



A Study on Customer Satisfaction Towards Quality of Service in B2b Companies in Coimbatore

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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 and 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 main objective is to examine the essential dimensions of service quality i.e. RATER- Reliability, assurance, tangibles, empathy and responsiveness of B2B companies and its effect on customer's satisfaction and to find out the perception of suppliers towards supply chain with the company. For this a sample of 150 was collected from the respondents. Percentage analysis, Descriptive statistics, Multiple regression, Kruskal Wallis test and One way Anova were used as tools to analyze the data. The conclusion is that dimensional factors level of acceptance towards sourcing product from a limited number of suppliers, level of acceptance towards establishing clear criteria and level of acceptance towards B2B companies collaborating with suppliers in materials are taken for decision making process of the study. It also reveals that while taking decision on these dimensions the factor frequency of making supply should be taken for decision making process of the study.

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KeyWords: Service quality, B2B companies and customer satisfaction

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Introduction

In today's picky market, clients won't accept anything less than the best possible experience. The patron has, if rather belatedly, realized that he is the monarch of the establishment. The customer's decision on which institution to use as his primary bank is based, not on any other criteria, but on the quality of the services offered by each potential institution. The concept of service quality has recently attracted a significant amount of attention from professionals in business as well as academics. Buyers have obviously always been concerned with quality, but the increasingly competitive market for many services has caused customers to become more discerning in the services that they choose to purchase.

When compared to items, the process of conceptualizing the quality of services is more difficult. Measuring the quality of service can be challenging because there are typically no concrete manifestations of it, however there are some feasible study methodologies. It is possible to research comprehensive models of service quality and the constraints of those models. In the process that consumers use to evaluate products and services, it is not always straightforward to understand which aspects of quality are most important to them. It is not enough for businesses to set quality standards in line with erroneous notions about what customers want from them.

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The importance that customers frequently attach to the quality of the service provider as opposed to the quality of the service offers presented by the service provider is another challenge that arises when attempting to define quality in services. Unlike in the case of goods, the two aspects of quality in services cannot be easily separated from one another. Last but not least, questions concerning the establishment of quality standards and the operation of quality management systems need to be investigated. The customer's view of the following aspects of the services - dependability, responsiveness, assurance, empathy, and tangibles are all factors that go into determining the customer's overall impression of the service's quality.

On the other hand, satisfaction is more all-

encompassing, it is impacted not just by one's impressions of the quality of a service or product and its price, but also by situational elements and personal considerations. Through the provision of performance, service quality influences the level of satisfaction experienced by customers (real benefits). For instance, if customers feel they have entered a McDonald's restaurant, they will receive the same high-quality food, service and experience regardless of the location of the restaurant, which is a proposition put out by McDonald's. Providing a solid foundation for the purchase and re-creation of client loyalty, as well as the formation of a recommendation through word of mouth that may be beneficial to the firm are all potential outcomes that can result from the successful development of customer satisfaction.

