactions from manufacturing company's service.

### Reliability analysis

Reliability of Expectation towards Manufacturing companies service

Reliability Statistics	
Cronbach's Alpha	N of Items
.914	24

Reliability of Satisfaction towards Manufacturing companies service

Reliability Statistics	
Cronbach's Alpha	N of Items
.820	24

The reliability towards the dimensions taken for the study is greater than 0.7 which shows that there is a perfect goodness of fit and the dimensions based on Likert scaling point is reliable. **Tools Used For Analysis**

The data collected is analysed using SPSS package. The tools used in the study for analysis of data Percentage analysis, Descriptive statistics, Kruskal Wallis test and Oneway Anova.

## LIMITATIONS

- The area of study is limited to Coimbatore city only. Hence the result may not be true for other geographical areas.
- The study is about preference of the people. The findings are valid only for the present time. These are not universally valid and are likely change due to development in the paper cup industry.
- The findings are applicable only to ‘Manufacturing companies’ service industry.

## ANALYSIS AND INTERPRETATION

Demographic variables	Particulars	Frequency	Percent
Gender	Male	105	87.5
	Female	15	12.5
	Total	120	100
Age	Below 25 years	33	27.5
	25-35 years	42	35
	36-45 years	8	6.7
	Above 45 years	37	30.8
	Total	120	100
Educational Qualification	Higher Secondary	22	18.3
	UG	45	37.5
	PG	6	5
	Other	47	39.2
	Total	120	100
Occupation	Student	39	32.5
	Business	15	12.5
	Employee	48	40
	Other	18	15
	Total	120	100
Income	Below Rs.10,000	41	34.2
	Rs.10,001 – Rs.15,000	40	33.3
	Rs.15,001 – Rs.20,000	33	27.5
	Above Rs.20,000	6	5
	Total	120	100

Out of 120 respondents 87.5% are male, 12.5% are female.27.5% are below 25 years, 35.0% are between 25-35 years, 6.7% are between 36-45 years, 30.8% are above 45 years. 18.3% have completed their higher secondary, 37.5% have completed their UG, 5.0% have completed their PG, and 39.2% have completed other. 32.5% are students, 12.5% are business people, 40.0% are employees, and 15.0% are others.34.2% are earning below Rs.10,000, 33.3% are earning between rs.10,001 – Rs.15,000, 27.5% are earning between Rs.15,001 – Rs.20,000, and 5.0% are earning above Rs.20,000.

### Tangibility

	N	Expectation		Satisfaction	
		Mean	SD	Mean	SD
Product is up-to-date	120	3.50	1.123	3.06	1.147
Cleanliness of the product are visually appealing	120	3.60	.974	2.30	.846
Delivered within the specified time	120	4.30	1.370	2.93	.890
Raw material	120	4.05	1.052	2.07	1.083
Product capacity	120	4.40	.771	2.60	.902
Valid N (listwise)	120				

### Expectation

It depicts that the respondents are feeling less important towards the up-to-date products (3.50), and also on the Cleanliness of the products which are visually appealing (3.60), and feeling not important towards delivering products within the specified time (4.30), also on the Raw materials (4.05), and also towards the capacity of the products (4.40).

### Satisfaction

It depicts that the respondents are dissatisfied towards the up-to-date products (3.06), and satisfied towards Cleanliness of the products which are visually appealing (2.30), delivering products within the specified time (2.93), also on the Raw materials (2.07), and also towards the capacity of the products (2.60).

**Reliability**

	N	Expectation		Satisfaction	
		Mean	SD	Mean	SD
Accurate margin charges	120	4.43	.545	4.15	.827
Dependability of service provided	120	4.40	.771	4.20	.816
Credit period given	120	5.00	.000	3.42	1.364
Reach of the product	120	3.88	1.668	3.48	1.506
Solving customers problem	120	4.42	.774	3.92	1.641
Valid N (listwise)	120				

**Expectation**

It depicts that the respondents are feeling not important towards credit periods given (5.00), towards solving customers problem (4.42), accurate margin charges (4.43), and also towards dependability of service provided (4.40) and feeling less important on the reach of the products (3.88).

