



A Study on Service Quality and Customer Satisfaction in Homecare Products with special reference to karur District

R.Gokul
MBA Student

Department of Management
M.Kumarasamy College of Engineering,
Karur

Dr.K.Ramprathap
Assistant Professor
Department of Management
M.Kumarasamy College of Engineering,
Karur

ABSTRACT

To be sustainable, service providers must satisfy consumer's needs or otherwise they will become redundant and economically irrelevant. This paper presents the results of an empirical study on the determinants of customer satisfaction and loyalty in Homecare products in karur based on a database collected through a questionnaire survey of 200 customers during 2021. A path analysis technique is applied to test the proposed framework on the direct and indirect relationship between variables. The results of statistical analysis indicate that customer satisfaction in Homecare products is significantly explained by such factors as corporate image, service quality and perceived value. Our findings suggest that Homecare products provider should focus on enhancing service quality and corporate image to obtain customer satisfaction that leads to customer loyalty.

Keywords: Customer Satisfaction, Customer Loyalty, Service Quality, Corporate Image And Homecare Products.

INTRODUCTION

Creating a loyal customer is very important for every company. Because, loyal customers are unpaid promoters of the company. To make a loyal customer, company should satisfy the customer's needs and wants. Empirical literature research implies that value, image, quality and price significantly influence customer satisfaction. Because of the noticeably aggressive marketplace so consequently focus on

enhancing customer satisfaction and loyalty by improving service quality, customer interaction, image and reputation. With the review of Picon et al. article found that perceived switching costs and perceived lack of attractiveness of alternative offerings are significant mediators in the relationship between satisfaction and loyalty. This increases the query that in addition research at the essential issue for satisfaction and loyalty need to be emphasized and researchers need to encompass special factors inclusive of quality, image and price to study the perception value which may lead to satisfaction and loyalty.

This observes investigates essential elements for the fulfillment of satisfaction and loyalty to observe the linkage between quality, image, price and perceived value, satisfaction and loyalty. Quality, image and price are expected to have a direct link with perceived value and customer satisfaction which lead to customer loyalty. The analytical results highlight the significant impact of quality and image on perceived value and customer satisfaction and suggest managerial implications for companies in order for them to achieve customer loyalty.

The subsequent a part of this paper gives a literature overview that's accompanied via way of means of an analytical framework, data collection, data analysis, discussions, implications and limitations, and conclusions.

2. REVIEW OF LITERATURE

Ha Thu Nguyen, Hoang Nguyen, Nhan Duc Nguyen and Anh Chi Phan (2018), has undertaken the study of Determinants of Customer Satisfaction and Loyalty in Vietnamese Life-Insurance Setting. The study has been conducted among 1476 customers. Published in Multidisciplinary Digital Publishing Institute. The sampling technique adopted was simple random sampling. The data was analyzed using Chi-square test. The results indicate that customer satisfaction and customer loyalty are significantly influenced by corporate image, service quality and perceived value. Our findings suggest that Vietnamese life-insurance companies should focus on enhancing service quality and corporate image in order to satisfy customers and maintain customer loyalty, thereby helping companies to develop sustainably.

Nushrat Nahida Afroz (2019), the researcher had made a study on Effect of Service Quality on Customer Satisfaction Evidence from Banks in Tangail. The 200 sample clients were selected from the branches of different public and private banks located in Tangail City. Published in Management Studies and Economic Systems (MSES). The sample clients were selected randomly at the banks while interviewing. The sampling technique adopted was convenience sampling. The data was analyzed using Descriptive statistics, correlation, regression analysis, ANOVA. the results of this research paper confirmed the theory of literatures regarding the relationship between service quality dimensions and customer satisfaction.