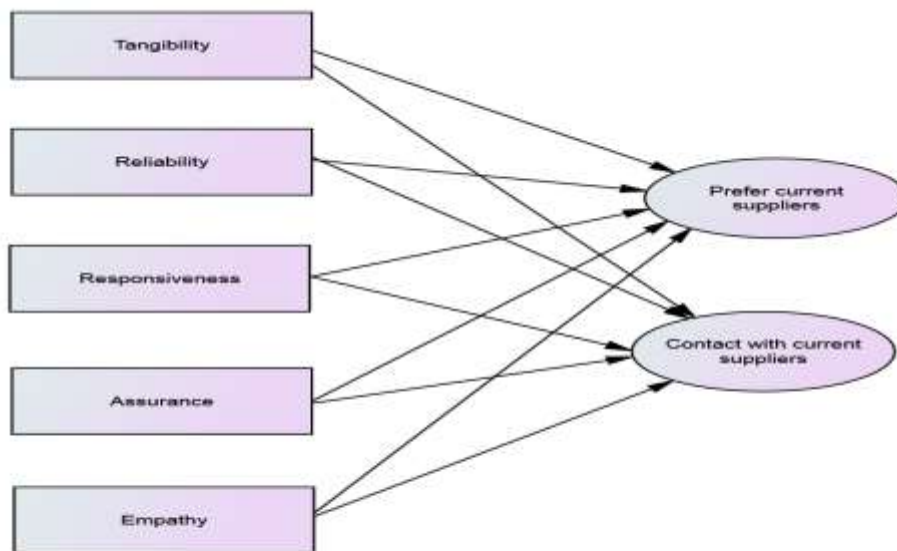


Chart 1: Conceptual framework

Reliability

It has been demonstrated that the customer's sense of quality is significantly impacted by this component. It is the capacity to carry out the contractually obligated service in a dependable and correct manner. It is easier for a service provider to satisfy all of the customer's expectations at the lowest level of service expectation when the dependability dimension, which guarantees on-time delivery each and every time, is taken into account.

Responsiveness

It refers to the personnel of the service provider's company being willing to assist consumers and give them with timely service. The clients may have concerns, special requests, complaints, etc. Each individual consumer can be dealing with issues of their own. Even though the front-line worker may have been taught or equipped to provide standardized services, the consumers want them to go above and beyond this limit. The readiness to



assist the client or the willingness to go that one step further is what we mean when we talk about responsiveness.

The speed with which a response is sent in response to a request from a client is the second component of responsiveness. Customers typically lose interest when there is a delay in responding to their inquiries.

Assurance

It is described as the capacity of an organisation to engender trust and confidence in the way a service is provided. It relates to the customer's perception of the staff of the service company, namely their expertise, kindness, and capacity to instill trust and confidence in the service provider. Because clients may not be able to evaluate all of the uncertainties that are associated with the process on their own, this aspect is regarded to be essential for services that involve a high level of risk.

When prospective clients hear from them about the firm and its satisfactory delivery, it gives them a sense of assurance and helps them build a more positive attitude towards the organisation.

Empathy

It is a reference to the considerate and personalized attention that the service provider gives to each unique client. It's possible that a service provider will have a better understanding of the customer's perspective if he puts himself in the customer's position. When clients get the impression that the supplier is doing his hardest to see things from their point of view, it may be sufficient for most of them.

Tangibles

It is a term that relates to the physical facilities, equipment, and look of the workers working for a service company. The actual and physical proof of a service has several roles and responsibilities to fulfil. Customers are given tangible confirmation of the quality of the service they have received.

Statement of the Problem

Even though the company has established in the customers minds as B2B companies, they regularly measure their quality of service rendered by them to their customers. But at present few more competitors have entered into the service industry. Under this circumstance B2B companies is much

interested in knowing about their quality of service towards customer satisfaction. Hence the study is conducted by the researcher.

Objectives Of The Study

The objective of the study is as follows:

Primary Objective

A Study on Effectiveness Quality of Service towards Commitment of Suppliers with Reference to B2B Companies

Secondary Objectives

To examine the essential dimensions of service quality and its impact towards i.e. RATER - Reliability, Assurance, Tangibles, Empathy and Responsiveness of B2B companies and its effect on customer's satisfaction.

To find out the level of perception of the employees towards quality of suppliers.

To analyze the impact of quality of service towards affective commitment of suppliers.

To identify which dimension of service quality needs improvement so that the quality of service of B2B companies will be enhanced.

Scope Of Study

The scope of this research is to identify the service quality of B2B 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 company in service quality that are performing well and shows those areas which require improvement.

Need For The Study

The study is about analyzing the quality of service in B2B companies. And based on the research the need of the study is to analyze the quality after selling their product in the market and making the clients satisfied about the product and service rendered by the company

Research Methodology

Research Design

The type of research that is carried out in this study is known as descriptive research, and in it, a significant amount of investigation is carried out on the service management of the automobile sector. The study is conducted to know about the service



quality of B2B companies.

Data Collection

A total of 150 customers of B2B companies are been targeted to find the quality of service and 40 employees are taken as samples towards analyzing the commitment of suppliers.

Method of Data Collection

Primary data

The primary data is collected through interviewing existing service users of the company and also the employees of the company.

Secondary data

The secondary data is collected through customer’s feedback, Internet, Magazines and Newspapers. The data is collected from the sample through questionnaire method.

