



A Study On Customer Satisfaction And Service Quality Analysis In Shri Bhakti Medical Agencies Pvt.Ltd.,

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ABSTRACT

The study on customer satisfaction and service quality at Shri Bhakti Medical Agencies Pvt. Ltd. focuses on understanding how well the company meets the needs and expectations of its customers. Using surveys and feedback collection methods, the research identifies key factors influencing customer satisfaction, including timely delivery, product quality, communication, and customer support. The findings show that while the company has a strong foundation in delivering reliable products, there is room to enhance service efficiency and responsiveness. Based on the analysis, recommendations are made to further strengthen customer relationships and drive future growth. Through a structured survey approach, the study assesses the organization's performance across critical service quality dimensions. The analysis reveals a strong correlation between service responsiveness, reliability, and overall customer satisfaction. Areas for improvement, particularly in proactive communication and personalized services, are identified. Strategic recommendations are proposed to enhance service delivery, optimize customer experience, and ensure sustainable growth. The study emphasizes the need for customer-centric policies and training initiatives to improve service standards, aiming to foster stronger, long-term customer relationships.

Keywords: Customer satisfaction, service quality, timely delivery, product reliability, communication, customer support, responsiveness, personalized service, customer experience, sustainable growth.

1. INTRODUCTION

In today's highly competitive and customer-driven business environment, the quality of service plays a critical role in determining the success and sustainability of any organization, especially in the healthcare sector. Medical agencies are an integral part of the healthcare supply chain, responsible for ensuring the timely and efficient delivery of essential medical products to hospitals, clinics, and pharmacies. In such a

crucial domain, customer satisfaction is not only a measure of service effectiveness but also a key factor in building long-term business relationships and trust.

Shri Bhakti Medical Agencies Pvt. Ltd. is a growing player in the medical distribution industry, dedicated to providing high-quality pharmaceutical and healthcare products. As customer expectations continue to rise, it becomes essential for the company to constantly evaluate and improve its service standards. Analyzing customer satisfaction and service quality helps identify areas of strength as well as opportunities for improvement, ultimately supporting better decision-making and enhanced customer loyalty.

2. NEED OF THE STUDY

In today's competitive healthcare environment, customer satisfaction and service quality have become crucial factors for the success and sustainability of any medical agency. Shri Bhakti Medical Agencies Pvt. Ltd., being a key player in the distribution of medical supplies, must continually evaluate and enhance its service delivery to meet the expectations of its clients.

The need for this study arises from the following reasons:

- To understand the expectations and perceptions of customers regarding service quality.
- To evaluate the current level of customer satisfaction with the services provided by the agency.
- To identify gaps between customer expectations and actual service experiences.
- To enhance customer retention by improving satisfaction and fostering loyalty.
- To provide a foundation for improving overall business performance through better service delivery.

3. OBJECTIVES OF THE STUDY

The primary objective of this study is to analyze the level of customer satisfaction and the quality of services provided by Shri Bhakti Medical Agencies Pvt. Ltd. The specific objectives are as follows:

- To assess the current level of customer satisfaction with the services offered by the company.
- To evaluate the dimensions of service quality such as reliability, responsiveness, assurance, empathy, and tangibles.
- To identify key factors influencing customer satisfaction in the medical distribution industry.
- To analyze customer feedback and expectations regarding product availability, delivery time, and after-sales service.

4.SCOPE OF THE STUDY

The scope of this study is centered on evaluating the service quality and customer satisfaction levels at Shri Bhakti Medical Agencies Pvt. Ltd., with a focus on identifying strengths, weaknesses, and opportunities for improvement in service delivery. The key elements of the study scope include:

- The study is limited to the operations and customer base of Shri Bhakti Medical Agencies Pvt. Ltd., primarily within its service regions.
- It covers feedback from various types of customers including pharmacies, hospitals, clinics, and healthcare professionals who rely on the company's services.
- The study will focus on analyzing key service quality parameters such as reliability, responsiveness, assurance, empathy, and tangibles.
- The study is conducted over a defined period and reflects the customer satisfaction levels during that time.
- The study will also consider internal service processes, employee behavior, and delivery systems to identify factors impacting customer satisfaction.

5. LIMITATION OF THE STUDY

- While every effort has been made to ensure the accuracy and relevance of this study, certain limitations were encountered during the research process. These include:
- The study is based on feedback from a limited number of customers, which may not represent the entire customer base of the company.
- Due to time limitations, the study was conducted within a short duration, which may have restricted a more in-depth analysis.
- The research was confined to specific areas where the company operates, which may not reflect the service quality across all locations.
- The data collected is based on customers' perceptions and opinions, which can be subjective and influenced by personal experiences.
- Limited availability of previous internal data or reports on customer satisfaction made it difficult to compare past and present performance.
- The study focuses primarily on customer views and does not extensively cover employee insights, which are also crucial to service quality.

