

A Study on Customer Satisfaction through Effective Logistics Management in Royal Packers and Movers, Pallikaranai

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ABSTRACT: Customer satisfaction plays a vital role in the success of logistics and service-based businesses. Efficient logistics management helps ensure timely delivery, proper handling of goods, and better communication with customers. Understanding customer expectations has become essential for improving service quality and maintaining long-term relationships. This study mainly aims to analyze customer satisfaction through effective logistics management in Royal Packers and Movers, Pallikaranai. It also focuses on evaluating the quality of customer service and the company's ability to handle special customer requests. In addition, the study examines delivery timeliness and overall customer satisfaction to identify areas for improvement. Descriptive research design and convenience sampling technique have been adopted in the study. Primary data and secondary data have been used to collect the data. The Likert scale questionnaire has been framed to collect the primary data. The sample size of the study is 185. Simple Percentage analysis, Chi square analysis and correlation statistical tools have been applied to reach the findings of the study. The study shows that customers of Royal Packers and Movers, Pallikaranai have mixed views about the services provided.

It reveals that while customers can clearly share their requests, the company struggles to handle them effectively. Delivery performance and timely communication are key areas that need improvement. Customer service responsiveness and behavior also require more attention. The study indicates that safety practices are fairly good but need better follow-up actions. Overall, the company has some strengths but also several gaps in service quality. Improving communication, service handling, and reliability will help increase customer satisfaction.

KEYWORDS: Customer Satisfaction, Logistics Management, Packers and Movers, Royal Packers and Movers

I. INTRODUCTION

One of the greatest objectives that are currently being pursued by the modern business organizations is customer satisfaction. The modern competitive marketplace offers a broad variety of options to the customers and the full access to the information concerning the products and services. This has made businesses no longer to be able to rely on simple availability of products or price benefits but to strive to satisfy and even surpass customer expectations. Customer satisfaction can be defined as the degree of satisfaction that customers get when their needs, expectations, and wants are met by a product or service. It is the consequence of comparing what the customers expect and get. Customer satisfaction is a closely correlated concept with quality of service and delivering values. Customers are more likely to be satisfied when a particular company delivers high-quality products on a regular basis, offers prompt services, adequate price, and responds to the complaints in an efficient manner. Conversely, when expectations are not achieved, people become dissatisfied and this could cost the company some customers and negative word of mouth. The SERVQUAL model was created by A.Parasuraman, Valarie Zeithaml and Leonard Berry which identifies some critical dimensions including reliability, responsiveness, assurance, empathy, and tangibles that determine customer satisfaction particularly in service industries.

Customer loyalty depends on customer satisfaction as it is the key to long-term profitability. Customers, who are satisfied make repurchases, use the company to refer others to it, and have a good relationship with the brand. Conversely, unsatisfied clients can move to their rivals and preach about bad experiences. Customer satisfaction thus becomes an important measure and analysis that helps organizations know their weaknesses and strengths in their service and products. It will also be useful in performance improvement and competitive advantage.

OBJECTIVES OF THE STUDY

- To assess the customer service quality in the company
- To evaluate the company's capability to handling of special requests from the customers
- To measure the company's performance in meet the timeliness of delivery
- To understand the overall customer satisfaction in the company

II. REVIEW OF LITERATURE

Melinda et al. (2025) evaluated how quality of logistics services impacts customer satisfaction and loyalty among Alfamart service users with special attention paid to the timeliness and availability as the quality indicators. This was aimed at analyzing the quality attributes of logistics that have a major impact on customer satisfaction and loyalty within a retail logistics environment. There were 250 customers sampled by non probability (convenience) sampling, structured questionnaire, and analyzed by SPSS and SmartPLS. The results demonstrated that the timeliness of delivery has a major impact on the customer satisfaction, whereas the product availability has a high impact on customer loyalty. The authors proposed that the logistics managers should focus on the promptness and enhance the stock supply to enhance the satisfaction and loyalty. The conclusion concerned the idea that the improvement of particular logistics quality dimensions results in improved customer satisfaction and increased loyalty in the retail logistics services.

