

Customer Satisfaction in Seagreen Stevedoring and Logistics Pvt. Limited

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Abstract : *The thought is that one should look to make such a degree of consumer loyalty, so they don't see important to think about the contenders' offers. Numerous business sectors are portrayed by wantonness, with reference to the client base. In these business sectors, clients will purchase a brand for a chance and after that it is probably going to purchase another next time. Associations ought to endeavor honestly to create social promoting techniques to keep up and fortify client reliability. In this manner, this investigation is centered around consumer loyalty with extraordinary reference to Seagreen Stevedoring and Logistics (India) Pvt. Restricted.*

Keywords : Seagreen Stevedoring Logistics

I. INTRODUCTION

Today we are witnessing the increasing importance of consumer services and their satisfaction, which become a competitive weapon of the organization. The factors behind this growth are: the continuous changes in the customer expectations, the consumer demands more, he is more sophisticated than he was 30 years ago. The education in the power of the brand growth by the technologies of the competitive products, thus making difficult to perceive the differences between products. The specialized literature identified three components of customer service: re-transactional elements that create a favorable climate for customer service: the customer service policies and programs, the organizational structure necessary to implement the customer service policy, the flexibility of the system or its ability to respond to customer needs. Transactional elements established by meeting the logistic function: the availability of the product in the stock, information about the order, the order cycle duration. Post-transactional elements of customer service are generally those that support the product in use: product guarantee, maintenance service, product replacement, client complaint resolution, and product reimbursement. It is very difficult for any company to identify its customers' needs. However, it often happens that customer's fall into groups or "segments" similar in terms of level of serving. The logistics specialist should know exactly what the service issues which differentiate customers are. Customer service is perceptual and not always reflects what the client wants most. For

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example, "stock availability" is a widespread internal measure of business performance, and "on time delivery" is an external measure valued by customers. It is therefore important that companies establish a set of service criteria which are significant for customers.

Although logistics has been performed since the beginning of civilization, implementing 21st century best practices is one of the most exciting and challenging operational areas of supply chain management. Logistics involves the management of order processing, inventory, transportation, and the combination of warehousing, material handling, and packaging, all integrated throughout a network of facilities. The goal of logistics is to support procurement, manufacturing, and customer accommodation operational requirements. Within a firm the challenge is to coordinate functional competency into an integrated operation focused on servicing customers. [14],[16], [18]

Many organizations are adapting difficultly to the competitive environment because in the past they have focused on the traditional aspects of marketing - development of production, promotional activities and price competition issues focused more on getting customers than on keeping them. The dimensions of a transactional marketing strategy, which is not sufficient at present. [1],[3],[5]

II. RESEARCH METHODOLOGY

Research is a craft of logical examination. It alludes to a systematized exertion to pick up of new learning. Philosophy incorporates an accumulation of hypotheses, ideas or thoughts as they identify with a specific field of request. It alludes to in excess of a straightforward arrangement of strategies. [14],[16], [18]

The research methodology aspect has special importance as it helps in empirical investigation. The methodology adopted to study customer satisfaction in seagreen stevedoring and logistic pvt. Ltd. questionnaire method [2],[4],[6].

A. Scope of the study:

- It improves the performances of the company.
- It helps to promote business.
- It helps to build relationship with customers
- It helps to fulfil the customer's expectation.
- This study provides the impact of the level of logistics service in the market.
- This project determines the trade and logistics management facility.

III. OBJECTIVES OF THE STUDY

Primary objective:

To identify customer satisfaction in seagreen stevedoring and logistics private ltd.

Secondary objectives:

1. To understand customer satisfaction.
2. To study the relationship between the customer and transporter.
3. To identify the customer's problems.
4. To find out feasible suggestion to the company about the improvement in quality of services
5. To find out customer opinion towards time and price factors of the company.

IV. RESEARCH DESIGN

Research design can be thought of as the structure of research. It is the glue that holds all the elements in a research project together. Research design is a vital part of the research study. It is the logical & systematic planning and directing of piece of research. It is the master plan and blue print of the entire study. Researcher has used descriptive design in the study.