6. REVIEW OF LITERATURE

- **Halwest Nowzad Noori, Govand Anwar(2021):**As it's known business rely on the customers it means the profitability of any company change depending on customer demand. Due to that, it's necessary to treat customer as the king of the market. In another meaning, Customer satisfaction is very important issue to company's product which it measures the level of probability between company's product and customer belief in which the happier customer with quality and types of products more products and more profit will occur.
- **Rosa Lesmana, Asep Sutarman(2021):** The aims of this research is to determine the effect of service quality on customer loyalty mediated by customer satisfaction in tourism visited Kepulauan Seribu, Jakarta. Research type is quantitative using SEM the factor analysis method, and the tools used SPSS and Amos 23. The object of analysis is tourist who were visited Kepulauan Seribu, Jakarta.
- **Sugeng Santoso, Tanti Stevany Andriani(2022):** Pujasera Melawai is one area in implementing the DKI Jakarta tourism office program. There are many traditional cuisine menus to choose from, one of which is Restaurant XYZ. This study determines the effect of the product, service quality, & customer satisfaction on customer loyalty in Restaurant XYZ.
- **A. Aburayya(2020):** The primary objective of the current study was to establish and authenticate a conceptual framework that combines the correlation between customer orientation, service quality, customer satisfaction, and customer loyalty. Data were gathered from primary healthcare centres in the United Arab Emirates (UAE), particularly in Dubai.
- **Erna Indriastiningsih, Vivid Violin(2023):** The goal of this study is to ascertain whether customer satisfaction, service quality, and experiential marketing directly affect consumer loyalty. People who commute by train are participants in this study. This study used a non-probability sampling technique called purposeful sampling, which had a sample size of 100 participants.
- **Paskalis Dakhi(2023):** Consumer satisfaction is a person's feelings after consuming a product or service and compared to their expectations. Consumer satisfaction can be influenced by Service Quality, Product Quality and Purchasing Decisions. The research objective was to determine the direct and indirect effects of service quality, product quality and purchasing decisions on consumer satisfaction.
- **Natasya Aprila Yusuf, Dendy Jonas (2023):** In the contemporary business landscape, the evaluation of customer satisfaction plays a pivotal role in assessing the effectiveness of AI-powered services. This empirical study, bolstered by the robust analytical tool, SmartPLS, systematically scrutinizes the intricate relationship between AI-powered services and customer satisfaction.
- **Balla Wahyu Budiarto, Winanto Nawarcono(2023):** The competition between online firms occasionally gets more intense due to Indonesia's growing use of the digital economy. The context

of this study is competition that attempts to boost customer loyalty through excellent service and alluring promos.

7. RESEARCH METHODOLOGY

Research methodology in a way is a written game plan for conducting research. Research methodology has many dimensions. It includes not only the research methods but also considers the logic behind the methods used in the context of the study and complains why only a particular method of technique has been used.

RESEARCH DESIGN:

- The descriptive research method is used for data collection.
- The research design followed for this research study is descriptive research design.

SAMPLING AND SAMPLING TECHNIQUES:

SAMPLING SIZE:

Respondent for my Study 132 has been taken.

SAMPLING METHOD

RANDOM SAMPLING:

Random sampling method has been used because the selection of units from the population has been done based easy availability or accessibility.

METHODS OF DATA COLLECTION:

Data for any research can be of two types namely, Primary data and secondary data.

PRIMARY DATA:

Primary data is information collected through original or first-hand research. For example, observations, surveys., the data has been collected through Questionnaire from the Customers.

SECONDARY DATA

The secondary data, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process. Here, Secondary data include the journals, records, company details and some internet as a source.

TEST OF NORMALITY:

H0: The data follows normal distribution

H1: The data does not follow normal distribution

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
customer satisfaction	.137	132	.000	.906	132	.000
service quality	.261	132	.000	.723	132	.000
medical distribution	.172	132	.000	.920	132	.000
expectation regarding delivery time	.157	132	.000	.885	132	.000

a. Lilliefors Significance Correction

INFERENCE:

The Kolmogorov-Smirnov test for normality was conducted on the sample data, and it is found that the significance value (P value) is less than 0.05 i.e., $P < 0.05$. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. The sample data does not follow the normal distribution.

RESEARCH TOOLS

The collected data has been analyzed by the following statistical tool:

- Percentage Method
- Charts
- Chi-Square
- Mann-Whitney U Test
- Kruskal Wallis H Test
- Spearman's Rank Correlation

➤ PERCENTAGE METHOD

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100-percent) for better understanding of collected data.