**Satisfaction**

It depicts that the respondents are dissatisfied towards credit periods given (3.42), also on the reach of the products (3.48), and towards solving customers problem (3.92). and highly dissatisfied towards accurate margin charges (4.15), and also towards dependability of service provided (4.20).

**Assurance**

	N	Expectation		Satisfaction	
		Mean	SD	Mean	SD
Expertise out of the experience	120	4.60	.492	3.52	1.523
Answering Queries	120	4.47	.673	3.22	1.642
Captains Way of response to the customer	120	4.65	.479	3.82	1.602
Willingness to help customers	120	4.75	.435	3.78	1.580
Services are provided at the promised time	120	4.27	.549	4.90	.301
Valid N (listwise)	120				

**Expectation**

It depicts that the respondents are feeling not important towards expertising out of the experience (4.60), Answering Queries (4.47), Captains Way of responding to the customers (4.65), towards Willingness to help customers (4.75). and also towards Providing service at the promised time (4.27).

## Satisfaction

It depicts that the respondents are dissatisfied towards expertising out of the experience (3.52), Answering Queries (3.22), Captains Way of responding to the customers (3.82), and also towards Willingness to help customers (3.78). and highly dissatisfied towards Providing service at the promised time (4.90).

## Empathy

	N	Expectation		Satisfaction	
		Mean	SD	Mean	SD
Friendliness from the companies	120	4.18	.774	4.23	.825
Politeness, courtesy towards the customer	120	4.35	.657	3.22	1.642
Safety and security	120	4.10	.834	4.23	.825
Trust on dealership	120	4.15	.827	3.22	1.642
Flexibilities to the customer convenience	120	4.22	.692	4.80	.402
Valid N (listwise)	120				

## Expectation

It depicts that the respondents are feeling not important towards Politeness and courtesy towards the customers (4.35), Trusting on dealership (4.15), towards Friendliness from the companies (4.18), Safety and security (4.10), and also towards Flexibilities to the customer convenience (4.22).

## Satisfaction

The above table shows the descriptive statistics for the Empathy. It depicts that the respondents are dissatisfied towards Politeness and courtesy towards the customers (3.22), and Trusting on dealership (3.22), and highly dissatisfied towards Friendliness from the companies (4.23), Safety and security (4.23), and also towards Flexibilities to the customer convenience (4.80).

## Responsiveness

	N	Mean	SD	Mean	SD
Attention towards individual customers	120	4.48	.501	4.82	.382
Availability of product	120	4.90	.301	4.90	.301
Knowing customers need in service	120	4.35	.657	4.90	.301
Service coverage for customers desired location	120	4.10	.834	4.80	.402
Valid N (listwise)	120				



## Expectation

It depicts that the respondents are feeling not important towards attention towards individual customers (4.48), availability of the products (4.90), knowing customers need in service (4.35), and also towards service coverage for customers desired location (4.10).

## Satisfaction

The above table shows the descriptive statistics for the responsiveness. it depicts that the respondents are highly dissatisfied towards attention towards individual customers (4.82), availability of the products (4.90), knowing customers need in service (4.90), and also towards service coverage for customers desired location (4.80).

### Comparison between demo graphic variables and expectation of the respondents with reference to Quality of service provided by manufacturing companies towards its suppliers

H01: There is no relationship between gender and opinion of the aspects with reference to Quality of service provided

	Gender	N	Mean Rank	Chi-Square	Asymp. Sig.
Tangibility	Male	105	62.25	2.145	0.143
	Female	15	48.23		
	Total	120			
Reliability	Male	105	63.07	4.829	0.028
	Female	15	42.50		
	Total	120			
Assurance	Male	105	64.21	9.985	0.022
	Female	15	34.50		
	Total	120			
Empathy	Male	105	59.37	0.931	0.334
	Female	15	68.40		
	Total	120			
Responsiveness	Male	105	61.21	0.375	0.540
	Female	15	55.50		
	Total	120			

There is no relationship between gender and Tangibility (0.143), Empathy (0.334), and Responsiveness (0.540) and opinion of the aspects with reference to Quality of service provided.