Zia et al. (2024) explored how the modern era of logistics issues influence customer satisfaction in e commerce with an aim of determining what drives customer satisfaction in regard to online logistics. The structured survey was used to gather data based on a reported sample of customers who were sampled using convenience sampling method and quantitative analysis to test the relationship between delivery performance, return management, tracking information, and customer satisfaction. The results showed that logistics variables like the delivery performance and accuracy of the information played a significant role in customer satisfaction and other variables like the return service were important also. The authors recommended e commerce logistics providers to increase the level of transparency and information systems in order to reinforce customer satisfaction. The research found that there is a chance of maximizing customer satisfaction in e commerce through optimization of important logistics aspects.

Chen & Perez (2023) carried out a study of the management of logistics customer service, aimed at defining the main challenges in customer satisfaction and providing optimization options. The paper relied on a literature based analytical methodology to investigate causes of low satisfaction in domestic logistics businesses and how big data can be utilised to enhance quality of e logistics services. Although no sample size and quantitative tools were specified in detail, the study summarized the available empirical and pragmatic data. The results identified the gaps in customer service management that influenced customer satisfaction as well as the need to optimize data driven. The authors proposed the use of detailed big data plans by logistics companies to improve the quality of customer service. They determined that integrating technology in meeting service management issues can bring a great deal of success in enhancing customer satisfaction in competitive logistics setting.

III. RESEARCH METHODOLOGY

This study adopts a descriptive research design. Convenience sampling is adopted in this study. Both primary data and secondary data are applied to the study. The size of the sample to be used in this study is 185 respondents. Simple percentage analysis, chi square analysis and correlation has been used in this study.

Data analysis and interpretation

Table No. 1 CUSTOMER SERVICE QUALITY

Statements	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
The customer service representatives were responsive to inquiries and concerns	60 (32.4%)	75 (40.5%)	30 (16.2%)	15 (8.1%)	5 (2.7%)	185 (100%)
The customer service staff are knowledgeable about the cargo handling process	55 (29.7%)	80 (43.2%)	30 (16.2%)	15 (8.1%)	5 (2.7%)	185 (100%)
The customer service team was courteous and polite during interactions	65 (35.1%)	75 (40.5%)	25 (13.5%)	15 (8.1%)	5 (2.7%)	185 (100%)
The company demonstrated proficiency in handling various types of cargo efficiently and safely	50 (27.0%)	80 (43.2%)	35 (18.9%)	15 (8.1%)	5 (2.7%)	185 (100%)
There are minimal delays or disruptions in the cargo handling process from start to finish	45 (24.3%)	75 (40.5%)	40 (21.6%)	20 (10.8%)	5 (2.7%)	185 (100%)

Source: Primary data

Interpretation

32.4% of respondents are highly satisfied and 40.5% are satisfied that the customer service representatives were responsive to inquiries and concerns, while 16.2% are neutral, 8.1% are dissatisfied, and 2.7% are highly dissatisfied. 29.7% are highly satisfied and 43.2% are satisfied that the customer service staff are knowledgeable about the cargo handling process, with 16.2% neutral, 8.1% dissatisfied, and 2.7% highly dissatisfied. 35.1% are highly satisfied and 40.5% are satisfied that the customer service team was courteous and polite during interactions, while 13.5% are neutral, 8.1% dissatisfied, and 2.7% highly dissatisfied. 27.0% are highly satisfied and 43.2% are satisfied that the company demonstrated proficiency in handling various types of cargo efficiently and safely, with 18.9% neutral, 8.1% dissatisfied, and 2.7% highly dissatisfied. 24.3% are highly satisfied and 40.5% are satisfied that there are minimal delays or disruptions in the cargo handling process from start to finish, while 21.6% are neutral, 10.8% dissatisfied, and 2.7% highly dissatisfied.