The formula for percentage analysis is,

$$\text{Percentage method} = \frac{\text{No. of respondents} \times 100}{\text{Total no. of respondents}}$$

➤ CHARTS

Charts are visual representations of data, designed to make complex information easier to understand and interpret. They come in various forms, each suited to different types of data and purposes. The type of charts used in this study are:

- Bar chart

➤ CHI-SQUARE TEST

The Chi-Square test is a statistical method used to determine whether there is a significant association between two categorical variables in a population sample. It evaluates whether the distribution of sample categorical data matches an expected distribution or not. The test is conducted by calculating the sum of the squared difference between observed and expected frequencies of the data, divided by the expected frequencies in each category. This calculation produces a Chi-Square statistic, which is then compared to a critical value from the Chi-Square distribution table, based on the desired confidence level and the degrees of freedom.

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

➤ MANN-WHITNEY U TEST

The Mann-Whitney U test, also known as the Wilcoxon rank-sum test, is a non-parametric statistical test used to determine whether there is a significant difference between two independent groups when the data is not normally distributed or when the assumptions of parametric tests are not met. It's often used when you have two groups and you want to compare their distributions or central tendencies. The formula for calculating the Mann-Whitney U test statistic U is: $U = \min(U1, U2)$

➤ KRUSKAL WALLIS H TEST

The Kruskal-Wallis H test, also known simply as the Kruskal-Wallis test, is a non-parametric statistical test used to determine whether there are statistically significant differences among the medians of three or more independent groups. It is used when the assumptions of normality and homogeneity of variances, which are required for parametric tests like ANOVA, are not met.

the formula for calculating the Kruskal-Wallis H statistic:

$$H = \left[\frac{12}{N(N+1)} \right] \sum \left[\frac{R_i^2}{n_i} \right] - 3(N+1) \text{ Where:}$$

H is the Kruskal-Wallis H statistic.

N is the total number of observations across all groups.

Σ denotes the sum over all groups. R_i is the sum of the ranks for group i .

n_i is the number of observations in group i .

➤ SPEARMAN'S RANK CORRELATION:

Spearman's Rank Correlation is a non-parametric measure of correlation used to assess the strength and direction of the relationship between two variables. It is based on the ranks of the observations rather than their actual values, making it suitable for ordinal or non-normally distributed data. Spearman's correlation coefficient, denoted by ρ (rho), ranges from -1 to 1, where positive values indicate a positive correlation, negative values indicate a negative correlation, and values close to zero suggest little to no correlation.

$$r_s = 1 - \frac{6 \sum D^2}{n(n^2 - 1)}$$

8. SUMMARY OF FINDINGS

1. It is inferred that 37.9% of the respondents are belonging to the age group of 25-35.
2. It is inferred that 57.5% of the respondents are belonging to male.
3. It is inferred that 39.4% of the respondents are belonging to the year of experience 1-3 years.
4. It is inferred that 68.2% of the respondents are belonging to the hospital.
5. It is inferred that 85.6% of the respondents are belonging to the monthly.
6. It is inferred that 49.2% of the respondents are belonging to the delivers products strongly agree.
7. It is inferred that 51.6% of the respondents are belonging to quality and free from defects the agree.
8. It is inferred that 53% of the respondents are belonging to the inquiries and issues strongly agree.
9. It is inferred that 50% of the respondents are belonging to the quickly and effectively strongly agree.
10. It is inferred that 39.2% of the respondents are belonging to the recommendation agree.

9. SUGGESTIONS

After analyzing in all the aspects Shri Bhakthi medical agencies Pvt.Ltd is doing their roles and responsibilities perfectly towards customer service and satisfaction. Hence, they have healthy competitors around them; they shall implement the suggestions given below based on the study.

To enhance customer satisfaction and improve service quality, Shri Bhakti Medical Agencies Pvt. Ltd. shall implement a structured customer feedback system that collects insights on service delivery, communication, and responsiveness. By regularly analyzing this feedback, the company can identify specific service gaps, take corrective actions promptly, and personalize interactions to build stronger relationships with clients.

Additionally, investing in staff training and digital tools such as order tracking and automated communication can further streamline operations and ensure a more consistent and customer-focused service experience.

10. CONCLUSION

The present study on customer satisfaction and service quality at Shri Bhakti Medical Agencies Pvt. Ltd. reveals that while the organization has established a strong foundation in providing reliable pharmaceutical services, there remain areas for improvement to further enhance customer experiences. Customers generally expressed satisfaction with core service elements such as timely delivery, product availability, and staff professionalism. However, expectations are rising in terms of personalized service, communication efficiency, and proactive customer support is ensured by Shri Bhakti Medical Agencies Pvt. Ltd.

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