A. Descriptive research:

Descriptive research design is the research design followed in this project, which are concerned with describing the characteristics of a particular individual, or of a group. This study concerned with the specific predictions, which narration of facts and characteristics concerning individual and group. In descriptive research, the researcher must be able to define clearly, what he wants to measure and must find adequate methods for measuring it along with clear cut definition of the 'population' of the study. Since the aim is to obtain complete and accurate information in the studies, the procedure to be used must be carefully planned.

B. Method of Data collection:

The nature of data sources is the primary data as well as secondary data.

➤ **Primary data:** The primary data collection includes the views of employees of HR department and the various applicants available and students pursuing training which was collected through separate questionnaires. The applicants were personally interviewed to get the required information. The questionnaires were distributed to the applicants from various departments like personnel, sales & distribution, production, accounts, HR, marketing, mechanical etc. Each questionnaire was structured one containing questions which are of multiple choice type having a like the five point scaling method. Each of the applicants was interviewed personally during the survey. [7],[9],[11]

C. Method used for collecting primary data:

- Questionnaire

➤ **Secondary data:** The secondary data was collected from the organization's files, journals, records, annual reports, website of the company etc. Data collected related to history of training and development at IMFA and its vision, mission, strategic goals are collected from official documents, periodicals literature and brochures available in various departments of the organization. [8],[10],[12]

D. Methods used for collecting secondary data:

- Internet

$$\chi^2 = \sum \frac{(o-e)^2}{e}$$

Percentage analysis:

Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding

Correlation analysis:

Correlation coefficient analysis is used to measure the strength of the linear relationship between two attributes of debt market investments.

E. Limitations of the study:-

Detail study is not possible due to lake of time. Some of the employees would not reveal much information due to fear of their superiors. The sample size was small due to time constraint which might not be true representative of entire population. Some of the respondents have not responded totally. Biases might have crept up on the part of the management while giving answers. [13], [15],[17]

TABLE NO 1: CUSTOMERS USING SEAGREEN SERVICES

SL.NO	DURATION	RESPONDENTS	PERCENTAGE
1	0-5 months	0	0
2	6-11 months	13	10.4
3	1-2 years	28	22.4
4	2-3 years	46	36.8
5	3 or more	38	30.4

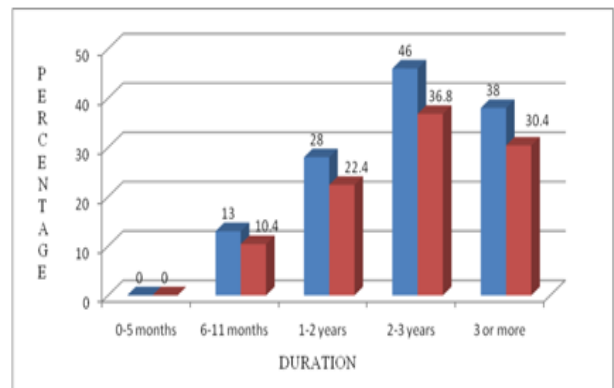


CHART NO 1 CUSTOMER USING SEAGREEN SERVICES

Table 2: Prioritising seagreen Services

SL.NO	PRIORITY	RESPONDENTS	PERCENTAGE
1	COST	28	22.4
2	TIME	19	15.2
3	QUALITY	48	38.4
4	SERVICE	30	24

CHART NO 4.5 : PRIORITISING SEAGREEN STEVEDORING PRIVATE LTD.

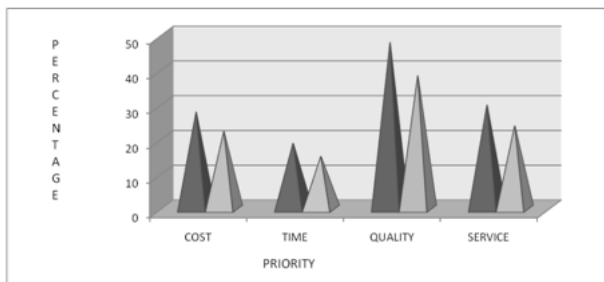


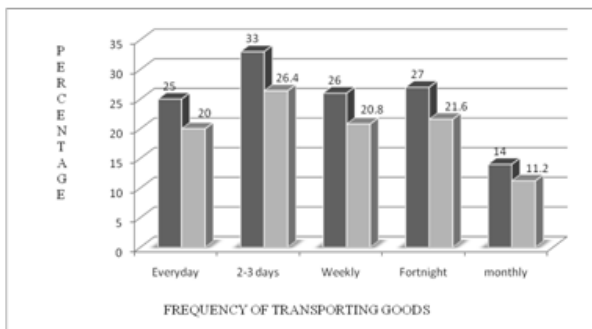
Fig 2: Prioritising seagreen Services

INFERENCE: From the above table about 48% customer prioritise seagreen Logistics because of quality and about 30% people prefer because of its service whereas people least prefer seagreen logistics with respect to time. [20],[22], [24]