Table No.2 HANDLING OF SPECIAL REQUESTS

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
The company is able to accommodate the special requests regarding the handling of the cargo	55 (29.7%)	75 (40.5%)	30 (16.2%)	20 (10.8%)	5 (2.7%)	185 (100%)
There are clear instructions on how to communicate the special requests to the company	50 (27.0%)	70 (37.8%)	35 (18.9%)	25 (13.5%)	5 (2.7%)	185 (100%)
The company effectively communicated any limitations or restrictions regarding the special requests	45 (24.3%)	75 (40.5%)	40 (21.6%)	20 (10.8%)	5 (2.7%)	185 (100%)

There is satisfaction in handling the special requests throughout the process	50 (27.0%)	70 (37.8%)	40 (21.6%)	20 (10.8%)	5 (2.7%)	185 (100%)
The company has the ability to handle special requests	55 (29.7%)	75 (40.5%)	30 (16.2%)	20 (10.8%)	5 (2.7%)	185 (100%)

Source: Primary data

Interpretation

29.7% of respondents strongly agree and 40.5% agree that the company is able to accommodate special requests regarding the handling of the cargo, while 16.2% are neutral, 10.8% disagree, and 2.7% strongly disagree. 27.0% strongly agree and 37.8% agree that there are clear instructions on how to communicate special requests, with 18.9% neutral, 13.5% disagree, and 2.7% strongly disagree. 24.3% strongly agree and 40.5% agree that the company effectively communicated any limitations or restrictions regarding special requests, while 21.6% are neutral, 10.8% disagree, and 2.7% strongly disagree. 27.0% strongly agree and 37.8% agree that respondents are satisfied with the handling of special requests throughout the process, with 21.6% neutral, 10.8% disagree, and 2.7% strongly disagree. 29.7% strongly agree and 40.5% agree that the company has the ability to handle special requests, while 16.2% are neutral, 10.8% disagree, and 2.7% strongly disagree.

Table No.3 CUSTOMER SATISFACTION

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
The company is able to accommodate the special requests regarding the handling of the cargo	55 (29.7%)	75 (40.5%)	30 (16.2%)	20 (10.8%)	5 (2.7%)	185 (100%)
There are clear instructions on how to communicate the special requests to the company	50 (27.0%)	70 (37.8%)	35 (18.9%)	25 (13.5%)	5 (2.7%)	185 (100%)
The company effectively communicated any limitations or restrictions regarding the special requests	45 (24.3%)	75 (40.5%)	40 (21.6%)	20 (10.8%)	5 (2.7%)	185 (100%)
There is satisfaction in handling the special requests throughout the process	50 (27.0%)	70 (37.8%)	40 (21.6%)	20 (10.8%)	5 (2.7%)	185 (100%)
The company has the ability to handle special requests	55 (29.7%)	75 (40.5%)	30 (16.2%)	20 (10.8%)	5 (2.7%)	185 (100%)

Source: Primary data

Interpretation

29.7% of respondents strongly agree and 40.5% agree that the company is able to accommodate special requests regarding the handling of the cargo, while 16.2% are neutral, 10.8% disagree, and 2.7% strongly disagree. 27.0% strongly agree and 37.8% agree that there are clear instructions on how to communicate special requests, with 18.9% neutral, 13.5% disagree, and 2.7% strongly disagree. 24.3% strongly agree and 40.5% agree that the company effectively communicated any limitations or restrictions regarding special requests, while 21.6% are neutral, 10.8% disagree, and 2.7% strongly disagree. 27.0% strongly agree and 37.8% agree that respondents are satisfied with the handling of special requests throughout the process, with 21.6% neutral, 10.8% disagree, and 2.7% strongly disagree. 29.7% strongly agree and 40.5% agree that the company has the ability to handle special requests, while 16.2% are neutral, 10.8% disagree, and 2.7% strongly disagree.

