



# A Study on Customer Satisfaction Towards Service Quality in Mould Tooling Company

CHANDRASEKARAN H

II MBA

Department of Management Studies

Vels Institute of Science, Technology and Advanced Studies

chandrasedkaranhariharan66@gmail.com

**Dr.M.Kotteeswaran**

Associate Professor & Research Supervisor

School of Management Studies

Vels Institute of Science, Technology and Advanced Studies

saikottee@gmail.com

Orcid ID : 0009-0001-8462-0375

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**Abstract:** Customer satisfaction is very important for companies now. People want products and good service from companies. They want to know that they can trust the company to deliver products on time and help them when they need help. So customer satisfaction is very important for companies that want to stay competitive. This study looks at how happy customers are with the service they get from a company that makes mould tools. The study uses the SERVQUAL framework to find out what customers think about the service. The SERVQUAL framework has five parts: Reliability, Responsiveness, Assurance, Empathy and Tangibility. The study wants to know how these parts of the SERVQUAL framework affect how happy customers are with the service from the company that makes mould tools.

The study just looks at the facts about customer satisfaction and service quality. It asks one hundred customers what they think about the service they get from the company that makes mould tools. It also looks at what other people have written about service quality and customer satisfaction. The study uses statistics to understand what the customers of the company that makes mould tools are saying about the service they get. What the study found out is that customers of the company that makes mould tools are pretty happy, with the service they get. They really like how responsive the company that makes mould tools is. There are areas where the company that makes

mould tools could do better with customer satisfaction and service quality. The study says that if the company that makes mould tools can get all these different parts of service quality working together it can make customers of the company that makes mould tools even happier and help the company that makes mould tools grow.

**Keywords:** - Customer Satisfaction, Service Quality, SERVQUAL, Manufacturing Industry, Industrial Customers, Reliability, Responsiveness.



## I. INTRODUCTION

In today's business world what customers want is always changing. Companies are not just judged on how good their products. Customers also look at how companies provide services respond to questions communicate, deliver products and support customers after a sale. As more companies compete, making customers happy has become a sign of how well a company is doing.

Customer satisfaction is about how a company meets what customers want from a product or service. It shows what customers think of their experience with a company. When customers are happy, they are more likely to keep buying from the company. They will tell other people about the company. So, customer satisfaction helps a company's reputation helps it stay in business and makes it more profitable in the run.

Service quality is very important for customer satisfaction. It is about whether a company can meet or exceed what customers want. Some researchers, like Parasuraman, Zeithaml and Berry came up with a model called SERVQUAL to measure service quality. They looked at five things: whether a company is reliable responsive assures customers shows empathy and is tangible. These things help measure what customers think.

For companies that make things those that sell to other businesses it is very important to have trust and long relationships with customers. These customers want accuracy, technical skill, fast responses deliveries on time and good communication. Because service quality affects how well business customers can operate companies must provide good services.

Even though a lot of research has been done on service quality and customer satisfaction in areas like banking, hotels, healthcare and stores not much has been done on companies that make things. This study looks at how happy customers with the service quality of a company that makes mould tools. It tries to fill the gap in research by looking at customer satisfaction with service quality in this type of company.

Customer satisfaction is crucial for companies like this mould tooling manufacturing firm. The firm needs to know what customers want from its services. The SERVQUAL model can help the firm understand what customers think about its reliability, responsiveness, assurance, empathy and tangibility. By looking at these things the firm can improve its service quality. Make customers happier.

The study of customer satisfaction and service quality in this mould tooling manufacturing firm is important for the firms success. It helps the firm understand what customers want and how to provide services. This can help the firm keep customers get customers and make more money. Customer satisfaction is key, to the firms reputation, survival and profitability. The mould tooling manufacturing firm must provide services to stay in business.

## II. INDUSTRY OVERVIEW

The manufacturing sector is really important for the economy. It helps create jobs and makes technologies. The manufacturing sector also supports industries like automotive and electronics. It is the base of infrastructure.

Mould tooling is a part of the manufacturing sector. It helps make products like cars and electronics. Mould tooling is used in industries such as consumer goods, packaging and healthcare. Precision moulds are very important because they make sure the products are made correctly and quickly.

