International Journal of Scientific Research in Engineering and Management (IJSREM)
Volume: 07 Issue: 04 | April - 2023 Impact Factor: 8.176 ISSN: 2582-3930

A STUDY ON CUSTOMER PERCEPTION ON SERVICE LEVEL WITH SPECIAL REFERENCE TO NTC LOGISTICS INDIA (P) LIMITED, CHENNAI

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ABSTRACT

Logistics management is about providing the right product in the right quantity to the right place at the right time. Logistics management is a supply chain management component that is used to meet customer demands through the planning, control and implementation of the effective movement and storage of related information, goods and services from origin to destination. And also now a day, Customer expectations have increased, their willingness to pay for fast shipping has decreased. The objective of the study is to analyse the customer perception on service level in the logistics management with special reference to NTC Logistics India (P) Limited, Chennai. The study based only on the opinion and expectation of consumer. Total number of sample taken for the study is 217 respondents. Convenience sampling techniques were used for the study. Primary data and secondary data have been used in the study. Simple percentage analysis, chi square analysis and correlation analysis have been applied in this study to reach the finding of the study. It is suggested that company should increase the delivery time by using for advanced automation techniques. It is concluded by knowing service attributes and needs that are important to customers, companies can improve the quality of existing services or create new services. Therefore deeper understanding of customer perception about the company's. service level with help the company to delivery new service and also increase the customer satisfaction level of current service provided by the company.

1. INTRODUCTION

Service level in logistics is the activities, service actions are provided, acting as added value. The aim is to bring more value than the core service that customers need and bring the most satisfaction to customers. For businesses or business organizations today offer more services to customers besides their main products.

Service level marks a trade-off between opportunity costs and operation costs. Optimizing the service levels to maximize the returns for the company is usually complex and domain specific. The challenge is typically made difficult because the analysis is sensitive to the timeframe being considered: reducing the inventory levels results in extra-cash being immediately available while it might takes years to observe a lower customer churn hence higher sales gained through more infrequent stock-outs.

As the customer sensitivity to stock-outs varies from one product to the next, the optimal service level, if such a value could be computed, would be most certainly specific to each product – each product having its own optimal value. However, in practice, convenient approximations, heuristics, are usually used to lower the complexity of the problem.

2.OBJECTIVES OF THE STUDY

- To analyses the customer perception on service level coordination in the logistics.
- To understand the perception in strategic decision making in the logistics
- To find out the issues in infrastructure in the logistics
- To obtain suggestions to resolve the customer perception on service level in the logistics.

3.RESEARCH METHODOLOGY

Sample Design

A design is a definite plan for obtaining a sample from a given population. It refers to the procedure, adopted by a researcher for selecting the item of samples. Sample design suggests how many items are included in the sample.

Sample Procedure

Samples were selected using Random sampling method. This method of sampling involves selecting samples on a random basis.

Sample Size

The study based only on the opinion of employees. Total number of sample taken for the study is 217 respondents.

3.1 SOURCE OF DATA

Primary Data Collection: These are fresh data which are collected for the first time. The data collection used for this study is Interview schedule questionnaire.

Secondary Data Collection: Secondary data consist of information that already exists somewhere and have been collected for specific purpose in the study. The secondary data for this study are newspapers, journals, magazines, internet etc. The required data for the study are basically secondary in nature and the data are collected from the annual reports of the company.. The secondary data for the project is mostly collected from the annual reports of the organization, Internet, from the Journals and Magazines.

3.2 HYPOTHESIS

- Chi square analysis
- Correlation
- Percentage analysis

4. REVIEW OF LITERATURE

K.E.Enock, J.Jacobsb (2008), To undertake a review of the literature relating to public health planning and interventions at previous summer Olympic and Paralympic Games and other relevant major summer sporting events or mass gatherings, with a focus on official publications and peer-reviewed articles.A literature review was undertaken using all biomedical databases and a freetext search using Google to widen the search beyond peer-reviewed publications. The literature identified 10 areas of public health planning: public health command centre and communication; surveillance, assessment and control; environmental health and safety; infectious disease outbreaks; implications of weather conditions; health promotion; travel information; economic assessments; public transport and reduction of asthma events; and preparing athletes for potential allergies. Learning from the literature review will support the identification of critical success factors and help to formulate recommendations that will allow optimal utilization of public health initiatives.

K.E.Enock, J.Jacobsb (2008) "The Olympic and Paralympic Games 2012: Literature review of the logistical planning and operational challenges for public health"Volume 122, Issue 11, November 2008, Pages 1229-1238.

