

## **Relationship With Independent Factors On Customer Service Satisfaction**

**Dr. A. Muthukrishnan,**

Assistant Professor, Department of Business Administration, Annamalai University.  
E-mail ID : nithishrubika@gmail.com

**Dr. V. Balaji,**

Assistant Professor, Department of Business Administration, Annamalai University.  
E-mail ID :balls75@gmail.com

### **ABSTRACT**

This study is to examine the relationship with Independent factors on customer service satisfaction towards customer insurance plans and policies in southern districts. The 550 customers were distributed the questionnaires. The data analysis was analysed by using 23 items have been taken and tested. The result show that all Independent variables(customer motive, customer perception, subjective factor, objective factor) have positive relationship with customer satisfaction as expected. Among those independent factors, the highest positive result of Anova and SD and CV value is the relationship between satisfaction of customer and investment plans, based on the results. Those factors in order to increase customer satisfaction their level of customers which may increase profit to the Insurance companies.

**Key words:** Independent factor, customer satisfaction, customer motive, customer perception, subjective factor, objective factor.

### **INTRODUCTION**

Customer service is series of activities designed to enhance the level of customer satisfaction that is, service provisioning before, during and after in order to fulfill customer expecting product or service. (Rhee and Bell, 2002) Profit based organizations always seek for innovation in selling their goods or gives services but at the same time, they can gain profit. insurance industries can use the innovation by cutting cost effectively besides remaining the number of production. However, it was different approach when the profit based organizations involved customers such as banking, insurance companies, hotel and tourism, private hospitals and many more. These organizations not only offers goods but, along with insurance services given to their customers. Therefore, satisfaction of customers was a must in part in order to maintain goods and long relationship with their customers.

According to Oliver (1981) customer satisfaction is the summary of psychological state which is the result of the emotion surrounding expectations not confirmed and are coupled with the prior feelings of consumers about their experience.

According to Wilton (1988) customer satisfaction is defined as the responses of the consumer in the evaluation of discrepancy perceived between prior expectations and the actual performance of the product/service as perceived actually after its consumption.

### **REVIEW OF LITERATURE**

**Dash et. al., 2007,** The humane aspects are very important drivers of service performance in Indian banks. Customers develop personal relationships with service

personnel through the process of service encountering In classical marketing literature there are four components of marketing strategy called as 4 PS viz., product, price, place and promotion. The production of quality service is crucial, because of the strong presence of human factor in the bank (Selvaraju and Vasanthi, 2009).

**Stott et al., (2001)**, investigated the issues related to achieving service delivery excellence in an active and developing insurance company. In his paper, the author discussed service quality issues and the emphasis placed on alignment of factors to achieve the company goal. It focused on making up a complete master plan for service quality. It must include service awareness, measuring customer satisfaction, internal service programmes, processes involved business, improvements in external factors, service quality control, this plan emphasized on five quality dimensions such as responsiveness, assurance, tangibles, empathy and reliability. service quality culture must be aligned with people, product and service quality in order to achieve profitable customer satisfaction. The paper concludes that if a company cannot deliver both quality products and services successfully, it will eventually be overtaken by the competition.

**Parker and Mathews, (2001)**, There was an increase in conducting customer satisfaction surveys by many service industries (Danaher and Haddrell, 1996). Increased research in the area of customer satisfaction were influenced by variety of measurement scales used in instruments tests measuring customer satisfaction (Devlin, et al., 1993). Customer satisfaction is generally defined as customers feelings or judgments towards products or services after the consumption of goods/service (Jamal and Naser, 2003). Some service industries the customers satisfaction were approached differently by different theories viz., equity, attribution paradigm of confirmation and disconfirmation and satisfaction as a function of perception.

## **OBJECTIVES**

- To understand the role of independent factor in customer service satisfaction
- The relationship with customer service satisfaction on influencing the independent variables.

## **RESEARCH METHODOLOGY**

The scale has been prepared, tested and validated for the purpose of measures that are intended to be measured. The scale comprises four independent variables. All this four variables have been used to describe the dimensions of CSS.

