

A study on “Customer satisfaction towards Products of Dhartidhan Marbles and Ceramic”

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ABSTRACT

The study purpose is to determine the customer satisfaction after the product use from the company. The aim of this study is to examine the customer satisfied with the company product. In this study the descriptive design is used as a research design. For the data collection primary method of collecting the data is used in which the respondents will fill the questionnaire. In this research the sample size of the project is 100 customers. The research concluded that the customer are satisfied with the company. Customer are satisfied with their product of the company.

Keyword: Customer satisfaction, Product

Introduction:

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. An organization's main focus must be to satisfy its customers. Organizations should not assume they know what the customer wants. Using customer surveys, focus groups, and polling, organizations can gain detailed insights as to what their customers want and better tailor their services or products to meet or exceed customer expectations. If you don't understand why your customers are unhappy, you can't make changes to your product or services that make them happy and align with the experiences they desire. It's cheaper to retain an existing customer than it is to acquire a new one, customers spend more, and loyal customers engage in word-of-mouth marketing.

Research Methodology

The research design of this study is descriptive in nature. Both primary and secondary used to investigate the study on factors affecting customer satisfaction towards products. However is on the use of primary data via the questionnaire method. The data using a structured questionnaire, and the sample size is 100. The frequency, Mean have been used for the research analysis.

Literature Review

PribanusWantara Muhammad Tambrin (2019)" The aim of this study is to investigate and clarify the impact of variable price and product quality on customer satisfaction and loyalty. The data collection process is the survey method. The sampling is non-probability. The sample area is 200, Bangkalan. Validity and Reliability Tests are two types of data analysis.

Mohammad Ali HajizadehGashti(June 2011). The aim is to better understand the relationship between four different aspects of customer service quality. Product quality, consumer retention, and customer loyalty are also important factors to consider. Descriptive analysis is a method for gathering data. Iran has a sample size of 234. Analyzing data On a scale of one to ten, Data analysis is Likert scale.

K. Veerakumar (2016). The aim is to investigate the socioeconomic profile of the chosen customers. The aim of this study is to see how consumer satisfaction affects brand loyalty. The primary data collection method. Sampling Method is a survey method that is used to collect data. The sample size is 50 people. Non-probability data analysis.

Roger Hallowell (February 1996). The goal of The study's results back up the hypothesis that customer satisfaction is linked to customer loyalty, which is linked to profitability. Survey data is a data collection tool. Survey data is the sampling method. The sample size for retail banking is 12,000 people. Hypotheses are the product of data analysis.

Regina Christella, Nicholas Wilson. The aim is to determine if there is a positive relationship between website design, reliability, and delivery efficiency in the Indonesian e-commerce industry and customer satisfaction. A questionnaire is a data collection method. Sample technique is referred to as sampling process. Tangerang has a sample size of 200. Data analysis is a non-probability method.

DISCUSSION ON THE FINDING OF THE STUDY

The data is gathered using a structured questionnaire, with a sample size of 100. Frequency and means were used to analyse the data.

Table:1 Demographic profile of Respondents.

Demographic Variable		Frequency	Percent age
Gender	Male	84	84.0
	Female	16	16.0

Age	26 to 30	5	5.0
	31 to 40	36	36.0
	41 to 50	59	59.0
Occupation	Businessperson	86	86.0
	Govt.Services	1	1.0
	Housewives	13	13.0
Income	Lessthan200000	49	49.0
	From200000to500000	47	47.0
	From500000to700000	4	4.0

Source: Various questionnaires of Respondents

According to the above table, out of 100 respondents, 84 percent are male and only 16 percent are female. While the 5% of respondents are under the age of 26-30, 36% are between the ages of 31-40 and 59 % are between the ages of 41and 50, As for occupation, 86% of respondents are businessman, 1% are government services, 13% are housewives. As we can see In terms of income, 49% is less than 200000,47% were from 200000-500000, 4% 500000-700000.

Table: 1 MEASURING SCALE

Statement.	Mean value
GoodQuality	1.97
Affordableprice	2.45
Betterresultafteruse	2.13
Availability	2.53

BrandImage	2.14
Timelydelivery	2.57
Price	2.27
Quality	2.70
Size	2.30
Packaging	2.66
ResultAfterUse	2.26
Marbles	3.16
Tiles	3.69
Sanitary	3.21
Bathroom	3.57
Ceramic	3.25
Overallsatisfaction	3.59

Interpretation:

The mean in the above table is (1.97), indicating that consumers believe that the business uses Customer Satisfaction for Product. The mean of the above table is (2.45), indicating that the consumer is neutral happy with the Company's price bid. The mean in the above table is (2.13), indicating that the customer agrees with the Customer Satisfaction Product. The mean production in this statement is (2.53), indicating that the customer is extremely pleased with the business. The mean of the above table is (3.16), indicating that the customer agrees with the customer satisfaction with the product. The mean of the above table is (3.69), indicating that the customer is extremely pleased with the business. The mean of this sentence is (3.21), indicating that consumers are extremely pleased with the company's individual attention to them. The mean of the above production is (3.57), indicating that the customers agree with the business. If the mean of the above table production is greater than (3.59),

the consumer is satisfied with the company's overall satisfaction.

Major Finding

- Respondents are extremely satisfied with representatives because they frequently answer questions from customers, which will be extremely beneficial to the company also.
- Respondents are extremely satisfied with the company's employees.
- Respondents are extremely satisfied with the company's genuine interest in resolving customer problems.
- Respondents are dissatisfied with the company's price and offers.

Suggestion

- The company's prices and offers to customers should be improved.
- The company's products are so readily available that it cannot afford to lose customers.

Conclusion

The primary goal of this research is to look into how satisfied customers are with the company's after-company product. And, according to the findings of this study, customers are pleased with the company's ability to pay attention to them and solve their problems by providing them with personalised attention. The study discovered that after-company product were significantly independent and joint predictors of customer satisfaction. The study also discovered that customers are willing to purchase the product from the same company.

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