Table 3:frequency of transporting goods

SL.NO	FREQUENT	RESPONDENTS	PERCENTAGE
1	Everyday	25	20
2	2-3 days	33	26.4
3	Weekly	26	20.8
4	Fortnight	27	21.6
5	Monthly	14	11.2

CHART NO 4.7: FREQUENCY OF TRANSPORTING GOODS



INFERENCE: From the above data the frequency of transporting goods vary.

Table 4:satisfaction level towards seagreen

SL.NO	SATISFACTION	RESPONDENTS	PERCENTAGE
1	Highly sufficient	32	25.6
2	Sufficient	65	52
3	Insufficient	14	11.2
4	Highly insufficient	0	0
5	Don't know	14	11.2

CHART NO 4.8: SATISFACTION LEVEL TOWARDS SEAGREEN

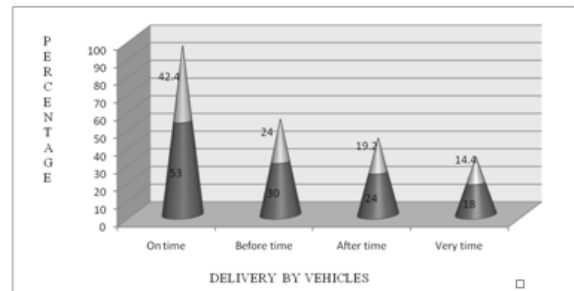


Table 5:Delivery schedule of vehicle

TABLE NO.9 DELIVERY SCHEDULE OF VEHICLE

SL.NO	TIME	RESPONDENTS	PERCENTAGE
1	On time	53	42.4
2	Before time	30	24
3	After time	24	19.2
4	Very time	18	14.4

CHART NO 4.9: DELIVERY SCHEDULE OF VEHICLE



INFERENCE: It's good to see from the data collected that about 42.4% delivery by vehicles reaches on time but it's even bad to see that some of the vehicles reaches after time according to people i.e 19.2%

Table 6:CHI SQUARE analysis

4.1 CHI-SQUARE ANALYSIS

	HIGHLY SUFFICIENT	SUFFICIENT	INSUFFICIENT	DON'T KNOW	TOTAL
SELF EMPLOYED	10	15	10	5	40
PROFESSIONALS	20	44	2	7	73
OTHERS	2	6	2	2	12
TOTAL	32	65	14	14	125

USING THE ABOVE VALUE AND PUTTING IT IN FORMULA WE GET

$$\chi^2 = \sum \frac{(o-e)^2}{e}$$

E=(R.T*C.T)/G.T

TABLE ANALYSIS

O	E	(O-E)	(O-E)*(O-E)	((O-E)*(O-E))/E
10	10.24	-0.24	0.058	0.005
15	20.8	-5.8	33.64	1.617
10	4.48	5.52	30.470	6.801
5	4.48	0.52	0.270	0.060
20	18.69	1.31	1.716	0.0918
44	37.96	6.04	36.481	0.961
2	8.176	-6.176	38.142	4.665
7	8.176	-1.176	1.382	0.169
2	3.072	-1.072	1.149	0.374
6	6.24	-0.24	0.0576	0.009
2	1.344	0.656	0.430	0.320
2	1.344	0.656	0.430	0.320

TOTAL				15.392
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DEGREE OF FREEDOM= (r-1)(c-1)

= (3-1)(4-1) = 6

Table value: 12.592

Calculated value: 15.392

As table value is smaller than calculated value alternative hypothesis is accepted. hence, it is significant and customers are satisfied with the seagreen logistics

V. RESULTS

It is seen that about 50% of people are at the age 26-35 and least are from the age under 25. whereas 30% of people from 45 & above and about 35% of people are from the 36-45. Majority of customers are male i.e about 80% and females are 40%. [25],[27],[29]

About 73% of people are professional 40% of people are professional and 12% are others .40% Of people came to know about seagreen through newspaper and 34.4% came to know through word of mouth and 20% of people came to know through magazine.

