



# **A Study on Service Responsiveness in Royal Packers and Movers, Pallikaranai**

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**ABSTRACT:** In the modern world where everyone seems to be in a hurry, the logistics services are highly significant in terms of delivering goods securely and promptly. The customers want fast reply on their inquiries and issues. Service responsiveness assists companies to live up to these expectations and enhance customer satisfaction. Descriptive research design and convenience sampling method has been used. Questionnaire has been used as a primary data. Simple percentage analysis, chi-square analysis, correlation statistical tools have been applied to reach the findings of the study. The sample size of this study is 217. The conclusion is that efficient logistics management is a significant determinant of customer satisfaction in the packing and moving business. The research indicates that the quality of the services, the ability to deliver within the required time, and the possibility to meet the special requests of the customers play an essential role in shaping the perception and level of satisfaction among the customers. Any inefficiency in such logistics operations may impact directly on the trust of customers, their loyalty and overall organization image. It is also concluded that the company Royal Packers and Movers, Pallikaranai should constantly work on the improvement of its logistics processes with references to better coordination, communication, and service consistency. Finally, the successful management of logistics in addition to enhancing customer satisfaction will also lead to improved organizational performance and expansion.

**KEYWORDS:** Service Responsiveness, Customer Satisfaction, Logistics Management, Delivery Efficiency, Client Communication.

## **I. INTRODUCTION**

Service responsiveness refers to how a company responds quickly and efficiently to the customer requests, inquiries, and complaints. In logistics, it involves efficient delivery punctuality and responsiveness to customer queries and giving of the correct information. Having a high level of responsiveness leads to customer satisfaction and trust and loyalty. It is an indication of the organization flexibility and efficiency in serving the customers. A responsive logistics service is one that makes sure that the operations are aligned to what the customers are expecting. On the whole, it is one of the major indicators of service quality and service in the logistics industry. Tangibles are the visible or physical part of a service that can be seen by the customers and judged. Tangibles used in the field of logistics are equipment, vehicles, facilities, and the looks of employees. They are the initial impression and affect the perception of the profession of the service by the customers. Tangibles are significant as they give testimonies of trustworthiness and assurance. It is important to note that well-maintained facilities and modern equipment demonstrate the service excellence of a company. They are used to increase customer confidence and satisfaction of the logistics process.

Reliability is the capability of the company to provide the services promised correctly and repeatedly. In logistics, it involves the making of deliveries within the right time, whether the delivery records are correct, and whether the delivery has been met. Services are supposed to be reliable and predictable to the customers. Having high reliability minimizes errors, delay and misunderstanding and the result is enhanced customer confidence. It demonstrates that the company can be trusted to fulfill its promises at all times. The aspect of reliability is regarded as one of the pillars of judging the quality of services in logistics.

**OBJECTIVES OF THE STUDY**

- To study the effect of tangibles on customers' perception of service responsiveness
- To study the impact of reliability on customers' satisfaction with logistics services
- To study the effect of assurance on customers' trust and confidence in logistics services
- To study the impact of empathy on customers' satisfaction with logistics services

**II. REVIEW OF LITERATURE**

**Chunhabunyatip et al. (2025)** examined the effect of the quality of relational and operational logistics services (LSQ) on consumer satisfaction, confidence, service loyalty, and service commitment in a B2B logistic setting. In the research, data were gathered on 250 corporate customers through structured questionnaires and PLS SEM was used as the method of analysis. The aim was to determine the impact of relational and operational aspects of LSQ on the satisfaction, trust, commitment and loyalty. The findings showed that the relational service quality and operation service quality both contributed remarkably to customer satisfaction, and satisfaction correlated with trust and loyalty, whereas trust and service commitment enhanced customer loyalty. They proposed the idea that logistics firms need to focus on the relational and operational quality to build trust and loyalty and conclude that enhanced LSQ is the key to the competitive advantage in B2B logistics services.

**Wang et al. (2024)** carried out an empirical research of cold chain logistics service quality in fresh product e commerce using a sample population of 222 participants gathered through survey and an analysis of the data by employing the exploratory factor analysis to identify the dimensions that influenced customer satisfaction. The rationale behind this was to assess the quality factors of logistics services in the fresh product e commerce industry through a quantitative approach where the customers were sampled purposely. The results concluded that quality of logistics services, in terms of the dimensions, were reliability, convenience, freshness, and quality of personnel contacts, which primarily influenced customer satisfaction. These dimensions have been advanced by the authors as those that should be a priority of e commerce logistics managers in designing service improvements. The research established that an interpretation of such critical aspects is a strong empirical foundation to improving logistics performance and client satisfaction in the fresh e commerce industry.