Tools used for Analysis

The statistical tools that might be used for analysis are Percentage analysis, Descriptive statistics, Kruskal Wallis test, One way Anova and Multiple regression

Limitations Of The Study

This study is based on last 9 weeks service strategy of B2B companies.

Conclusions and recommendations are based on limited data.

Respondent’s biases may be one of the factors which limit the study.

Time acts as one of the constraints limiting the study.

Analysis And Interpretation

Table 1: Sociographic variables

		Frequency	Percent
Type of customer with B2B companies	New Customer	105	70
	Existing customer	45	30
	Total	150	100
No of years having a relationship with B2B companies	1-3 years	4	2.7
	4-6 years	55	36.7
	7-9 years	47	31.3
	More than 9 years	44	29.3
	Total	150	100
Person referred B2B companies	Through website	4	2.7
	Friends	91	60.7
	Through employees of the company	29	19.3
	Other	26	17.3
	Total	150	100
Continuing service with B2B companies	Yes	31	20.7
	No	119	79.3
	Total	150	100
Recommending the B2B companies to friends & relatives	Yes	102	68
	No	48	32
	Total	150	100

70.0% are new customers, 30.0% are existing customers, 2.7% are having 1-3 years of relationship, 36.7% are having 4-6 years of relationship, 31.3% are having 7-9 years of relationship, 29.3% are having more than 9 years of relationship, 2.7% got reference through website, 60.7% through friends, 19.3% through employees

of the company, 17.3% are through other references, 20.7% said that they are continuing service with B2B companies and 79.3% said that they are not continuing service with B2B companies and 68% said that they recommend the B2B companies to friends & relatives and 32% said that they do not B2B companies to friends &



relatives. It shows that majority of the customer are new to B2B companies, having 4 – 6 years of relationship are referred by friends and also stated that they recommend the

B2B companies to friends & relatives. It is found that B2B companies sales and service network can be improved better than their competitors in Coimbatore.

Table 2: Perception of consumers towards service quality with reference to tangibility

	N	Mean	SD
Appearance of the website	150	1.86	.531
Availability of pamphlets regarding service specification	150	2.05	1.006
Professional appearance of the sales persons/service persons	150	2.08	.661
Pleasantness	150	1.59	.494

The above table depicts that the customers of the company opined very good for availability of pamphlets regarding service specification (2.05), professional appearance of the

salespersons/service persons (2.08). Meanwhile, the respondents stated as excellent for appearance of the website (1.86) and pleasantness (1.59).

Table 3: Perception of consumers towards service quality with reference to responsiveness

	N	Mean	SD
Politeness	150	1.80	.695
Showing interest in customers need /requirements	150	2.03	.536
Immediate attention by the service person	150	1.76	.587
Attentiveness in listening your queries	150	1.99	.675
Advice given regarding the necessary service	150	1.79	.869
Promptness in delivery after service	150	1.89	.860
Valid N (list wise)	150		

The above table depicts that the customers of the company opined as excellent for politeness of the employees (1.80), immediate attention by the service person (1.76), attentiveness in listening your queries (1.99), Advice given regarding the necessary service (1.79) and promptness in

delivery after service (1.89). Meanwhile the customers of B2B companies said as very good for company showing interest in customers need /requirements (2.03).

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Table 4: Perception of consumers towards service quality with reference to assurance

	N	Mean	SD
Courtesy in servicing	150	3.12	1.263
Inspecting the products	150	3.30	1.241
Technical knowledge of service persons	150	3.71	1.084
Usage of Modern technology in servicing	150	3.93	.984
Hospitality	150	3.77	1.188
Valid N (list wise)	150		

The above table depicts that the customers of the company stated good for courtesy in servicing by the company (3.12), inspecting the products (3.30),

technical knowledge of service persons (3.71), usage of modern technology in servicing (3.93) and hospitality provided by the company (3.77).

Table 5: Perception of consumers towards service quality with reference to empathy



	N	Mean	SD
Providing prior information about the service changes	150	1.59	.803
Explanation of the service provided	150	1.90	.775
Reminder for renewal of service	150	1.54	.609

The above table depicts that the customers of the company opined excellent for company providing prior information about the service changes (1.59), explanation of the service provided (1.90) and reminder for renewal of service (1.54).

