LITERATURE SURVEY

Topic: Service Quality Management

Reference:

S. Santhana Jeyalakshmi1 and Dr. S. Meenakumari2 1Assistant Professor, Department of Management Studies, Mohamed Sathak Engineering College, Kilakarai, Ramanathapuram - 623 806 2Assistant Professor, Department of Management Studies, Anna University, Chennai – 600 025

Abstract:

Service quality becomes the crucial issue for the education industry and the theory of service quality has evolved over long period of time through testing and trials in service sector. The demanding customers and increased sense of customer satisfaction led to the use of the new service parameters making education institutions to implement quality management as an effective aid. During the last few decades there is phenomenal change experienced in the education industry and the reason being is Service Quality. Knowing that both service quality and value is difficult to measure, education institutions heavily rely on student's quality perception and expectations. It could be achieved by asking students questions related to expectations and their perceptions of the service quality through carefully designed surveys. Various studies have been carried out to consolidate the dimensions of service quality and servqual has been accepted as well constructed instrument to measure service quality. The empirical research in development of service quality theory suggests that improved service quality plays important role in overall customer satisfaction. Study would focus on various studies on Service Quality conducted by earlier researchers in an array of industries. Thus, present study is unique in the sense that it is new to Education industry. The paper explores the development of service quality theory and alternate scales of measuring service quality, its role in customer satisfaction and importance of servqual instrument.

http://www.shanlaxjournals.in/pdf/MGT/V3N4/MGT_V3_N4_005.pdf

Topic: The Role of Customer care in bringing Customer Satisfaction in Private Universities. A case of University of Arusha, Tanzania

Reference:

Yohane Matanga Student, Masters Degree in Strategic Marketing and Entrepreneurship, University of Arusha

Abstract:

This study sought to investigate customer care in bringing customers satisfaction at the University of Arusha. Its specific objectives included; to determine whether the University of

Arusha is practicing customer care and customer satisfaction, to identify challenges of customer care and customer satisfaction at the University of Arusha and to identify mechanism to improve customer care and customer satisfaction at the University of Arusha. The study employed qualitative approach in collecting and analyzing data at the University of Arusha. Open ended questionnaires were used to collect data from 79 respondents. Findings revealed that respondents had a view that the University of Arusha is practicing customer care and customer satisfaction. Although, the study revealed that, employees in the office have less knowledge on customer care and skills that hindered effective provision of good customer care to customers and lack of commitment to offer a quality customer care service was also found to be a problem. Findings also indicated that there were mechanisms to remove the challenges such as training of customer care skills among the staff. The study concluded that, the customer satisfaction between main and town campus differed. It was also concluded that, inadequacy of facilities such as computer lab equipment were among the source of dissatisfaction. It was recommended that, training the staff on the customer care skills is essential in improving the customer care, the University should balance the services between the main campus and Arusha extension center which seems to be ignored.

https://www.rsisinternational.org/journals/ijriss/Digital-Library/volume-4-issue-10/530-537.pdf

Topic: An Assessment of Customer Service in Business-to-Business Relationships, a Literature Review and Methodological Issues

Reference:

Judy Zolkiewski1 and Barbara Lewis2

Abstract:

Early work in business-to-business markets indicated the importance of customer service (e.g. Cunningham and Roberts, 1974). More recently, customer service appears to be an implicit assumption within the notion of relationships, be it from an interaction or other relationship perspective: feedback occurs through the interactions that occur between customer and supplier (Håkansson, 1982; Turnbull and Valla, 1986; Ford, 2002). However, this feedback will often be informal in nature and may well be given to technical personnel. The question of how this can be best collated and used for strategic purposes then becomes vital. Some researchers suggest that the collection of such market intelligence is the role of the sales engineers although, in practice, this can be fraught with problems such as pressure to achieve new sales and failures in management information systems (Donaldson, 1998). Little explicit attention seems to be given to this issue in either the business-to-business marketing or the sales management literature. Indeed, Parasuraman (1998) has remarked upon the paucity of research into customer service in business-to-business markets. On the other hand, within consumer service markets, the collection of customer feedback appears to have become integral to the service process itself. Indeed, a number of tools have been proposed and are widely discussed within the service quality literature, e.g. Grönroos (1984, 1988) and Zeithaml et.al. (1988). Our present research project seeks to investigate how

customer feedback can be collected, collated and utilized within a business-to-business setting that covers a range of diverse business interfaces (e.g. from a four-hour service visit to a major hotel chain, to the complete installation of a multi-million pound fire protection system), and customers (e.g. the end user, an architect, a prime contractor or a combination of these). In so doing, we also aim to establish the key determinants of customer service in modern day business-tobusiness relationships. In this paper, we review the different streams of literature which are appropriate to our research, and discuss the methodological challenges that research into customer service in business-to-business situations presents.

