

## A Study on Customer Perception Toward J.S.Builders

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### ABSTRACT

This study investigates customer perceptions of J.S. Builders within the construction sector, aiming to identify key drivers of satisfaction and areas for improvement. A survey was conducted, gathering data on demographics, project details, and ratings across various aspects of J.S. Builders' services, including construction quality, pricing, trustworthiness, communication, project management, and likelihood of recommendation. The findings reveal a predominantly satisfied customer base, particularly regarding on-time project completion, responsiveness, and the quality of materials. Key factors influencing the choice of J.S. Builders include price, overall reputation, and trustworthiness. Word-of-mouth emerges as the most effective channel for customer acquisition. While overall satisfaction is high, a small segment expresses neutrality or minor dissatisfaction in specific areas like design aesthetics and responsiveness to changes. The strong likelihood of recommendation underscores positive customer experiences, providing valuable insights for J.S. Builders to further enhance their services and strengthen customer relationships.

**Keywords:** Customer Perception, Construction, Satisfaction, Recommendation, J.S. Builders.

### INTRODUCTION

The construction industry, a cornerstone of economic development, is characterized by intense competition and evolving customer expectations. In this dynamic landscape, the reputation and customer perception of a construction and development firm like J.S. Builders are paramount to its success. Building trust and fostering positive customer relationships are essential for long-term sustainability and market dominance. This study is designed to comprehensively investigate the customer perception of J.S. Builders, aiming to uncover the multifaceted factors that shape their views on the company's offerings and services.

### THEORETICAL BACKGROUND OF THE STUDY

This study's theoretical foundation rests on several key concepts. The SERVQUAL model helps evaluate service quality by examining the gaps between customer expectations and experiences across tangibles, reliability, responsiveness, assurance, and empathy. The Expectation-Confirmation Theory explains how satisfaction arises from the alignment (or misalignment) of pre-purchase expectations with actual service delivery. Relationship Marketing Theory underscores the importance of building lasting customer connections, particularly relevant in the construction industry where trust and long-term engagement are vital. The Theory of Planned Behavior aids in understanding the likelihood of recommendation as a planned behavior influenced by attitudes and perceived social norms. Finally, the Perceived Value Theory highlights how customers weigh the benefits received against the costs incurred. Together, these theories provide a comprehensive lens for analyzing the collected survey data and understanding the multifaceted nature of customer perceptions towards J.S. Builders.

## REVIEW OF LITERATURE

Exploring Key Contractor Factors Influencing Client Satisfaction Level in Dealing with Construction Project: an Empirical Study in Jordan by **Al-Smadi (2015)**: This study identified key contractor factors influencing client satisfaction in construction projects in Jordan, highlighting aspects like adherence to budget and schedule, safety performance, site personnel skills, and management capabilities.

Analysing customer satisfaction and quality in construction—the case of public and private customers" by **Eriksson and Westerberg (2011)**: This study empirically analyzed customer satisfaction in construction as perceived by public and private customers in Finland, highlighting differences in their satisfaction levels and areas needing improvement, such as quality assurance and handover procedures.

## RESEARCH METHODOLOGY

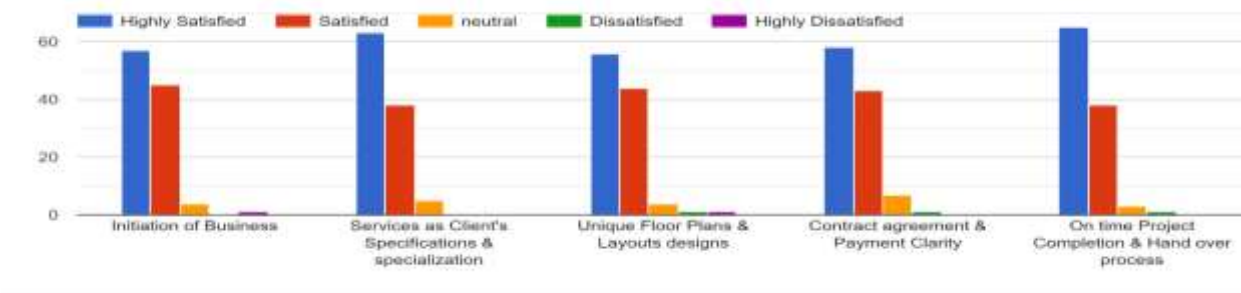
This study employed a quantitative research design to investigate customer perceptions of J.S. Builders among their clientele in Chennai, Tamil Nadu, India. A survey method was utilized as the primary data collection instrument, leveraging a structured questionnaire to gather standardized information from a sample of past and current customers. Research Design A descriptive and analytical approach was adopted to detail the levels of customer satisfaction across various aspects of J.S. Builders' services and to explore potential relationships between different variables, such as demographics, project type, factors influencing choice, and overall satisfaction. Due to the likely absence of a comprehensive and readily accessible list of all past and current J.S. Builders customers, a non-probability sampling technique, primarily a combination of convenience sampling and snowball sampling, was employed. Convenience sampling involved reaching out to easily accessible individuals from J.S. Builders' known customer base.