### **Customer Motive (CM)**

Customer motive is important criterions whether that makes the customer to go for product purchase or not has been studied at five levels of intervals from strongly disagree to strongly agree. The item sentence used in basic service is about “corporate health cover”, “unwanted medical costs”, “lack of easy access”. The Obtained score for CM has been taken as the average score. The Minimum score is 1 assigned for strongly disagree and the maximum score is 5 is for strongly agree.

### **Customer Perception (CP)**

Customer Perception is important criteria whether that makes the customer to go for product purchase intension or not has been studied at five levels of intervals from strongly disagree to strongly agree. The item sentence used in basic service is about “income tax savings”, “awareness meets product satisfaction”, “Past experience”. The Obtained score for

CP has been taken as the average score. The Minimum score is 1 assigned for strongly disagree and the maximum score is 5 is for strongly agree.

**Subjective Factor (SF)**

Subjective factor is about the customer needs and emotions and it is important criterions whether that makes the customer to go for product purchase intension or not has been studied at five levels of intervals from strongly disagree to strongly agree. The used in basic services about “valuefor money”, “Purchase experience”, “Product meets needs”, and “overallsatisfaction about product”. The Obtained score for SF has been taken as the average score. The Minimum score is 1 assigned for strongly disagree and the maximum score is 5 is for strongly agree.

**Objective Factor (OF)**

Objective factor is about the product and it is important criterions whether that makes the customer to go for product purchase intension or not has been studied at five levels of intervals from strongly disagree to strongly agree. The item sentence used in basic service is about “Product gives happyexperiences”, “Product Purchase Experience”, and “overall product performance”. The Obtained score for OF has been taken as the average score. The Minimum score is 1 assigned for strongly disagree and the maximum score is 5 is for strongly agree.

**Table No. 1 InfluenceofIndependentFactorsonCustomerServiceSatisfaction**

S.No	Basic Service Satisfaction	Group Mean	S.D	C.V	Advanced service satisfaction	Group Mean	S.D	C.V
1.	Customer Perception	3.25	0.30	12.58	Customer Perception	3.15	0.39	11.30
2.	Customer Motive	3.00	0.40	13.33	Customer Motive	3.50	0.36	9.68
3.	Subjective factors	2.91	0.31	10.65	Subjective factors	3.01	0.31	10.30
4.	Objective factors	3.18	0.45	11.11	Objective factors	3.11	0.65	9.55

The above table shows the descriptive statistics of overall customer service satisfaction. The independent factors influence on basic service satisfaction has been studied, and the results are compared among the mean scores of the independent variable. The highest mean score has been obtained customer perceptionas (M=3.25, withth standard deviation of 0.30 and its co-efficient variation exhibits as 12.58. It is found that 13% variations in the means core have been attributed to overall customer service satisfaction for basic service satisfaction category.

The above table reveals the descriptive statistics of overall customer service satisfaction. To understand independent factors, influences on advanced service satisfaction have been studied and the results are compared among them mean scores of

the independent variable. The high esteems core has been obtained for customer motives (M=3.50, with the standard deviation of 0.36 and its co-efficient variation exhibits as 9.68. It is found that 13% variations ,in them mean score have been attribute to overall customer service satisfaction for advanced service satisfaction category.

