

Customer Satisfaction and Service Quality Towards Aakash Shipping Agencies

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Abstract - This study examines the relationship between customer satisfaction and service quality within the customs brokerage and logistics sector. Using the SERVQUAL model, key dimensions such as reliability, responsiveness, assurance, empathy, and tangibility were assessed through survey-based primary research. Findings indicate moderate customer satisfaction with notable inconsistencies in service delivery, highlighting areas for improvement, particularly in accuracy and personalized attention. Statistical analysis revealed significant correlations between meeting customer expectations and overall satisfaction. The study underscores the critical role of service quality in enhancing operational efficiency, customer retention, and competitiveness in international trade logistics.

Key Words: Customer Satisfaction, Service Quality, Customs House Agents (CHA), Supply Chain Management, Logistics Services

1. INTRODUCTION

Logistics is a part of supply chain management that deals with the efficient forward and reverse flow of goods, services, and related information from the point of origin to the point of consumption according to the needs of customers. Logistics management is a component that holds the supply chain together. Also describe the management of transportation, inventory, packaging, supplies and warehousing. It relates to a specific moment in the overall supply chain management process, referring only to how resources are acquired, stored and transported to their destination. In the rapidly evolving landscape of global trade, the role of Customs House Agents has become increasingly vital, acting as intermediaries between importers/exporters and customs authorities, facilitate the smooth and compliant movement of goods across international borders. Their services encompass a broad range of activities including preparation and submission of customs documentation, calculation and payment of duties and taxes, and ensuring adherence to various regulatory requirements. Given their critical position in the supply chain, the quality of services provided by directly impacts the efficiency and

effectiveness of international trade operations. The globalization of markets has intensified the complexity of supply chains, necessitating the need for reliable and efficient customs brokerage services. The performance of company is pivotal in mitigating delays, reducing costs, and ensuring that goods reach their destination in a timely manner. This study delves into the assessment of service quality provided by. and its correlation with customer satisfaction within the realm of supply chain management.

2. OBJECTIVES

The objective of this study is to evaluate the level of customer satisfaction and assess the perceived service quality provided by Customs House Agents in the logistics sector. It aims to identify gaps between customer expectations and actual service experiences, analyze key service dimensions such as reliability and responsiveness, and provide insights to enhance service delivery, improve customer retention, and strengthen the overall effectiveness of supply chain management.

3. LITERATURE REVIEW:

1. **Parasuraman, A., Zeithaml, V. A., & Berry, L. (2018).** "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality." This foundational work introduces the SERVQUAL model, which identifies five dimensions of service quality: tangibility, reliability, responsiveness, assurance, and empathy. This model is crucial for assessing the service quality of. and understanding customer satisfaction in the supply chain context.
2. **Mentzer, J. T., Flint, D. J., & Hult, G. T. M. (2018).** "Logistics Service Quality as a Segment Customized Process." The authors discuss the significance of logistics service quality in supply chain management and propose a model for measuring it. This study highlights the importance of tailored service offerings and their impact on customer satisfaction, relevant to evaluating.
3. **Giannakis, M., & Louis, M. (2016).** "A Multi-Agent Based System with Big Data Processing for Enhanced

4. Supply Chain Agility." This paper examines the role of technology in improving supply chain agility and service quality. The insights into big data processing are pertinent
5. for agent. looking to enhance their service quality through technological advancements.
6. **Bolumole, Y. A. (2015).** "The Supply Chain Role of Third-Party Logistics Providers." This study explores the evolving role of third-party logistics providers, including, in the supply chain. It emphasizes the importance of service quality and customer satisfaction in maintaining competitive advantage.
7. **Seth, N., Deshmukh, S. G., & Virat, P. (2015).** "Service Quality Models: A Review." The authors review various service quality models and their applications across different industries. This paper provides a comprehensive understanding of the frameworks that can be applied to assess the service quality of agent.
8. **Lai, K. H., Ngai, E. W. T., & Cheng, T. C. E. (2019).** "Measures for Evaluating Supply Chain Performance in Transport Logistics." This research introduces performance measurement metrics specific to transport logistics, offering valuable insights into assessing the performance and service quality of agent.