The mould tooling industry has grown a lot in the few years. This is because factories are becoming more automated and people want products made with precision. The mould tooling industry has also gotten better with the help of computers. Computers help design and make products accurately.

When companies buy things from suppliers, they do not just look at the product. They also look at how the supplier treats them. They want to know if the supplier will deliver the product on time and help them if they have problems. The companies want service and support after they buy the product. This is why customer satisfaction is very important for companies that sell products to companies. The manufacturing sector and mould tooling are key, to making this happen.



### III. REVIEW OF LITERATURE AND RESEARCH GAP

Parasuraman, Zeithaml and Berry in 1988 came up with the SERVQUAL model to measure what customers think about the quality of service they get. This model says there are five things: the service is reliable the people are responsive you can trust them they care about you and the service looks good. They found out that customers are happy when the service they get is what they expected. If there is a difference between what they expected and what they got they will not be happy.

Cronin and Taylor in 1992 said we should use the SERVPERF model instead. They think that how well the service is done is more important than if it meets the customers expectations. They showed that what really matters is what the customer actually experiences.

Anderson and Sullivan in 1993 discovered that happy customers are more likely to come and be loyal to the company. They also found out that happy customers are good for business in the run. So customer satisfaction is very important for companies.

Gronroos in 2001 explained that customers think about two things when they use a service: what they get and how they get it. What they get is called quality and how they get it is called functional quality.

Other studies have found that getting things done on time being good at what you do being able to solve problems being responsive and communicating well are all very important for making customers happy.

All these studies show that service quality is very important for customer satisfaction. But there is not research on this in industries that make things so we need to study this more. The service quality of the service is very important, for customer satisfaction of the customers.

#### 3.1 Research Gap

There are two gaps in the research:

1. Although customer satisfaction and service quality have been widely studied in sectors such as banking, retail, hospitality, healthcare, and telecommunications, comparatively limited research has focused on industrial manufacturing environments, particularly the mould tooling and precision engineering sector. Most previous studies have concentrated on consumer-oriented services where customer interactions are frequent and directly observable. However, in industrial markets, customer expectations differ considerably because they involve technical requirements, delivery reliability, operational support, and long-term business relationships. This indicates that findings from consumer service sectors cannot be directly generalized to manufacturing-based business-to-business contexts.

2. Another important gap is that earlier studies have largely emphasized general service quality dimensions without sufficiently examining how these dimensions operate in specialized industrial settings where factors such as technical responsiveness, problem-solving ability, accuracy of delivery, and after-sales support strongly influence customer satisfaction. In addition, only limited empirical studies have attempted to analyze the interrelationship between service quality dimensions and customer perceptions in mould tooling manufacturing firms. Therefore, the present study attempts to fill this gap by examining customer satisfaction toward service quality in a selected manufacturing organization using the SERVQUAL framework and by identifying specific areas that require managerial improvement.



## IV. RESEARCH METHODOLOGY

### 4.1 Objectives of the Study

#### Primary Objective

The main goal of this study is to look at how happy customers are with the service they get from a company that makes mould tools.

#### Secondary Objectives

- i. We want to see what customers think about the parts of service quality like if the company is reliable if they respond quickly if they are trustworthy if they care about customers and if the services they provide are good.
- ii. We want to know how happy customers are with the services the company provides.
- iii. We want to find out which parts of service quality make customers the happiest.
- iv. We want to look at how the characteristics of the people we ask like their age and job affect what they think about the service quality.
- v. We want to see how the different parts of service quality are connected to each other.
- vi. We want to find out what the company is doing well and what they need to improve when it comes to serving customers.
- vii. We want to give the company some ideas, on how to make customers happier and improve the service quality of the mould tooling manufacturing firm, which's the customer satisfaction and service quality of the mould tooling manufacturing firm.

### 4.2 Population and Sample

The people in this study are customers who have dealt with a company that makes mould tooling for use. These customers have worked with the company on things related to products and services. They know about the company's processes like how they communicate, deliver products and help with issues. They also know about the support they get after they buy something. Since we want to know how happy customers are with the service, they get we looked at customers who have used the company's services.

The customers we looked at come from types of industries have different amounts of work experience and have been working with the company for different amounts of time. This gives us an idea of what people think about the service quality.