Chandes, J. and Paché, G. (2010), The purpose of this paper is to underline the advantages offered by applying the collective strategy model in the context of humanitarian logistics, enriching the existing benefits that operations management and business logistics techniques have brought to the field. This is rounded out with a case study dealing with the Pisco earthquake in Peru (August 2007), which is based on a participant observation methodological approach.The research presented in this paper reveals that a collective action approach has a positive impact on the working of humanitarian supply chains, as long as a "hub" is used to provide accountability and reliability.

Chandes, J. and Paché, G. (2010), "Investigating humanitarian logistics issues: from operations management to strategic action", Journal of Manufacturing Technology Management, Vol. 21 No. 3, pp. 320-340.

Kousick Biswas, Christina Carty, Rebecca Horney (2012) The Cooperative Studies Program Coordinating Center provided the data management, administrative, and statistical support to the Global Enteric Multicenter Study (GEMS). The GEMS study, the largest epidemiological study in the diarrheal disease area among children <5 years of age, was carried out in 4 African countries and 3 Asian countries. Given the geographical and geopolitical differences among the countries, the administration of a centralized data management operation was a major challenge. The sheer volume of the data that were collected, regular transfer of the data to a centralized database, and the cleaning of the same also posed some challenges. This paper outlines the details of the support that the data coordinating center provided and the challenges faced during the course of the study.

5. DATA ANALYSIS AND INTERPRETION

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

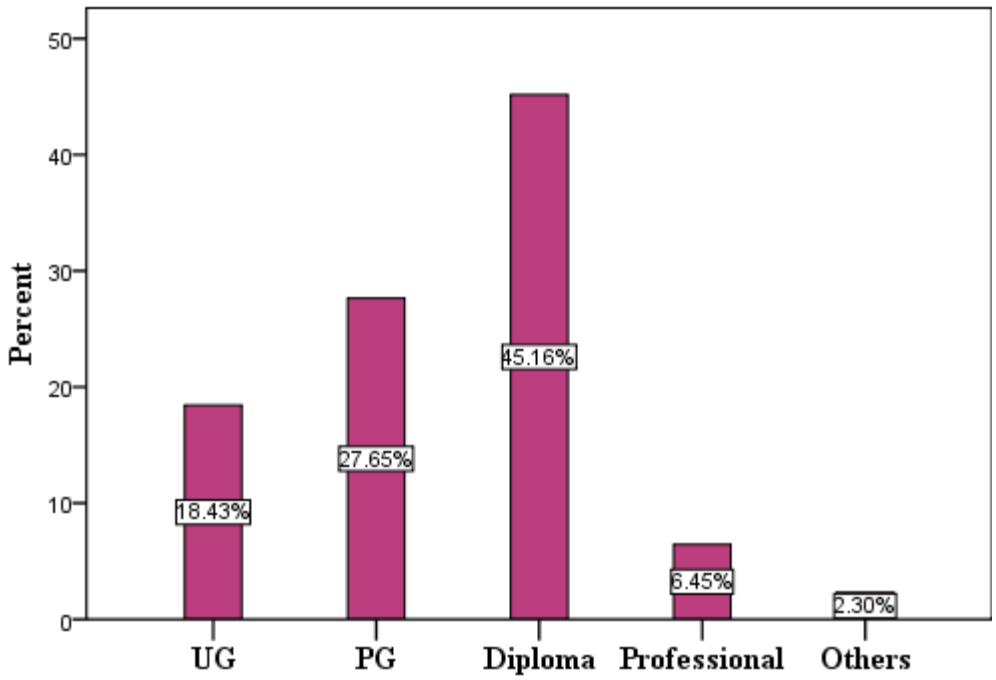
Particulars	No. of Respondents	Percentage
UG	40	18.3
PG	60	27.5
Diploma	98	45.0
Professional	14	6.7
Others	5	2.5
Total	217	100.0

Source: primary data

INTERPRETATION: The above table shows that 18.3% of the respondents are have UG, 27.5% of the respondents are have PG, 45.0% of the respondents are have diploma, 6.7% of the respondents have professional and 2.5% of the respondents are have others as their educational qualification.

Thus the majority of the respondents are having diploma as their educational qualification.