**Hasdiansa & Hasbiah (2023)** setting studied the impact of SERVQUAL dimensions on customer satisfaction in a last mile logistics environment by surveying 100 customers of a courier and parcel delivery company in a purposive sampling and a Likert scale questionnaire. Its aim was to determine if tangible, reliability, responsiveness, assurance and empathy dimensions are predictive of overall satisfaction. Through a multiple regression analysis, the research determined that all five dimensions of service quality significantly and positively related with customer satisfaction with responsiveness and empathy becoming the most significant. The authors suggested that logistics companies are to preserve positive qualities of empathy and responsiveness and enhance such support areas as clear policies and promises of delivery. They concluded that the SERVQUAL model is useful in the explanation of customer satisfaction regarding time sensitive logistics services and must be used to improve services.

**III. RESEARCH METHODOLOGY**

The adopted design in this study is the descriptive research design. The convenience sampling method, which is a type of non-probability sampling technique is adopted. Primary data is collected directly from employees through a structured questionnaire. The sample size of the study is 120. Simple percentage analysis, chi square analysis and correlation have been used in this study.

**IV. DATA ANALYSIS AND INTERPRETATION**

**Table No. 1 YEARS IN DEALING**

Years in Dealing	Frequency	Percentage (%)
1–5 years	45	37.5
5–10 years	35	29.2
1–10 years	25	20.8
Above 10 years	15	12.5
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary data

**INTERPRETATION**

37.5% of respondents have 1–5 years of dealing experience and 29.2% have 5–10 years of experience, indicating that the majority of participants fall into the relatively newer to mid-level experience categories. 20.8% of respondents reported having 1–10 years of dealing experience, while only 12.5% have more than 10 years of experience, showing that a smaller portion of the sample represents long-term engagement in dealings.

**Table No. 2 AMOUNT OF MONTHLY TRANSACTION**

Amount of Monthly Transaction	Frequency (n)	Percentage (%)
10,000 – 30,000	40	33.3
40,000 – 60,000	35	29.2
70,000 – 90,000	25	20.8
Above 1,00,000	20	16.7
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary data

**INTERPRETATION**

33.3% of respondents have monthly transactions between 10,000 – 30,000 and 29.2% have transactions between 40,000 – 60,000, indicating that a considerable portion falls within the lower to mid transaction range. 20.8% of respondents have transactions between 70,000 – 90,000, while 16.7% report transactions above 1,00,000, showing that a smaller segment is involved in higher-value monthly transactions.

**Table No. 3 TANGIBLES**

Tangibles Statements	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Up-to-date equipment	36 (30.0%)	42 (35.0%)	18 (15.0%)	14 (11.7%)	10 (8.3%)	120 (100%)
Visually appealing facilities	32 (26.7%)	44 (36.7%)	20 (16.7%)	14 (11.7%)	10 (8.3%)	120 (100%)
Well-dressed employees	38 (31.7%)	40 (33.3%)	18 (15.0%)	14 (11.7%)	10 (8.3%)	120 (100%)
Facilities consistent with the industry	34 (28.3%)	46 (38.3%)	16 (13.3%)	14 (11.7%)	10 (8.3%)	120 (100%)

Source: Primary data

**INTERPRETATION**

30.0% of respondents are highly satisfied and 35.0% are satisfied with up-to-date equipment, while 15.0% are neutral, 11.7% are dissatisfied, and 8.3% are highly dissatisfied. 26.7% are highly satisfied and 36.7% are satisfied with visually appealing facilities, while 16.7% are neutral, 11.7% are dissatisfied, and 8.3% are highly dissatisfied. 31.7% are highly satisfied and 33.3% are satisfied with well-dressed employees, while 15.0% are neutral, 11.7% are dissatisfied, and 8.3% are highly dissatisfied. 28.3% are highly satisfied and 38.3% are satisfied with facilities consistent with the industry, while 13.3% are neutral, 11.7% are dissatisfied, and 8.3% are highly dissatisfied.

**Table No. 4 RELIABILITY**

Reliability Statements	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Respond within timeframe	34 (28.3%)	46 (38.3%)	18 (15.0%)	12 (10.0%)	10 (8.3%)	120 (100%)
Reassuring when problems arise	32 (26.7%)	44 (36.7%)	20 (16.7%)	14 (11.7%)	10 (8.3%)	120 (100%)
Dependable	36 (30.0%)	42 (35.0%)	18 (15.0%)	14 (11.7%)	10 (8.3%)	120 (100%)
Service delivered at times promised	33 (27.5%)	45 (37.5%)	20 (16.7%)	12 (10.0%)	10 (8.3%)	120 (100%)
Accurate records	35 (29.2%)	43 (35.8%)	18 (15.0%)	14 (11.7%)	10 (8.3%)	120 (100%)