We picked 100 customers to be part of our study. We thought this was enough to get an idea of what customers think and how happy they are with the service. We chose these customers because they were easy to reach, willing to help and available when we were collecting information. The customers we picked gave us answers about their experiences with the company's services. This helped us understand how happy customers are with parts of the service. Even though these 100 customers do not represent every customer they still give us useful ideas, about what customers think and how the company is doing.

### 4.3 Data and Sources of Data

The study looks at customer satisfaction with service quality. It uses both data and existing data to get a complete picture. This approach makes the study more reliable. It also helps to support the analysis in an theoretical way.

New data was collected directly from people through a questionnaire. The questionnaire was designed to get information about what customers think their experiences and how satisfied they're with the services provided by a mould tooling manufacturing firm. It asked about the customers backgrounds and their opinions on the service quality. The service quality was measured in five areas: reliability, responsiveness, assurance, empathy and tangibility. A five-point scale was used, ranging from disagree to strongly agree. This new data was the source for statistical analysis and interpretation.



Existing data was collected from sources. These sources included journals, research articles, textbooks, industry reports and previous studies on customer satisfaction and service quality. Existing data helped to build the study's framework. It also helped to review existing literature understand the background of service quality and support the interpretation of findings. Using both existing data provided a solid basis, for the research.

#### 4.4 Statistical tools

The data we collected was. Classified so we could understand what customers think about the service quality. We used tools to analyze the data and get some useful information from it. These tools helped us to make sense of what the customers said and supported our analysis of the study.

We used percentage analysis to look at the characteristics of the people who responded such as their gender, age group and how long they have been with us. This method made it easy to see how the respondents were distributed.

We used some statistics like mean and standard deviation to see how satisfied the customers were with the service quality. These statistics helped us to identify which areas of service quality the customers were more or less happy with.

We also checked the reliability of the questionnaire by using something called Cronbach's Alpha. This tool helped us to see if the questions in the questionnaire really measured what we wanted to measure.

We used a Chi-square test to see if there was a relationship between the variables and what the customers thought about the service quality. This test helped us to see if the differences in the characteristics of the respondents affected their satisfaction levels.

We did a correlation analysis to see how the different service quality dimensions were related to each other. This helped us to see if improving one area of service quality would also improve areas.

All these tools helped us to understand what the customers said and make some conclusions about customer satisfaction and service quality. The data we collected and the tools we used gave us a basis, for understanding what the customers think about the service quality.

##### 4.4.1 Demographic Profile

$$\text{Percentage} = \left( \frac{\text{Number of respondents in category}}{\text{Total number of respondents}} \right) \times 100$$

Demographic analysis is used to classify respondents based on things like gender and age group and experience and years of association. It helps us understand who the people in the sample are. The demographic analysis shows that the respondents are from different types of industries and have different levels of professional experience and business association. The respondents represent different customer groups with different levels of experience and years of association, with businesses.

##### 4.4.2 Descriptive Analysis

$$\text{Mean formula } \bar{X} = \frac{\sum X}{N}$$

$$\text{Standard deviation formula } \sigma = \sqrt{[\sum (X - \bar{X})^2 / N]}$$

The customer responses were looked at closely. This was done to see how happy customers were with the service and how their opinions were different from each other. It helped to understand what customers think about the parts of the service. The results showed that customers were pretty happy with all parts of the service.



On average customers were most happy with the empathy they received. This means that customers really like it when they get personalized attention and when the service people understand what they need. It shows that customers like service people who know what their business needs are.

Customers also liked the **responsiveness and reliability** of the service. They liked getting answers and having problems solved on time. They liked knowing they could count on the service to deliver. These things make customers happy. Think good things about the service.

Some areas did not do well like **assurance and tangibility**. This means that customers want to see improvement in some areas. They want to feel more confident in the service. They want better communication and systems. They also want the physical parts of the service to be better. The people, in charge need to pay attention to these areas to make the service better overall..

#### 4.4.3 Reliability Analysis

Formula (Cronbach's Alpha):  $\alpha = \frac{k}{k-1} \left( 1 - \frac{\sum \sigma_i^2}{\sigma_t^2} \right)$

k = The number of items is represented by.

$\sigma_i^2$  = The variance of each item is shown by this symbol.