IV. CHI-SQUARE TEST: RELATIONSHIP BETWEEN CUSTOMER SERVICE QUALITY AND CUSTOMER SATISFACTION.

Null hypothesis (H0): There is no significant relationship between customer service quality and customer satisfaction.
Alternative hypothesis (H1): There is some significant relationship between customer service quality and customer satisfaction.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.225 ^a	16	.003
Likelihood Ratio	39.695	16	.001
Linear-by-Linear Association	18.458	1	.000
N of Valid Cases	185		

a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .97.

INTERPRETATION:

As per the above table, it is inferred that the P value is 0.003; it is significant to 5% (0.05) significant level. The minimum expected count is 0.97. Thus alternative hypothesis is accepted and it is found that there is some significant relationship between the customer service quality and customer satisfaction.

V. CORRELATION ANALYSIS: RELATIONSHIP BETWEEN HANDLING OF SPECIAL REQUESTS AND CUSTOMER SATISFACTION

Null hypothesis (H0): There is no significant relationship between the handling of special requests and customer satisfaction.

Alternative hypothesis (H1): There is some significant relationship between the handling of special requests and customer satisfaction.

Correlations			
		HANDLING OF SPECIAL REQUESTS	CUSTOMER SATISFACTION
HANDLING OF SPECIAL REQUESTS	Pearson Correlation	1	.043
	Sig. (2-tailed)		.916
	N	185	185
CUSTOMER SATISFACTION	Pearson Correlation	.043	1
	Sig. (2-tailed)	.916	
	N	185	185

INTERPRETATION

The above table indicates that, co-efficient of correlation between safety protocols and procedures are effectively implemented during cargo handling operations and customer service representative were responsive to the inquiries and concerns is .043. It is below 1. So there is positive relationship between handling of special requests and customer satisfaction.

VI. SUGGESTIONS

- The company should enhance customer service training to ensure consistent and professional interaction with clients.
- The company must establish a clear system to handle and track special customer requests efficiently.

- The company should improve delivery planning and scheduling to ensure timely completion of services.
- The company should adopt advanced tracking systems to keep customers informed about the status of their shipments.
- The company must regularly collect customer feedback to identify gaps and improve service quality.
- The company should focus on improving communication channels to respond quickly to customer queries and concerns.
- The company must ensure proper handling and safety of goods to build customer trust and satisfaction.
- The company should develop standard procedures to manage unexpected delays or issues during logistics operations.
- The company must invest in technology to streamline logistics processes and improve overall efficiency.
- The company should create customer-friendly policies that enhance overall satisfaction and long-term relationships.
- To improve customer satisfaction, the organization should expand its capacity to satisfy unique requirements pertaining to cargo handling.
- The business must make sure that clients can communicate their specific requirements with ease by providing clear and accessible instructions.
- To manage client expectations, the organization needs to convey any constraints or restrictions surrounding unique requests in an efficient manner.
- Throughout the entire process, the firm should work to ensure that customers are satisfied with the way it handles unique requests. Moreover, the company must constantly improve the way it handles special requests.
- To gain the trust of customers, the organization needs to consistently meet delivery deadlines and exhibit reliability in doing so.
- To keep customers informed, the organization ought to promptly offer information on the status of shipments while they are in transit.
- To achieve consumer expectations, the organization make sure that goods are delivered at the anticipated speed.

VII. CONCLUSION

The study found that customers of Royal Packers and Movers, Pallikaranai have mixed opinions about the company's ability to handle special requests and overall service delivery. It revealed that while customers clearly know how to communicate their requirements, the company struggles to effectively manage and respond to those requests. It concluded that delivery performance, communication during delays, and responsiveness of customer service need significant improvement. It also showed that safety practices are fairly maintained, though follow-up actions like incident investigation require more attention. The study suggested that the company should strengthen communication, improve service reliability, and enhance customer handling practices. Overall, it highlighted the need for better coordination between operations and customer service to improve satisfaction.

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