Ramesh Neupane and Manju Devkota (2017), has undertaken the study on Evaluation of the Impacts of Service Quality Dimensions on Patient/Customer Satisfaction: A Study of Private Hospitals in Nepal. The study has been conducted among 490 customers. Published in International journal of social science and Management. Judgmental sampling method was adopted. The data was analyzed using Regression analysis,

Correlation analysis. The study concludes that this empirical research investigated the impacts of service quality on patient satisfaction in the private hospitals in Nepal. This research has also evaluated the perceptions of the customers about service quality in private hospitals and extent of their satisfaction.

Zailin Zainal Ariffin, Azizul Yadi Yaakop and Norsuhada Isa (2018), the researcher had made the study on Service Quality as Drivers of Customer Loyalty and Intention to Switch: Modeling the Mediating Effect of Customer Satisfaction. The study has been conducted among 100 customers. Published in International Journal of Engineering & Technology. Stratified random sampling method is used. The data was analyzed using Correlation Matrix, PLS (Partial Least Square). The study concludes that in sum, this current study supported past literature linkages between service quality, customer satisfaction, customer loyalty and intention to switch. In addition, this conceptual paper offers the usage expansion of SERVQUAL model in design and improvement of quality services.

Xianping Tang, Xuemei Chen and Bei Wu (2020), the study has been undertaken to know A Qualitative Study of the Quality of Home Care in Shanghai, China. The study has been conducted among 27 customers. It was published in the Journal of Transcultural Nursing. Purposive sampling method is used. The data was analyzed using Colaizzi's seven-step analysis. The study concludes that the themes Related to Unsatisfactory Structure Quality. There were four themes under the category of "unsatisfactory structure quality": unqualified home care environment, limited medical resources and equipment, shortage of home care staff, and lack of rules, and regulations for home care practice.

Figen Yeilada1 and Ebru Direktor (2020), the researcher had made a study Health care service quality: A comparison of public and private hospitals. The study has been conducted among 990 people. It was published in the African Journal of Business Management The systematic sampling has been used. The sampling method adopted was Convenience sampling and the tools used to analyze the data was Chi-Square and Correlation test. The researcher has concluded that the After identifying the gap scores for the hospitals, logistic regression was conducted to identify the service quality dimensions that play an important role in predicting customer satisfaction. The analysis was conducted separately for public and private hospitals.

3. OBJECTIVE

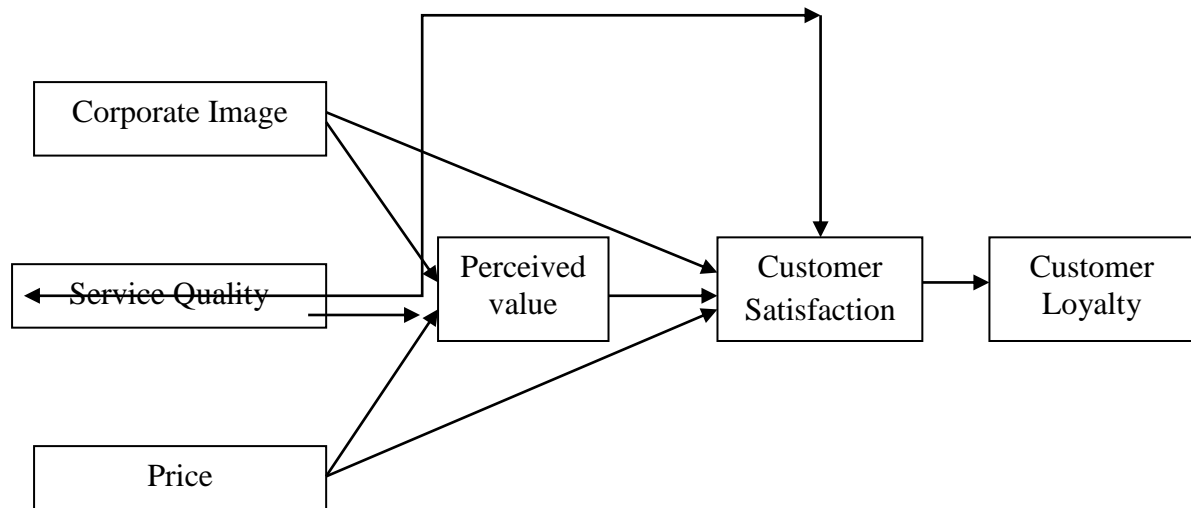
Primary Objective

To examine the service quality of homecare products in karur District and its impact on customer satisfaction