$\sigma_t^2$  = The total variance is shown by this symbol.

When we do a reliability analysis, we are checking how well the items in the questionnaire work together. We want to know if the questions in the survey are really measuring what they are supposed to measure. This kind of analysis helps us figure out if the questions are consistent and really measure the quality of the service.

The results of the analysis show that the questions in the survey are consistent and this means the survey is good, for analysis.

#### 4.4.4 Chi-Square Analysis

Formula:  $X^2 = \sum \frac{(O-E)^2}{E}$

Chi-square analysis helps us see if there's a connection between things like age, income and what customers think about our service. It shows if different types of people think differently about the service we offer.

We found out that some things, like age, job or education level do change how customers see our service quality.

This means what customers expect from us can be different depending on who they're. The analysis tells us which customer groups think differently about service quality. It also shows that we should consider these differences when evaluating our service.

#### 4.4.5 Correlation Analysis

Formula:  $r = \frac{\sum(X-\bar{X})(Y-\bar{Y})}{\sqrt{\sum(X-\bar{X})^2 \sum(Y-\bar{Y})^2}}$

Correlation analysis looks at how strong the connections between two things. It also looks at the direction of the relationship between the two things. This helps us figure out if making one part of a service is connected to making another part of the service better. The correlation analysis shows that all parts of the service are connected in a way.



This means that making one part of the service better will help make the other parts better. The correlation analysis is about the service quality dimensions and how they are all connected, to each other.

## V. RESULTS AND DISCUSSION

### 5.1 Results of Descriptive Statistics of Study Variables

Table 5.1: The study used statistics to see what customers thought about the main parts of the service. We looked at the average. How much the answers varied to understand what people thought. The results showed that customers were pretty happy with all parts of the service.

| Study Variables | Mean Score | Standard Deviation | Interpretation                   |
|-----------------|------------|--------------------|----------------------------------|
| Reliability     | 3.532      | 0.742              | Moderate to high satisfaction    |
| Responsiveness  | 3.542      | 0.718              | Moderate to high satisfaction    |
| Assurance       | 3.488      | 0.756              | Moderate satisfaction            |
| Empathy         | 3.564      | 0.701              | Highest level of satisfaction    |
| Tangibility     | 3.484      | 0.769              | Comparatively lower satisfaction |

When we looked at the parts of the service empathy got the highest score. This means that customers liked it when the service paid attention to their needs and treated them like people. The score for empathy was 3.564. This shows that customers thought the service was good at understanding what they wanted and needed.

The service also did well when it came to being responsive. The score for responsiveness was 3.542. This means that customers liked how quickly the service helped them and solved their problems.

We also looked at how reliable the service was. The score for reliability was 3.532. This shows that customers thought the service was dependable and did what it promised.

The service got a score of 3.488 for assurance. This was a good score but it also means that customers wanted the service to do more to make them feel confident. They wanted the service to communicate with them in a professional way and to be surer of what it was doing.

The part of the service that did the worst was tangibility. The score for tangibility was 3.484. This means that customers were not as happy with the parts of the service like the buildings and the technology.

Overall, the study showed that customers were pretty happy with all parts of the service. However, some parts of the service did better than others. This gives us some ideas about how to make the service better in the future. The service quality dimensions, like empathy and responsiveness are important, to customers. The service needs to keep doing in these areas and work on the areas that are not doing as well like tangibility and assurance.

### 5.2 Results of Reliability Analysis

Table 5.2 We did an analysis to see how well the questions in our survey worked together. We wanted to know if they really measured what we thought they did. We used something called Cronbachs Alpha to check this. Cronbachs Alpha helps us figure out if the questions for each part of the survey are consistent. Usually if Cronbachs Alpha is, then 0.70, that is good enough. It means the survey questions are reliable and work well together to measure service quality dimensions. We used Cronbachs Alpha to check the service quality dimensions.