About 48% customer prioritise seagreen Logistics because of quality and about 30% people prefer because of its service whereas people least prefer seagreen logistics with respect to time.

the frequency of transporting goods vary. About 20% people transport everyday. and highest frequency is 26.4 % of transporting goods i.e for 2-3 days and the lowest is 11.2% for transporting goods monthly.

it's good to see that more than 50% are satisfied with the seegreen and about 25.6% are highly sufficient with seagreen . but 11.2 % people are not satisfied nor they know the satisfaction level towards seagreen.

It's good to see from the data collected that about 42.4% delivery by vehicles reaches on time but it's even bad to see that some of the vehicles reaches after time according to people i.e 19.2%

about 40% of people rates seagreen average in terms of staffing and about 36% of people rates seagreen good and 24% excellent in terms of staffing

it is observed that 37.6% of people rated good to seagreen logistics in terms of packaging whereas 32% of people rated average and about 28% of people rated excellent. But 2.4% of people rated poor towards seagreen on the basis of packaging from the study it is observed that about 52% of people are satisfied which is good. And about 36% of people have neutral feelings towards seagreen in terms of facilities and services and lowest rating is for strongly satisfied which is about 4.8% of people.

it is observe that about 63.2% of people agree that they are satisfied with the vehicle condition provided by seagreen and about 36.8 % of people are agree with it.

From the study it can be seen that about 36% of people rates seagreen average in terms of Handling goods and about 40% of people rates seagreen good and 24% excellent in terms of handling goods.

it is observed that about 52% of people are satisfied which is good. And about 36% of people have neutral feelings towards seagreen in terms of Information provided incase of vehicle breakdown and lowest rating is for strongly satisfied which is about 4.8% of people.

tis observed that about 41.6% of people says that the distance of branches, awrehouses, booking points and delivery spots are closeby. And about 39.2% of people says that it is near and about 19.2% of people says they are far.

From the study about 32% of people are satisfied with the tracking system adopted by seagreen bit it's sad to see people about 2.4% are highly dissatisfied. And about 27.2% of people are highly satisfied and 1bout 17.6% people are dissatisfied with the tracking system adopted

About 68 % people agree that seagreen needs more container terminals and about 24% people strongly agree and about 8% people feel neutral about it

VI. DISCUSSIONS

As more customer felt that the company have to improve their import handling.

As most of customers are connected through mail. All business deals can be in mail form so, that tracking system can be updated regularly.

As most of customers want to deal with seagreen they want seagreen to add up more container terminals

As customers not much satisfied with packaging. So, it is needed to do it properly.

As the activities are getting delayed in customs parts, proper relationship to be maintained with customs clearance office to quicken the process.

Vehicle breakdown details should be updated regularly for all shipment as still some people are not satisfied with the operation.



VII. CONCLUSIONS

As the majority of the clients are happy with the administrations given by the association, The organization needs to hold the clients by giving more client care by making restorative move in the entirety of their impediments like traditions process, import taking care of and worth included administrations. The clients can utilize this implies all around effectively. Simultaneously, client administration assumes a significant job in pulling in new clients. Another accentuation in advertising and coordinations is increasingly across the board - making client connections. The thought is that one should try to make such a degree of consumer loyalty, so they don't see important to think about the contenders' offers. Numerous business sectors are portrayed by indiscrimination, with reference to the client base. In these business sectors, clients will purchase a brand for a chance and after that it is probably going to purchase another next time. Associations ought to endeavor scrupulously to create social advertising procedures to keep up and reinforce client loyalty. Using this undertaking our looking through procedure turns out to be simple. The organization has accomplished more benefit. This organization has successfully supplanted numerous other vehicle company. Hence mass activity in these green stevedoring and logistic Pvt. Ltd. is less expensive and is probably the most ideal approaches to move the crude products and unpackaged material inside the nation or abroad.

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