Secondary objective

- To examine the level of service quality in homecare products
- To identify the level of customer satisfaction in homecare Products
- To provide recommendations for homecare Products in order to increase the customer satisfaction

4. PROPOSAL MODEL



5. RESEARCH METHODOLOGY

Research Design

Descriptive-survey research uses surveys to gather data about varying subjects. This data aims to know the extent to which different conditions can be obtained among these subjects.

Data Collection

To study the satisfaction level customer satisfaction and service quality, the simple random sampling is selected. The sample unit consists of Customer of homecare Products living around karur District. The statistical tools applied for analysis of data include Frequency, and Correlation.

6. Data Analysis and Interference

Demographic Profile	Categories	No. of Respondents	Percentage
Gender	Male	83	41.5%
	Female	117	58.5%
	Total	200	100%
Age	Below 20	36	18.0%
	20 to 35	76	38.0%
	36 to 50	63	31.5%
	above 50	25	12.5%
	Total	200	100.0%
Marital Status	Married	126	63.0%
	Unmarried	74	37.0%
	Total	200	100.0%
Educational qualification	School	52	26.0%
	Graduate	81	40.5%
	Post Graduate	45	22.5%
	Others	22	11.0%
	Total	200	100.0%

Monthly Income	Below Rs10,000	39	19.5%
	Rs 10,000-Rs 20,000	72	36.0%
	Rs 20,000-30,000	57	28.5%
	Above Rs 30,000	32	16.0%
	Total	200	100.0%

Table: 6.1- Demographic Profile

The Above Table 6.1 shows a clear understanding of demographic profile of the respondents. It encloses the descriptive statistics of the Gender, Age, Marital Status, Educational Qualification and Monthly Income.

The study shows that 41.5% of respondents belong to Male, 58.5% of the respondents belong to Female, Majority 58.5% of the respondents belong to the Female. Then 18% of respondents belong to Below 20, 38% of the respondents belong to 20 to 35, 31.5 % of the respondents belong to 36 to 50, 12.5 % of the respondents belong to above 50. Majority 38% of the respondents belong to the 20 to 35. Then 63% of respondents belong to Married, 37% of the respondents belong to Unmarried, Majority 63% of the respondents belong to the Married. Then 26% of respondents belong to School, 40.5% of the respondents belong to Graduate, 22.5 % of the respondents belong to Post Graduate, 11% of the respondents belong to others. Majority 40.5% of the respondents belong to the Graduate. Then 19.5% of respondents belong to Below Rs10,000, 36% of the respondents belong to Rs 10,000 - 20,000, 28.5% of the respondents belong to Rs 20,000-30,000, 16% of the respondents belong to Above Rs 30,000. Majority 36% of the respondents belong to the Rs 10,000 - 20,000.

6.2 Correlation

6.2.1 Correlations between Price Factor variable

		PF1	PF2	PF3	PF4
PF1	Pearson Correlation	1	-.038	.160*	.314**
	Sig. (2-tailed)		.589	.023	.000
	N	200	200	200	200
PF2	Pearson Correlation	-.038	1	.234**	-.018
	Sig. (2-tailed)	.589		.001	.800
	N	200	200	200	200
PF3	Pearson Correlation	.160*	.234**	1	.352**
	Sig. (2-tailed)	.023	.001		.000
	N	200	200	200	200
PF4	Pearson Correlation	.314**	-.018	.352**	1
	Sig. (2-tailed)	.000	.800	.000	
	N	200	200	200	200