https://www.researchgate.net/publication/237110285_An_Assessment_of_Customer_Service_in_Business-to-Business_Relationships_a_Literature_Review_and_Methodological_Issues

Topic: A Study on Customer Satisfaction Towards Online Shopping
Reference: – Mrs. T. Shenbaga Vadivu*Assistant Professor, Department of Business Administration, Nehru Arts and Science College, Thirumalayampalayam, Coimbatore

Abstract:

In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance. And retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behavior in the field of online shopping, to see the consumer attitudes towards online shopping. Therefore we have also decided to study consumer's attitudes towards online shopping and specifically studying the factors influencing consumers to shop online.

https://www.researchgate.net/publication/329026968_A_Study_on_customer_Satisfaction_towards_Online_Shopping

Topic: Online Food Ordering System

Reference:
Abhishek Singh1, Adithya R2, Vaishnav Kanade3, Prof. Salma Pathan4 1,2,3Department of Computer Engineering, Modern Education Society's College of Engineering, Maharashtra, India 4Asst. Professor, Department of Computer Engineering, Modern Education Society's College of Engineering, Maharashtra, India

Abstract:
Food Industry has always been a profitable industry not only for manufacturers, suppliers, but also for the users, distributers. The online food delivery system is the need of hour because of the recent changes in the industry and the increasing use of the internet. A Real-time online food ordering system for the customer is our proposed system. The traditional queueing system drawbacks and disadvantages are overcome by our system application. Food can be ordered online in a hassle-free manner through our proposed system from restaurants as well

as mess services. The food order taking methods from customer are improved by our system application. A Food Menu is set up online and as per their wish customers can simply place their order through the proposed system. Also, customers can effortlessly track the orders with a food menu. Users can rate the food items over the feedback system provided by the system. Also, restaurants and mess services are recommended to the new customers based on the user ratings through the proposed system and for the improvements with the quality, the restaurant/mess staff will be informed. For the initial implementation of the system application pay-on-delivery payment system is used. Separate accounts are maintained for each user for more secured ordering by providing an ID and a password.
https://www.irjet.net/archives/V5/i6/IRJET-V5I679.pdf

Topic: Study of the effects of customer service and product quality on customer satisfaction and loyalty

Reference:
Asghar Afshar Jahanshahi (Corresponding Author) PhD Scholar in Business Administration Department of Commerce & Research Center University of Pune, India E-mail: Afsharasghar@yahoo.com, Phone: 00919890581970

Abstract:
In this research, we address the following questions that are becoming increasingly important to managers in automotive industries: is there a relationship between customer service and product quality with customer satisfaction and loyalty in the context of the Indian automotive industry? If yes, how is the relationship between these four variables? The automotive industry in India is one of the largest in the world and one of the fast growing globally. Customer satisfaction and loyalty are the most important factors that affect the automotive industry. On the other hand, Customer service can be considered as an innate element of industrial products. Customer service quality, product quality, customer satisfaction and loyalty can be measured at different stages, for example, at the beginning of the purchase, and one or two years after purchase. The population of the study is all of the Tata Indica car owners in Pune. Hypotheses of the study will be analyzed using regression and ANOVA. Results of the study show that there are high positive correlation between the constructs of costumer service and product quality with costumer satisfaction and loyalty.
https://www.researchgate.net/publication/235791092_Study_of_the_effects_of_customer_service_and_product_quality_on_customer_satisfaction_and_loyalty

Topic: Customer Satisfaction trends in Banking Industry-A Literature Review

Reference:
Mr. Munish Kumar [#1] Dr. Sandhir Sharma[#2] [#1]Assistant Professor Chitkara College of Sales and Retail Marketing Chitkara University, Punjab Campus Rajpura, Punjab, India.
Abstract:

