

# **LITERATURE SURVEY**

## **1.1 TITLE- CUSTOMER CARE REGISTRY**

**AUTHOR- Yusuf Indra Wibowo<sup>1</sup>**

### **DESCRIPTION**

Previous research or relevant research is very important in a scientific research or article. Previous research or relevant research serves to strengthen the theory and influence of relationships or influences between variables. Article ini review customer satisfaction determination and complaint level: Product Quality and Service Quality Analysis, A Study of Marketing Management Literature. The purpose of writing this article is to build a hypothesis of influence between variables to be used in future research. The result of this risearch library is that: 1) Product Quality affects Customer Satisfaction; 2) Service Quality affects Customer Satisfaction; 3) Product Quality affects complaint level; 4) Service Quality affects complaint level; and 5) Customer Satisfaction affects complaint level.

## **1.2 TITLE- CUSTOMER CARE REGISTRY**

**AUTHOR- Shruthi Sivaprakasam J. Jayashree R. Shanmuga Priyan**

### **DESCRIPTION**

Customer satisfaction is decisive for construction field and firms relying on customer's relationship. Measuring the customer satisfaction has several benefits such as for improving communication between parties, evaluation of progress towards goals and enabling of mutual agreement and monitoring results. This paper focuses on analysing the satisfaction factors of customers including all aspects of products and services in the construction projects. In this study factors for customer satisfaction in construction industry are taken from the past literature review. The literature reviews are summarized and various factors related to customer satisfaction in construction industry based on literature review summary

### **1.3 TITLE- CUSTOMER CARE REGISTRY**

**AUTHOR-** Mona N. Shah, Vineet Raitani, Aditya Oza and Kunal Gupta(2017)

#### **DESCRIPTION**

Customer Satisfaction Study Of The Mumbai Metro Service”. In this study they investigated about the service quality of the metro service based on the performance leading to customer satisfaction. The survey was conducted and analyzed with SPSS tool. This survey is based on Gap 5 SERVQUAL model and identified the level of satisfaction with their parameter

### **1.4 TITLE- CUSTOMER CARE REGISTRY**

**AUTHOR-** Pooria Rashvand and Muhd Zaimi Abd Majid (2014)

#### **DESCRIPTION**

Critical Criteria on Client and Customer Satisfaction for the Issue of Performance Measurement”. The outcome of this paper is to establish the client and customer satisfaction criteria as the two key stakeholders in construction project for the issue of performance measurement based on the reviewed data. The methodology of this study is based on comprehensive literature review of performance measurements for client and customer whereby the data were analyzed, using the metrics which the additive number of each customer and client-satisfaction criteria are occurring in previous study. From the metric analysis, the common factors for customer and client satisfaction were ranked. From the analysis of this paper, it can be concluded that expectation and perception are the two common critical satisfaction criteria for client and customer that must be considered where the satisfaction is required

### **1.5 TITLE- CUSTOMER CARE REGISTRY**

**AUTHOR-** Rathod Piyush, Dr.Rajiv Bhatt and Dr. Jayesh Pitroda(2016)

#### **DESCRIPTION**

“Study of Factors Affecting Customer Satisfaction for Residential Flats in Surat and Ahmedabad city in Gujarat Region of India”. In this paper, factors affecting the customer satisfaction among the residential flats are analyzed in the region. They find the satisfaction and un satisfaction factors from flat owners .They find out the factor for customer service satisfaction and un satisfaction factor such as Builder reputation, Materials & Method Used In Construction, Location Of The Building, Aesthetic Appearance Of The Building, Security Provisions, Fire Safety and Protection, Size and space of rooms, Drawing Or Living Room, Bathroom, Area Calculation, Ventilation, Water supply, Parking, Recreational Facilities and Interiors of building