Inference

From the calculated person's statistics it can be summarized that as $p\text{-value } 0.000 < 0.05$ there is significant relationship between total values of Price Factor and statement of Price Factor Correlation relationship expressed by r value, r – value is .160 and .314 (+ve) which shows the positive relationship. There is a negative relationship between PF1 & PF2 (-.038)

6.2.2 Correlations between Perceived Value variable

		PV1	PV2	PV3	PV4
PV1	Pearson Correlation	1	.396**	.245**	-.165*
	Sig. (2-tailed)		.000	.000	.020
	N	200	200	200	200
PV2	Pearson Correlation	.396**	1	.487**	.024
	Sig. (2-tailed)	.000		.000	.736
	N	200	200	200	200
PV3	Pearson Correlation	.245**	.487**	1	.166*
	Sig. (2-tailed)	.000	.000		.019
	N	200	200	200	200
PV4	Pearson Correlation	-.165*	.024	.166*	1
	Sig. (2-tailed)	.020	.736	.019	
	N	200	200	200	200

Inference

From the calculated person's statistics it can be summarized that as $p\text{-value } 0.000 < 0.05$ there is significant relationship between total values of Perceived Value and statement of Perceived Value Correlation relationship expressed by r value, r – value is .396 and .245 (+ve) which shows the positive relationship. There is a negative relationship between PV1 & PV4 (-.165)

6.2.3 Correlations between Customer Satisfaction variable

		CS1	CS2	CS3	CS4
CS1	Pearson Correlation	1	.476**	.408**	.164*
	Sig. (2-tailed)		.000	.000	.020
	N	200	200	200	200
CS2	Pearson Correlation	.476**	1	.281**	.256**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
CS3	Pearson Correlation	.408**	.281**	1	.247**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
CS4	Pearson Correlation	.164*	.256**	.247**	1
	Sig. (2-tailed)	.020	.000	.000	
	N	200	200	200	200

Inference

From the calculated person's statistics it can be summarized that as $p\text{-value } 0.000 < 0.05$ there is significant relationship between total values of Customer Satisfaction and statement of Customer Satisfaction Correlation relationship expressed by r value, r – value is .476, .408 and .164 (+ve) which shows the positive relationship.

6.2.4 Correlations between Customer Loyalty variable

		CL1	CL2	CL3	CL4
CL1	Pearson Correlation	1	.295**	.256**	.286**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
CL2	Pearson Correlation	.295**	1	.430**	.395**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
CL3	Pearson Correlation	.256**	.430**	1	.472**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
CL4	Pearson Correlation	.286**	.395**	.472**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

Inference

From the calculated person's statistics it can be summarized that as $p\text{-value } 0.000 < 0.05$ there is significant relationship between total values of Customer Loyalty and statement of Customer Loyalty Correlation relationship expressed by r value, r – value is .295, .256 and .286 (+ve) which shows the positive relationship.

6.2.5 Correlations between Corporate Image variable

		CI1	CI2	CI3	CI4	CI5
CI1	Pearson Correlation	1	.010	-.050	.276**	.051
	Sig. (2-tailed)		.887	.486	.000	.471
	N	200	200	200	200	200
CI2	Pearson Correlation	.010	1	-.095	-.173*	.248**
	Sig. (2-tailed)	.887		.183	.014	.000
	N	200	200	200	200	200
CI3	Pearson Correlation	-.050	-.095	1	.087	.028
	Sig. (2-tailed)	.486	.183		.221	.695
	N	200	200	200	200	200
CI4	Pearson Correlation	.276**	-.173*	.087	1	.307**
	Sig. (2-tailed)	.000	.014	.221		.000
	N	200	200	200	200	200
CI5	Pearson Correlation	.051	.248**	.028	.307**	1
	Sig. (2-tailed)	.471	.000	.695	.000	

N	200	200	200	200	200
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Inference