Source: Primary data

**INTERPRETATION**

28.3% of respondents are highly satisfied and 38.3% are satisfied that services are provided within the timeframe, while 15.0% are neutral, 10.0% are dissatisfied, and 8.3% are highly dissatisfied. 26.7% are highly satisfied and 36.7% are satisfied with reassurance when problems arise, while 16.7% are neutral, 11.7% are dissatisfied, and 8.3% are highly dissatisfied. 30.0% are highly satisfied and 35.0% are satisfied with dependability, while 15.0% are neutral, 11.7% are dissatisfied, and 8.3% are highly dissatisfied. 27.5% are highly satisfied and 37.5% are satisfied that services are delivered at the promised time, while 16.7% are neutral, 10.0% are dissatisfied, and 8.3% are highly dissatisfied. 29.2% are highly satisfied and 35.8% are satisfied with accurate records, while 15.0% are neutral, 11.7% are dissatisfied, and 8.3% are highly dissatisfied.

**V. CHI-SQUARE ANALYSIS: RELATIONSHIP BETWEEN THE YEARS OF DEALING AND TANGIBLES HYPOTHESIS TESTING**

**Null hypothesis (H0):** There is no significant relationship between the years of dealing and tangibles

**Alternative hypothesis (H1):** There is some significant relationship between the years of dealing and tangibles.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	134.985 <sup>a</sup>	30	0
Likelihood Ratio	148.783	30	0
Linear-by-Linear Association	38.314	1	0
N of Valid Cases	217		

a. 23 cells (52.3%) have expected count less than 5. The minimum expected count is .47.

**INTERPRETATION**

As per the above table, it is inferred that the P value is 0.000; it is significant to 5% (0.05) significant level. The minimum expected count is 0.47. Thus alternative hypothesis is accepted and it is found that there is some significant relationship between the years of dealing and tangibles.

**VI. CORRELATION ANALYSIS: RELATIONSHIP BETWEEN THE AMOUNT OF MONTHLY AND RELIABILITY**

**HYPOTHESIS TESTING**

**Null hypothesis (H0):** There is no significant relationship between amount of monthly and reliability.

**Alternative hypothesis (H1):** There is some significant relationship between amount of monthly and reliability.

<b>Correlations</b>			
		<b>AMOUNT MONTHLY</b>	<b>OF RELIABILITY</b>
<b>AMOUNT MONTHLY</b>	Pearson Correlation	1	-.252**
	Sig. (2-tailed)		0
	N	217	217
<b>RELIABILITY</b>	Pearson Correlation	-.252**	1
	Sig. (2-tailed)	0	
	N	217	217

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**INTERPRETATION**

The above table indicates that, co-efficient of correlation between the amount of monthly and reliability is -.182. It is below 1. So there is negative relationship between the amount of monthly and reliability.

**VII. SUGGESTIONS**

- The company must have up-to-date equipment in order to provide quality service for the customers.
- The company must ensure for its visually appealing facilities.
- The employees of the company must well dressed to have the best perception from the customers.
- There must be consistent facilities with the industry to long survival in the competitive circumstances.
- The company must respond within the frame since to have reliability among the customers.
- The company must offer reassuring when problems arise for the customers.
- The company must reliable dependability with its supply chain partners.
- The company must offer service delivery at promised time to assist customers.
- There must be accurate records to maintain to offer quality service for its customers.
- The staff must inform customers regarding if there is any failure to offer service at the promised time.
- The employees of the company must be insisted to willing to help for the customers.
- There must be trustworthy employees in the company to have long term customer relationship.
- The firm has to provide individual attention for the customers. The employees must understand the customer needs to help for them.

**VIII. CONCLUSION**

The conclusion is that efficient logistics management is a significant determinant of customer satisfaction in the packing and moving business. The research indicates that the quality of the services, the ability to deliver within the required time, and the possibility to meet the special requests of the customers play an essential role in shaping the perception and level of satisfaction among the customers. Any inefficiency in such logistics operations may impact directly on the trust of customers, their loyalty and overall organization image. Thus, consistent service delivery and

responsiveness to customer needs should be maintained to continue to have the competitive advantage and guarantee long-term business success.

It is also concluded that the company Royal Packers and Movers, Pallikaranai should constantly work on the improvement of its logistics processes with references to better coordination, communication, and service consistency. A customer-focused approach, including the need to learn the needs of each customer and deliver services as fast as possible, will result in an increase in the level of satisfaction. With the introduction of better logistics and the periodic performance monitoring, the organization can reduce service disparities and boost efficiency. Finally, the successful management of logistics in addition to enhancing customer satisfaction will also lead to improved organizational performance and expansion.

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