Table 6: Perception of consumers towards service quality with reference to social responsibility

	N	Mean	SD
Cost of service	150	1.73	.633
After service performance of the product	150	1.74	.781
Valid N (listwise)	150		

The above table depicts that the customers of the company said as excellent for cost of service of the company (1.73) and after service performance of the products of the company (1.74).

Table 7: Comparison between no of years having relationship with B2B companies and degree of satisfaction towards services of the company

		N	Mean	SD	F	Sig
Tangibility	1-3 years	4	2.75	0.000	4.204	0.007
	4-6 years	55	1.82	0.593		
	7-9 years	47	1.96	0.401		
	More than 9 years	44	1.84	0.586		
	Total	150	1.89	0.548		
Reliability	1-3 years	4	2.8	0.000	5.68	0.001
	4-6 years	55	1.75	0.640		
	7-9 years	47	1.58	0.436		
	More than 9 years	44	1.75	0.642		
	Total	150	1.72	0.603		
Responsiveness	1-3 years	4	2.67	0.000	4.994	0.003
	4-6 years	55	1.75	0.568		
	7-9 years	47	1.88	0.396		
	More than 9 years	44	1.96	0.511		
	Total	150	1.88	0.515		
Assurance	1-3 years	4	2.8	0.000	1.764	0.157
	4-6 years	55	3.56	0.738		
	7-9 years	47	3.51	0.845		
	More than 9 years	44	3.7	0.841		
	Total	150	3.57	0.803		
Empathy	1-3 years	4	2.33	0.000	2.501	0.062
	4-6 years	55	1.72	0.564		
	7-9 years	47	1.58	0.567		
	More than 9 years	44	1.67	0.516		
	Total	150	1.68	0.554		
Social	1-3 years	4	1.5	0.000	0.184	0.907



Responsibility	4-6 years	55	1.75	0.775		
	7-9 years	47	1.72	0.666		
	More than 9 years	44	1.74	0.544		
	Total	150	1.73	0.665		

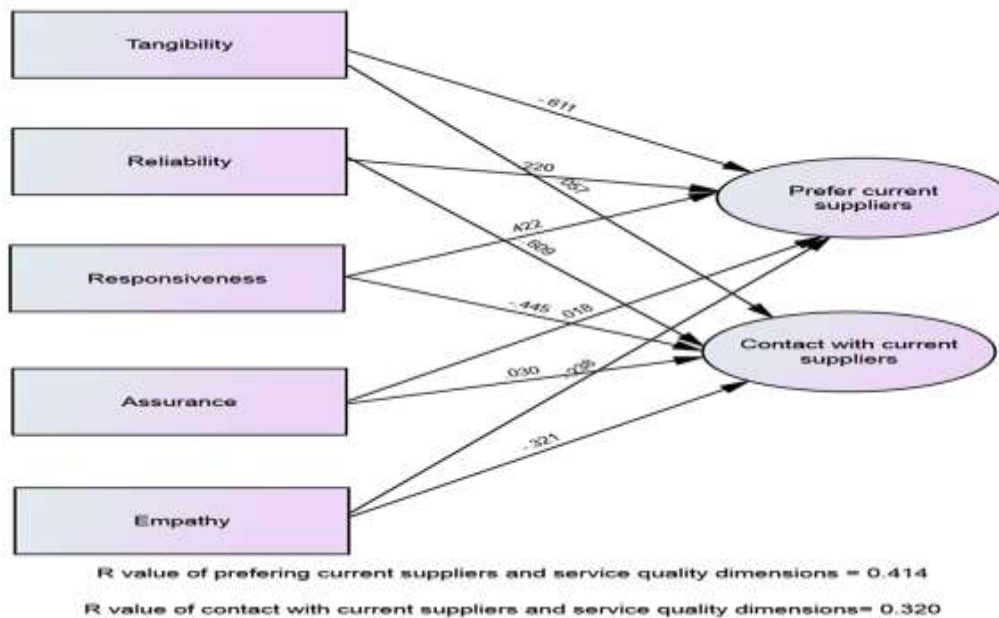
H02: There is a significant difference between number of years having relationship with B2B companies and degree of satisfaction towards services of the company

There is no significant difference between Tangibility (0.007), Reliability (0.001), and Responsiveness (0.003) and degree of satisfaction

towards services of the company.