## **FINDINGS**

- ❖ It is found that the customer perception differs with the customer servicesatisfaction. The customer service satisfaction differs with the customerperception towards the product purchase. It is found that the customerswho purchased the product for tax savings, customers who purchased theproduct for product satisfaction and the customers who brought theproduct because of their past experience differ with their servicesatisfaction.
- ❖ It is found that the customer motive differ with the customer service satisfaction. The customer service satisfaction differs with the customer motive towards the product purchase. It is found that the customers who purchased the product because the corporate health cover is not sufficient, customers who purchased the product to avoid unwanted medical costs and the customers who brought the product because of the lack of easy access of good medical facility differ with their service satisfaction.
- ❖ It is found that the subjective factor is differs with the customer service satisfaction. The customer service satisfaction differs with the subjective factor of customer's product purchase. It is found that the customers who purchased the product because of the value for money of the product, customers who purchased the product because of product purchase experience, the customers who bought the product because of product exactly meeting their needs, and the customers who purchased the product because of overall satisfaction about the product differ with their service satisfaction.
- ❖ It is found that the objective factor differs with the customer service satisfaction. The customer service satisfaction differs with the objective factor of customer's product purchase. It is found that the customers who purchased the product because of product gives happy experiences, customers who purchased the product because of product purchase experience satisfies, and the customers who purchase the product because of product's overall performance satisfies differ with their service satisfaction.

## **RESULT AND DISCUSSION**

The customer perception differs with the customer service satisfactionand this research finding is supported by D.N.V.Krishna Reddy andDr.M.Sudhir Reddy (2015) through their research article titled "A revise onCustomer's Perception And Satisfaction towards electronic bank,Khammam District" In the paper of trade and administration (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 17, Issue 12 .Ver. II (Dec.2015), PP 20-27 . D.N.V.Krishna Reddy and Dr.M.Sudhir Reddy (2015)support the research finding that the crucial goal of any group is generation ofearnings and that can be accomplished by managing customer perception and satisfaction. A pleased customer will do repeat purchases and refer to others the products and services resulting in more sales and gain additionalprofits. Insurance

companies are no special as they also succeed for profits. Customer perception and satisfaction is measured as an essential provision for customer maintenance and loyalty and hence helps in realizing economic goals. Insurance companies are now touching their business toward online and other advanced services.

The customer motive differs with the customer service satisfaction. Christopher White, (2015) in "The impact of motivation on customer satisfaction formation: a self-determination perspective", *European Journal of Marketing*, Vol. 49 Issue: 11/12, pp.1923-1940, supports the research finding as the customer motive plays a unique and important role in influencing the antecedents of satisfaction, namely, positive and negative emotions and service quality perceptions. As hypothesised, motivations linked with higher levels of autonomy naturally have stronger positive emotions and service quality. The impact of motives on the customer satisfaction existing before does not change significantly over time, whereas significant differences were noted between all antecedents and satisfaction.

The customer service satisfaction differs with the subjective factor and objective factors of customers' product purchase. Product features differ with the customers' service satisfaction. The above said result is supported by the authors Alan Zorfas and Daniel Leemon (2016). On a duration based on value, sensitively associated customers are doubly expensive compared to greatly satisfied customers. These expressively connected customers buy more of your goods and services, visit you more often, show less price understanding, pay more attention to your interactions, go after your guidance, and counsel you more – everything you expect their experience with you will cause them to do. Business organizes emotional-connection-based strategy and metrics to intend prioritize, and measures the customer experience locate those increasing customers' emotional connection make important improvements in financial outcomes.

## **CONCLUSION**

This study focused on customer perception, customer motive, needs and emotions of customers, and customers' perception towards products and their influence on the customer service satisfaction. The researcher has observed that customers in different age groups have different perception towards the e-banking services and the traditional level of such e-banking customers are different. So, banks should give attention to all age groups of customers for the enhancing business of e-banking banks. It is also seen that customers from professional groups have different understanding toward the e-banking services. There is excellent number of customers in each group like student, service class, business class and professionals, it showing that they are keenly interested in using the e-banking services. From the study results, it is clearly understood that, the above said factors differ with customer service satisfaction and influence in their satisfaction level. And the dependant factors like age, gender, education, occupation, income, marital status, family type and location of the customer also differ among themselves in customer service satisfaction. This result resembles the existing researcher as the satisfactions of the majority of customers' were influenced by factors like convenience, awareness, and responsiveness. In the present society driven by technology, most of the banking customers prefer and change over to e-banking facilities. So the bankers must enhance their services, through loyalty to customers and retaining them

by increasing awareness of other age groups by concentrating on the factors contributing to customer service satisfaction.

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