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS



SATISFACTION ON CUSTOMER CLEARANCE

Particulars	No. of Respondents	Percentage
Strongly agree	65	30.0
Agree	42	19.2
Neither agree nor disagree	43	20.0
Disagree	38	17.5
Strongly disagree	29	13.3
Total	217	100.0

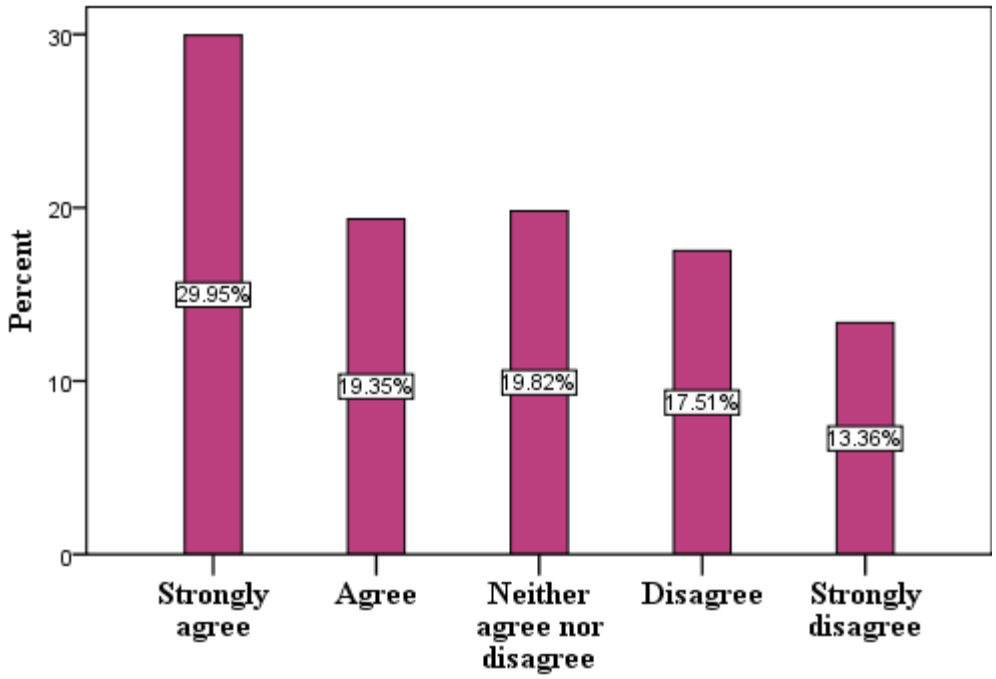
Source: primary data

INTERPRETATION:

The above table shows that 30.0% of the respondents said that strongly agree, 19.2% of the respondents said that agree, 20.0% of the respondents said that neither agree nor disagree, 17.5% of the respondents said that disagree and 13.3% of the respondents said that strongly disagree towards the satisfaction on customer clearance.

Thus the majority of the respondents said that strongly agree towards the satisfaction on customer clearance.

SATISFACTION ON CUSTOMER CLEARANCE



6. TESTING OF HYPOTHIES:

CHI-SQUARE ANALYSIS

Null hypothesis (Ho):

There is no significant relationship between the age of the respondents and coordination.

Alternative hypothesis (H1):

There is some significant relationship between the age of the respondents and coordination.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE OF THE RESPONDENTS AND COORDINATION	217	100.0%	0	.0%	217	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	696.770[a]	60	.000
Likelihood Ratio	572.076	60	.000
Linear-by-Linear Association	194.718	1	.000
N of Valid Cases	217		

a. 69 cells (86.3%) have expected count less than 5. The minimum expected count is .21.

INTERPRETATION:

As per the above table, it is inferred that the P value is 0.000; it is not significant to 5% (0.05) significant level. The minimum expected count is 0.21. Thus alternative hypothesis is accepted and it is found that there is some significant difference between age of the respondents and coordination.

7. SUGGESTIONS

- Company should increase the delivery time by using for advanced automation techniques.
- The company should ask customer satisfaction from time to using and keep communication with the customer for better rapport.
- By developing a number of supplier relationship, it's easier to become more flexible and adjust to a constantly changing market.
- The company should address insufficient integration of communication facility and service level facilities.

8. CONCLUSION

A detailed analysis about the NTC Logistics services to customer requirements and satisfaction needs. They survey include various customer perception service provided by Logistics company in Chennai All the important aspects observed from the study and the valuable suggestions. The analysis of the study. It will be helpful for the company in understanding the awareness and Satisfaction among customer approach to design service designs for document and package delivery services through an exploration of the relationship of service attributes and Emotional customer needs. By knowing service attributes and needs that are important to customers, companies can improve the quality of existing services or create new services Therefore service level is needed to generate customer trust, so customer loyalty will be easy to obtain.

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