There is a significant difference between Assurance (0.157), Empathy (0.062), and Social Responsibility (0.907) and degree of satisfaction towards services of the company.

Tangibility



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Chart 2: Comparison between service quality of the company and perception of employees towards suppliers

The above chart describes that when analysing the service quality of the company and preference towards current suppliers were the factors reliability (.220), responsiveness (.422), assurance (.018) are directly having relationship and impact on preference towards current suppliers. Meanwhile, the dimensions tangibility (.057) and reliability (.609) are directly having relationship and impact on contact with current suppliers.

Findings

Most of the respondents are new customers. Maximum of the respondents are having 4-6 years of relationship with B2B companies. Most of the respondents got reference to B2B companies through friends. Maximum of the respondents said that B2B companies sales and service network can be

improved better than their competitors in Coimbatore.

Maximum of the respondents stated not to continue their service with B2B companies.

Most of the respondents said that they will recommend B2B companies to friends & relatives.

Maximum of the respondents are Neutral on their satisfaction towards getting orders from global market.

Most of the respondents are dissatisfied with the satisfaction level in helping the customers for promoting the product based on their scheme.

The respondents who are having 1-3 years of relationship (2.75) said very good, and who are having 4-6 years (1.82), having 7-9 years (1.96), having More than 9 years (1.84) of relationship said Excellent on degree of satisfaction towards services of the company.

The respondents who are having 1-3 years of



relationship (2.80) said very good, and who are having 4-6 years (1.75), having 7-9 years (1.58), having More than 9 years (1.75) of relationship said Excellent on degree of satisfaction towards services of the company.

The respondents who are having 1-3 years of relationship (2.67) said very good, and who are having 4-6 years (1.75), having 7-9 years (1.88), having More than 9 years (1.96) of relationship said Excellent on degree of satisfaction towards services of the company.

The respondents who are having 1-3 years of relationship (2.80) said very good, and who are having 4-6 years (3.56), having 7-9 years (3.51), having More than 9 years (3.70) of relationship said Excellent on degree of satisfaction towards services of the company.

The respondents who are having 1-3 years of relationship (2.33) said very good, and who are having 4-6 years (1.72), having 7-9 years (1.58), having More than 9 years (1.67) of relationship said Excellent on degree of satisfaction towards services of the company.

The respondents who are having 1-3 years of relationship (1.50) said very good, and who are having 4-6 years (1.75), having 7-9 years (1.72), having More than 9 years (1.74) of relationship said Excellent on degree of satisfaction towards services of the company.

The respondents who are male have higher level of acceptance towards the Preference on current suppliers and Contact with current suppliers by employees.

The factors reliability, responsiveness, assurance are directly having relationship and impact on preference towards current suppliers. Meanwhile, the dimensions tangibility and reliability are directly having relationship and impact on contact with current suppliers.

Suggestions

Sales and operations planning must span the entire chain to detect early warning signals of changing demand in ordering patterns, customer promotions, and so forth. This demand-intensive approach leads to more consistent forecasts and optimal resource allocation.

By working closely with their key suppliers to reduce the overall costs of owning materials and services, supply-chain management leaders enhance margins both for themselves and their suppliers.

Customers Feedback has to be collected in order to

know the strong and weak areas in their service which will help them to correct and function well in future.

The dimensional factors level of acceptance towards sourcing product from a limited number of suppliers, level of acceptance towards establishing clear criteria and level of acceptance towards B2B companies collaborating with suppliers in materials are taken for decision making process of the study.

Conclusion

The conclusion is that dimensional factors level of acceptance towards sourcing product from a limited number of suppliers, level of acceptance towards establishing clear criteria and level of acceptance towards B2B companies collaborating with suppliers in materials are taken for decision making process of the study. It also reveals that while taking decision on these dimensions the factor frequency of making supply should be taken for decision making process of the study.

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