There is a relationship between gender and Reliability (0.265), Assurance (0.138), and opinion of the aspects with reference to Quality of service provided.



**Reliability**

It depicts that the respondents who are Male (63.07), have higher level of acceptance towards opinion of the aspects with reference to Quality of service provided.

**Assurance**

It depicts that the respondents who are Male (64.21), have higher level of acceptance towards opinion of the aspects with reference to Quality of service provided.

**FINDINGS**

- Most of the respondents are male.
- Maximum of the respondents are in the age group between 25-35 years.
- Most of the respondents have completed other qualifications.
- Maximum of the respondents are Employees.
- Most of the respondents are earning below Rs.10,000.
- Maximum of the respondents rarely purchasing the product.
- Most of the respondents say yes they recommend 'Manufacturing companies' service to others.
- Maximum of the respondents said no need of additional features in manufacturing company's products.

**Tangibility****Expectation**

It depicts that the respondents are feeling less important towards the up-to-date products, and also on the Cleanliness of the products which are visually appealing, and feeling not important towards delivering products within the specified time, also on the Raw materials, and also towards the capacity of the products.

**Satisfaction**

It depicts that the respondents are dissatisfied towards the up-to-date products, and satisfied towards Cleanliness of the products which are visually appealing, delivering products within the specified time, also on the Raw materials, and also towards the capacity of the products.

**Reliability****Expectation**

It depicts that the respondents are feeling not important towards credit periods given, towards solving customer's problem, accurate margin charges, and also towards dependability of service provided and feeling less important on the reach of the products.

**Satisfaction**

It depicts that the respondents are dissatisfied towards credit periods given, also on the reach of the products, and towards solving customer's problem. And highly dissatisfied towards accurate margin charges, and also towards dependability of service provided.

**Assurance****Expectation**

It depicts that the respondents are feeling not important towards expertising out of the experience, Answering Queries, Captains Way of responding to the customers, towards Willingness to help customers. and also towards Providing service at the promised time.

**Satisfaction**

It depicts that the respondents are dissatisfied towards expertising out of the experience, Answering Queries, Captains Way of responding to the customers, and also towards Willingness to help customers. and highly dissatisfied towards Providing service at the promised time.

**Empathy****Expectation**

It depicts that the respondents are feeling not important towards Politeness and courtesy towards the customers, Trusting on dealership, towards Friendliness from the companies, Safety and security, and also towards Flexibilities to the customer convenience.

**Satisfaction**

The above table shows the descriptive statistics for the Empathy. It depicts that the respondents are dissatisfied towards Politeness and courtesy towards the customers, and Trusting on dealership, and highly dissatisfied towards Friendliness from the companies, Safety and security, and also towards Flexibilities to the customer convenience.

**Responsiveness****Expectation**

It depicts that the respondents are feeling not important towards attention towards individual customers, availability of the products, knowing customers need in service, and also towards service coverage for customers desired location.

**Satisfaction**

The above table shows the descriptive statistics for the responsiveness. it depicts that the respondents are highly dissatisfied towards attention towards individual customers, availability of the products, knowing customers need in service, and also towards service coverage for customers desired location.

**Comparison between demo graphic variables and expectation of the respondents with reference to Quality of service provided by manufacturing companies towards its suppliers**

**Reliability**

It depicts that the respondents who are Male (63.07), have higher level of acceptance towards opinion of the aspects with reference to Quality of service provided.

**Assurance**

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## SUGGESTIONS

- The companies can improve their time management and ensure their customers that their purchased products will be delivered on the specified delivery date and time.
- More explanation has to be given to the customers in regard with the work which is been done in their product at the time of service so that the customers of BEA will know about the service provided by the companies in a better way.

## CONCLUSION

The conclusion is that the companies is performing well as a whole but employee training is needed for the development of the companies and also for reducing the client turnover ratio due to after sales service.

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