Now a days banking has changed because banking services are no more based on Brick and mortar structure. Due to Continues growth of technology, increasing customer base, evolution of alternate banking channels, has changed the way of banking services, so hence the customer satisfaction. Banking is a customer oriented service industry and customer satisfaction has become the most important aspect of any banking business due to immense competition. Banks are more determined to retain their existing customers by providing quality services leading to Customer satisfaction. The concepts and determinants of customer satisfaction has changed significantly as transition has taken place from traditional to modern banking. This could be witnessed by exploring the literature regarding customer satisfaction in banking industry. This paper is based on extensive literature review and attempts to investigate how the concepts and determinants of customer satisfaction has changed significantly during the transition from traditional to modern banking. The findings of the study will provide an important insight into the past trends of customer satisfaction and will provide a base for the bank managers to devise customer satisfaction strategies in near future.

https://www.researchgate.net/publication/311913355_Customer_Satisfaction_trends_in_Banking_Industry-_A_Literature_review

Topic: Measuring Customer Satisfaction

Reference: Vu Minh Ngo

Abstract:

Customer satisfaction (CS) has attracted serious research attention in the recent past. This paper reviews the research on how to measure the level of CS, and classify research articles according to their approaches and methodologies. This paper also tries to supply some insights about the state of measuring CS in Vietnam. The main objective is to provide a conceptual basic to understand existing methodologies used for measuring CS. A total of 103 articles from more than 50 journals and international conferences are reviewed. A number of important methodologies used for measuring CS are defined and classified into two different approaches based on their nature. Another important contribution of this study is to suggest some criteria which should be considered to make CS measurement as a leading indicator of the financial performance. This paper can be helpful for managers to gain basic conceptual ideas of the methodologies used for measuring CS and also the criteria which make CS measurements more likely as a driver of financial performance when they are satisfied.

https://www.researchgate.net

Topic: Customer Satisfaction in Online Shopping

Reference:

Rashed Al Karim (Assistant Professor, Business Administration, East Delta University, Bangladesh)

Abstract:

This study endeavours to understand customer satisfaction in online shopping while investigating the major reasons that motivated customers' decision-making processes as well as inhibitions of online shopping. The Kotler and Killers (2009) Five Stage Buying Process Model was chosen as the basis of framework of this study to explain customer satisfaction through their motivations to buy products online. The existing literature was reviewed to discover reasons that would influence customers positively or negatively towards shopping online. Surveys were conducted by distributing questionnaires in the Wrexham area (North Wales) to gather data for this research. SPSS software package was used to present research data graphically and to test research hypothesis. From the findings, it was discovered that respondents use internet to purchase products through online because they believe it is convenience to them and the term convenient includes elements such as time saving, information availability, opening time, ease of use, websites navigation, less shopping stress, less expensive and shopping fun. In contrast, along with respondents' mind-sets, online payment security, personal privacy and trust, unclear warranties and returns policies and lack of personal customer service are the foremost barriers of online shopping. Furthermore, the result of hypotheses established that even though online shopping is convenient to all consumers, online payment system and privacy or security anxieties have significant impact on online shopping. Finally, some recommendations have been offered for online retailers to take initiatives for making online shopping more admired and trustworthy.

Topic: Customer Care Management Model for Service Industry

Reference:

Muthuswamy Shanmugaraja, Muthusamy Nataraj, Nallasamy GunasekaranDepartment of Mechanical Engineering, Government College of Technology, Coimbatore, India; Principal, Angel College ofEngineering and Technology, Tirupur, India.

Abstract:

Purpose – This paper describes a model for Customer care management in an automotive service industry. Design/ methodology/approach – Customer care management (CCM) model is developed using TQM techniques, Quality Function Deployment (QFD) and Six Sigma. The matrix structure in QFD is used to transform customer complaints into Critical-to-Quality (CTQ) parameters. By using Six Sigma DMAIC approach, the customer complaint parameters are analyzed for improvement. Findings – The application of CCM model in an automobile service industry has determined that the workload planning is the chronic problem for customer complaint. Further analysis through this model leads to restructuring of

existing workload planning practice through a set of algorithms. Research limitations/implications – CCM model lacks to accommodate the effect of relationship between rectification factors. Also competitor technical contemplation is not possible in this model.

Originality/value – Customer is the focal point and early response to their complaint is the key to success of every business. This paper has developed a structured complaint management practice which warrants the timely response to customer complaints and speedy resolution for survival in today's customer driven market.

https://www.scirp.org