**Table: 5.2 Results of Reliability Analysis**

| Study Variables      | Number of Items | Cronbach's Alpha | Interpretation                   |
|----------------------|-----------------|------------------|----------------------------------|
| Reliability          | 4               | 0.742            | Acceptable reliability           |
| Responsiveness       | 4               | 0.781            | Good reliability                 |
| Assurance            | 4               | 0.756            | Acceptable reliability           |
| Empathy              | 4               | 0.724            | Acceptable reliability           |
| Tangibility          | 4               | 0.768            | Good reliability                 |
| <b>Overall Scale</b> | <b>20</b>       | <b>0.878</b>     | <b>High internal consistency</b> |

The results of the reliability analysis show that all the service quality dimensions have Cronbachs Alpha values that're higher than 0.70. This means that the statements in each dimension are consistent and measure service quality in a way. The people who answered the questions were consistent in their responses about reliability, responsiveness, assurance, empathy and tangibility. Since each dimension is reliable, we can use the questionnaire to understand what customers think about service quality.

The Cronbachs Alpha value for the measurement scale is 0.878. This is high. Means that the questionnaire gives consistent results. We can trust the results of the questionnaire because it has a high reliability coefficient.

This reduces the chance of errors in the measurements and inconsistent answers. So the reliability analysis shows that the questionnaire is good for the study and we can use it to do analyses like looking at the numbers and relationships, between things. Service quality is important. The questionnaire helps us understand it. The results of the reliability analysis are good. This means we can trust the questionnaire to measure service quality.

### 5.3 Results of Chi-Square Analysis

Table 5.3: Chi-Square Summary

| Demographic Variable | Service Quality Dimension | Chi-Square Value | p-value | Result          |
|----------------------|---------------------------|------------------|---------|-----------------|
| Gender               | Reliability               | 8.214            | 0.017   | Significant     |
| Gender               | Responsiveness            | 7.863            | 0.021   | Significant     |
| Gender               | Assurance                 | 9.104            | 0.011   | Significant     |
| Gender               | Empathy                   | 8.546            | 0.014   | Significant     |
| Gender               | Tangibility               | 7.992            | 0.019   | Significant     |
| Age Group            | Reliability               | 10.326           | 0.035   | Significant     |
| Age Group            | Responsiveness            | 6.482            | 0.091   | Not Significant |
| Age Group            | Assurance                 | 5.978            | 0.113   | Not Significant |
| Age Group            | Empathy                   | 6.214            | 0.102   | Not Significant |
| Age Group            | Tangibility               | 7.021            | 0.071   | Not Significant |
| Years of Association | Reliability               | 5.863            | 0.119   | Not Significant |
| Years of Association | Responsiveness            | 6.452            | 0.092   | Not Significant |
| Years of Association | Assurance                 | 5.729            | 0.126   | Not Significant |
| Years of Association | Empathy                   | 6.081            | 0.108   | Not Significant |
| Years of Association | Tangibility               | 8.417            | 0.038   | Significant     |



Chi-square analysis was done to see if there is a connection between details and what customers think about service quality. This test is used to find out if differences in peoples backgrounds affect how they judge service quality.

A p-value of than 0.05 means that the connection is significant. The test helps to understand if things like age, income and education level change how customers see service quality.

It checks if these demographic variables really do make a difference, in service quality evaluations. The goal is to find out if customer perceptions are influenced by who they're.

The Chi-square results show that gender is really important when it comes to all five service quality dimensions. This means that men and women have ideas about what makes a service good. The Chi-square results tell us that gender has an impact on how customers think about reliability and responsiveness and assurance and empathy and tangibility.

When we look closer we see that how old someone is matters when it comes to reliability.. How long someone has been a customer only matters when it comes to tangibility. The Chi-square results do not show a relationship between age group and responsiveness or assurance or empathy. The same thing is true for years of association. It does not have a relationship with reliability or responsiveness or assurance or empathy. This tells us that some things, about a person can change how they think about service quality. Other things do not make a difference. The Chi-square results show us that customer perceptions of service quality can vary a lot depending on who the customers.

#### 5.4 Correlation Analysis

Correlation analysis was done to see how the different aspects of service quality relate to each other. We used Pearson's correlation coefficient to check how strong or weak the connection is between these aspects.

A positive correlation means that if one aspect of service quality gets better the other aspect also tends to get better. This helps us understand which service quality dimensions are connected. We looked at all the service quality dimensions, in our study to find these connections.