## DATA ANALYSIS AND INTERPRETATION

**TABLE 1: Respondents Satisfaction Level On J.S.Builder's Key Services**

KEY SERVICES	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED
Initiation of Business	56(53.3%)	44(41.9%)	4(3.8%)	0	1(1%)
Services as Client's Specifications & specialization	63(60%)	37(35.3%)	5(4.7%)	0	0
Unique Floor Plans & Layouts designs	56(53.3%)	44(41.9%)	3(2.8%)	1(1%)	1(1%)
Contract agreement & Payment Clarity	58(55.2%)	42(40%)	4(3.8%)	1(1%)	0
On-time Project Completion & Handover process	64(60.9%)	38(36.2%)	2(1.9%)	1(1%)	0

**Chart 4.9: Respondents Satisfaction Level On J.S.Builder's Key Services**



### Data Interpretation And Findings

Most respondents were Highly Satisfied (53.3%) or Satisfied (41.9%) with the business initiation. Only a small fraction were Neutral or Highly Dissatisfied. The vast majority of respondents were Highly Satisfied (60%) or Satisfied (35.3%) with J.S. Builders' handling of client specifications and specialization. A small percentage were Neutral (4.7%), with no dissatisfaction responses. A large majority of respondents were Highly Satisfied (53.3%) or Satisfied (41.9%) with the floor plans and layout uniqueness. A small percentage were Neutral, Dissatisfied, or Highly Dissatisfied. Most respondents were Highly Satisfied (55.2%) or Satisfied (40%) with the contract clarity and payment terms. A small percentage were Neutral or Dissatisfied. An overwhelming majority of respondents were Highly Satisfied (60.9%) or Satisfied (36.2%) with the project completion and handover timeliness. Only a very small percentage were Neutral or Dissatisfied. J.S. Builders generally earn high satisfaction in client specifications, on-time completion, and contract clarity. Business initiation and design uniqueness also receive positive feedback, with minimal neutrality or dissatisfaction.

### CHI-SQUARE TEST

#### HYPOTHESIS 1

**H0 (Null Hypothesis):** There is no statistically significant difference between gender and their level of satisfaction with the construction quality among J.S. Builders' customers.

**H1 (Alternative Hypothesis):** There is a statistically significant difference between gender and their level of satisfaction with the construction quality among J.S. Builders' customers.

**TABLE 2: CHI-SQUARE TABLE**

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.364 <sup>a</sup>	2	.506
Likelihood Ratio	1.351	2	.509
Linear-by-Linear Association	1.303	1	.254
N of Valid Cases	105		

**Data Interpretation And Findings:** Since P-value (0.506) is greater than 0.05, we reject the alternative hypothesis (H1) and accept the null hypothesis(Ho).

The test result indicates there is no statistically significant difference between gender and their level of satisfaction with the construction quality among J.S. Builders' customers.

## ANOVA TEST

### Hypothesis 2

**Null Hypothesis (H<sub>0</sub>):** There is no relationship between the level of satisfaction with the final condition of the project upon handover and the company's specialization contributed to accurately delivering specified project outcomes.

**Alternative Hypothesis (H<sub>1</sub>):** There is a relationship between the level of satisfaction with the final condition of the project upon handover and the company's specialization contributed to accurately delivering specified project outcomes.

**TABLE 3: ANOVA TEST**

Descriptives								
How satisfied were you with the final condition of the project upon handover?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
HIGHLY SIGNIFICANT	29	1.07	.258	.048	.97	1.17	1	2
SIGNIFICANT	58	1.84	.523	.069	1.71	1.98	1	3
MODERATELY SIGNIFICANT	18	2.28	.752	.177	1.90	2.65	1	4
Total	105	1.70	.664	.065	1.58	1.83	1	4

Tests of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
How satisfied were you with the final condition of the project upon handover?	Based on Mean	10.788	2	102	<.001
	Based on Median	5.391	2	102	.006
	Based on Median and with adjusted df	5.391	2	80.758	.006
	Based on trimmed mean	12.954	2	102	<.001

## Data Interpretation And Findings

Since P-value (0.01) is lesser than 0.05, we reject the null hypothesis (Ho) and accept the Alternative hypothesis (H1).The test results indicates There is a relationship between the level of satisfaction with the final condition of the project upon handover and the company's specialization contributed to accurately delivering specified project outcomes.

## CONCLUSION

J.S. Builders in Chennai enjoys a strong reputation with overwhelmingly satisfied customers across business initiation, service delivery, project management, and handover, who perceive their moderate pricing as good value. Trust and reputation are key to their success, evidenced by high ratings in these areas and strong word-of-mouth referrals. Their technical competence in construction quality and design, combined with a client-centric approach, contributes to this positive perception and consistent exceeding of customer expectations.

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