4. FINDINGS

1. Customer Satisfaction

- **Customer satisfaction reflects how well a service meets or exceeds customer expectations**, influencing their overall experience and perception of value.
- **High satisfaction levels lead to increased customer loyalty, repeat business, and positive referrals**, which are essential for long-term success in competitive industries like logistics.
- **It is shaped by various service quality factors**, including responsiveness, reliability, assurance, empathy, and tangibility.
- **Measuring customer satisfaction helps identify service gaps and improvement areas**, enabling businesses to enhance performance and customer relationships.

2. Service Quality

- **Multi-Dimensional Concept:** Service quality is measured across five key dimensions—reliability, responsiveness, assurance, empathy, and tangibility—that collectively shape the customer's perception of a service provider.
- **Customer-Centric Focus:** It reflects how well a service meets or exceeds customer expectations, making it a critical factor in achieving customer satisfaction and loyalty.
- **Performance Indicator:** High service quality indicates operational efficiency, professionalism, and consistency, which directly impact a company's reputation and success in competitive markets.
- **Assessment Tool:** Models like SERVQUAL are commonly used to evaluate service quality by identifying gaps between expected and actual service experiences.

3. Customs House Agents (CHA)

- **Licensed Intermediaries:** CHAs are authorized professionals or firms licensed by customs authorities to

handle the documentation and clearance of goods for import and export on behalf of clients.

- **Regulatory Compliance Experts:** They ensure that shipments comply with customs regulations, tariffs, and legal requirements, reducing delays and avoiding penalties.
- **Documentation and Coordination:** CHAs prepare and submit essential documents like shipping bills, bills of entry, and duty payments, while coordinating with customs officials, shipping lines, and freight forwarders.
- **Supply Chain Facilitators:** By streamlining the clearance process, CHAs play a critical role in enhancing supply chain efficiency, minimizing costs, and supporting smooth international trade operations.

4. Supply Chain Management

- **Planning and Coordination:** Involves forecasting demand, planning inventory, and coordinating production schedules to ensure products are available when and where needed.
- **Procurement and Sourcing:** Focuses on selecting suppliers, purchasing raw materials, and managing relationships to ensure cost-effective and timely delivery of quality inputs.
- **Production and Manufacturing:** Covers the transformation of raw materials into finished products through efficient manufacturing processes.
- **Logistics and Delivery:** Manages the storage, transportation, and distribution of goods to customers, ensuring timely and cost-effective fulfillment.

5. Logistics Services

- **Transportation Management:** Involves planning, executing, and optimizing the movement of goods via road, rail, air, or sea to ensure timely delivery.
- **Warehousing and Storage:** Provides facilities and systems for storing goods safely and efficiently until they are needed for distribution.
- **Inventory Management:** Tracks and controls stock levels to balance supply with demand, minimizing holding costs and avoiding stockouts.
- **Order Fulfillment and Distribution:** Handles the picking, packing, and shipping of products to customers or retailers, ensuring accurate and efficient delivery.

5. CONCLUSION

The conclusion of the study on customer satisfaction and service quality assessment of Customs House Agents in supply chain management would likely highlight the following key points they are: Customer Satisfaction: The study probably indicates that customer satisfaction among clients of is heavily influenced by the quality of service provided. Factors such as responsiveness, reliability, and professionalism likely play significant roles in determining customer satisfaction levels. Service Quality: The assessment likely reveals that service quality is a critical determinant of overall customer satisfaction in the supply chain. It may identify specific areas where excel, as well as areas needing improvement, such as communication, efficiency, or accuracy in documentation. Impact on Supply Chain Management: The study might conclude that the performance of directly impacts the efficiency and effectiveness of supply chain management. High service quality likely contributes to smoother operations, fewer delays, and enhanced customer relationships, while poor service

quality could lead to disruptions and increased costs. Recommendations: The study may offer recommendations for to enhance service quality, such as adopting new technologies, improving training for staff, or implementing more robust customer feedback mechanisms. Overall, the conclusion would emphasize the importance of continuous improvement in service quality by to ensure high levels of customer satisfaction and optimal performance in supply chain management.

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