From the calculated person's statistics it can be summarized that as p-value $0.000 < 0.05$ there is significant relationship between total values of Corporate Image and statement of Corporate Image Correlation relationship expressed by r value, r – value is .010, .276 and .051 (+ve) which shows the positive relationship. There is a negative relationship between CL1 & CL3 (-.050)

6.2.6 Correlations between Service Quality variable

		SQ1	SQ2	SQ3	SQ4	SQ5	SQ6
SQ1	Pearson Correlation	1	.252**	.002	.031	.131	.368**
	Sig. (2-tailed)		.000	.979	.660	.065	.000
	N	200	200	200	200	200	200
SQ2	Pearson Correlation	.252**	1	.157*	-.091	-.398**	.470**
	Sig. (2-tailed)	.000		.027	.201	.000	.000
	N	200	200	200	200	200	200
SQ3	Pearson Correlation	.002	.157*	1	.181*	.118	.162*
	Sig. (2-tailed)	.979	.027		.010	.097	.022
	N	200	200	200	200	200	200
SQ4	Pearson Correlation	.031	-.091	.181*	1	.332**	-.062
	Sig. (2-tailed)	.660	.201	.010		.000	.381
	N	200	200	200	200	200	200
SQ5	Pearson Correlation	.131	-.398**	.118	.332**	1	-.201**
	Sig. (2-tailed)	.065	.000	.097	.000		.004
	N	200	200	200	200	200	200
SQ6	Pearson Correlation	.368**	.470**	.162*	-.062	-.201**	1
	Sig. (2-tailed)	.000	.000	.022	.381	.004	
	N	200	200	200	200	200	200

Inference

From the calculated person's statistics it can be summarized that as p-value $0.000 < 0.05$ there is significant relationship between total values of Service Quality and statement of Service Quality Correlation relationship expressed by r value, r – value is .252, .002, .031, .131 and .368 (+ve) which shows the positive relationship.

7. FINDINGS AND SUGGESTIONS

From this study shows 35.5% of the respondents are using 1 to 2 years of Homecare Products. 36% of the respondents belong to the weekly using the products. Every week they definitely using the products. 48.5% of the respondents are buy the products in supermarkets. 34% from the study is observed customers are strongly agree about the product quality is good. 51.5% from the study is observed customers are strongly agreed on homecare products cleaning ability is very high. 38% from the study is observed customers are neutral on the price level of the product charges are reasonable. 36% from the study is observed customers are satisfied on the Products meets my expectations. 43.5% from the study is

observed customers are feeling satisfied with the usage of the product. 33.5% from the study is observed customers are agreed fragrance of the product is mild and good. 35% from the study is observed customers are strongly agreed they will recommend products to their friends, and family members or others. 28.5% from the study is observed customers are disagree with the media channel advertisements. 37% from the study is observed customers are agree with the company is very innovative and pioneering. 31% from the study is observed customers are strongly agree on the product description are clear and easy to understand. 37% from the study is observed customers are strongly agree on the company always provides various offers to the customers.

Basically satisfied customers are the assets of company as they not only generate profits but also bring new customers for the company. As we all know that satisfied customers convince three more customers for the company. So word of mouth is a very strong medium of advertisement than any other media. Increase advertisement to attract more new customers easily once they use the products they easily buy the products continually. Lot of offers helps to make the normal customers into loyal customers. That helps to generate more revenue and sustain in the competition. Modifying the services as per needs and demands of customer must be the focus of company. Company should make their strategy giving importance future than present.

8. CONCLUSION

To be sustainable, service providers must satisfy consumers' needs by emphasizing the enhancement of customer relations, image, quality, and added value. This study applies statistical techniques to analyze the customer perception of image, service, price, and perceived value in Homecare Product companies. The results indicate that customer satisfaction and customer loyalty are significantly influenced by Price Factor, corporate image, service quality and perceived value. Our findings suggest that Homecare Product companies should focus on enhancing perceived value and corporate image in order to satisfy customers and maintain customer loyalty, thereby helping companies to develop sustainably.

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