**Table 5.4: Result of Correlation Analysis**

| Study Variables | Reliability | Responsiveness | Assurance | Empathy | Tangibility |
|-----------------|-------------|----------------|-----------|---------|-------------|
| Reliability     | 1.000       | 0.682          | 0.641     | 0.598   | 0.554       |
| Responsiveness  | 0.682       | 1.000          | 0.735     | 0.624   | 0.571       |
| Assurance       | 0.641       | 0.735          | 1.000     | 0.603   | 0.548       |
| Empathy         | 0.598       | 0.624          | 0.603     | 1.000   | 0.512       |
| Tangibility     | 0.554       | 0.571          | 0.548     | 0.512   | 1.000       |

The results of the correlation analysis show that all service quality dimensions are connected to each other in a way. This means that if one part of the service quality gets better the other parts will also get better. The good relationships between the service quality dimensions mean that they all work together not on their own.

One thing that really stands out is that responsiveness and assurance are closely connected. When we look at the numbers, we see that responsiveness and assurance have a strong connection. This means that when service is provided quickly and customers are kept informed, they are more likely to trust the company. Reliability is also very important. It is connected to responsiveness and assurance. This shows that customers like it when service is delivered in a way.



The connection between empathy and tangibility is not as strong. It is still a good one. This means that when customers get personalized attention and can see the service being provided they are happy. The connection is not as strong as some of the other ones. Overall, the results show that making one part of the service quality can make all the other parts better and this can make customers happier with the service. Service quality is very important. All the dimensions of service quality are connected to each other. The service quality dimensions are all related to each other. They all play a role in making customers satisfied, with the service.

## 5.7 DISCUSSION

The study looked at how happy customers with the service quality of a company that makes mould tooling. The company was analyzed using the five parts of the SERVQUAL framework. What the study found out is that customers are generally happy with the service quality. They reported being moderately to happy with all parts of the service. The numbers showed that customers think the company is doing a job with delivering services talking to customers and helping them.

The study found out that customers care the most about the company understanding them and paying attention to their needs. They also care about the company responding quickly to their questions and being reliable. This means that customers want to feel like the company is listening to them and helping them when they need it. In industries where companies work together for a time it is really important to have good relationships with customers. Companies that are responsive and care about their customers are more likely to make customers happy. Have stronger business relationships. So the study shows that it is really important for the company to talk to customers regularly and help them when they need it.

The study also checked to make sure the questions they asked were ones. They used a test to see if the questions were statistically sound. All the parts of the service quality had numbers, which means the questions were good. The study also found out that some things about the customers like their gender can affect how they think about the service quality. For example men and women might think differently about the service quality. The study found out that customers are not all the same and might have expectations based on who they are.

The mould tooling manufacturing firm is doing a job with service quality. The study shows that customers are happy, with the service quality of the mould tooling manufacturing firm. The mould tooling manufacturing firm needs to keep talking to customers and helping them when they need it. The mould tooling manufacturing firm should also understand that customers are different and might have expectations.

## VI. SUGGESTIONS AND CONCLUSION

### 6.1 Suggestions

Here are a things to consider:

- (i) Improve how we communicate. The organization should do a job of keeping customers updated responding quickly and working well with them during service delivery.
- (ii) Help employees get better at their jobs. Regular training programs should be conducted to help employees learn more handle customers better and interact with confidence.
- (iii) Fix customer issues fast. A system for handling complaints and following up should be introduced to resolve problems quickly and support customers.
- (iv) Update our equipment and physical setup. Investing in equipment, digital tools and better presentation can make customers think our service is more tangible.
- (v) Collect customer feedback. Periodic feedback and satisfaction reviews should be collected to find gaps in service and make improvements.



## 6.2 Conclusion

This study looked at customer satisfaction with service quality in a mould tooling manufacturing firm using the SERVQUAL framework. The findings show that customers generally have perceptions of all service quality areas.

The areas of empathy, responsiveness and reliability are stronger factors that influence customer satisfaction. This means that personalized attention, quick communication and dependable service delivery play a role in shaping positive customer experiences in industrial markets.

The study also found that service quality areas are positively related, which means that improving one area can positively influence customer satisfaction. Although the overall results were good, assurance and tangibility need attention from managers to further strengthen customer confidence and service perception.

Therefore, continuous improvement, in service quality customer-focused practices and effective relationship management will help organizations enhance customer satisfaction build long-term business relationships and maintain a competitive advantage.

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