

Investigate and Evaluate the Level of Customer Satisfaction with Service Provided by the Logistics Industry in Chennai

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Abstract

The logistics companies has achieved a commendable level of customer satisfaction by focusing on reliability and customer service. The company's ability to consistently deliver goods on time and without damages has instilled trust and confidence among its customers. Additionally, the professionalism, responsiveness, and helpfulness of Logistics' staff have contributed significantly to customer satisfaction. The study has identified specific areas for improvement that can further enhance customer satisfaction. By offering more flexible delivery options, such as specific times lots and expedited shipping for urgent orders, Logistics can better meet customer expectations and cater to their diverse needs. Additionally, continuously monitoring and adjusting pricing to remain competitive in the market will also contribute to overall customer satisfaction. Moreover, the study emphasizes the importance of ongoing feedback and continuous improvement. Logistics should actively seek customer feedback and take it into account when making decisions and implementing changes. By incorporating customer suggestions and addressing any shortcomings, the company can strengthen its services and maintain a high level of customer satisfaction. Overall, the study concludes that Logistics companies have performed well in satisfying its customers in Chennai. However, there are opportunities for further improvement. By focusing on flexibility, competitive pricing, and continuous improvement, Logistics company can continue to meet and exceed customer expectations, enhance customer satisfaction levels, and solidify its position as a leading logistics provider in the Chennai market.

Keywords: Customer Service; Logistics; Competitive Pricing; Continuous improvement; Responsiveness.

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INTRODUCTION

Freight forwarding enables the movement of goods across national borders and facilitates international commerce; freight forwarding is an essential component of global trade. The significance of freight forwarding has never been greater as businesses increasingly rely on global supply chains. In this context, customer satisfaction

is a crucial aspect of freight forwarding businesses' success. Customers who are pleased are more likely to use the same shipping service provider again in the future and may also recommend the service to others. On the other hand, dissatisfied customers are more likely to use other service providers, which could cost the freight forwarding company a lot of money.

Although customer satisfaction is critical in freight forwarding, little research has been done on the subject. By conducting comprehensive study of freight forwarding customer satisfaction, this project aims to fill this void. The project will specifically investigate the factors that influence customer satisfaction, the connection between customer satisfaction and loyalty, and the effect of customer satisfaction on freight forwarding businesses' financial performance. The project will employ a mixed-methods strategy that combines qualitative and quantitative research techniques.

Review of Litterateur

*Wang, Xiang, and Others (2021).*¹ Investigates the test of adjusting cost and consumer loyalty with regards to cold chain operations. Food, pharmaceuticals, and other perishable goods all benefit greatly from cold chain logistics, which is an essential part of the supply chain. The writing survey covers past examination on cool chain coordinated operations, including the difficulties of keeping up with temperature control, improving conveyance courses, and adjusting cost and consumer loyalty. In cold chain logistics, the study suggests a model for balancing cost and customer satisfaction.

*Restuputri and Indriani et al., (2021).*² This research e-logistics models from the perspectives of consumer satisfaction and information technology. The paper audits different coordinated factors models and their effect on consumer loyalty, zeroing in on the job of data innovation in further developing operations administrations. According to the findings, e-logistics model can increase customer satisfaction by offering faster delivery times, improved visibility and tracking of shipments, and greater convenience.

*Imran M (2019)*³, The goal of their research was to determine the most important factors that influence logistics customers' levels of satisfaction. The authors conducted a survey of 232 Pakistani e-logistic customers and found that ease of use and design of the website were the most important factors in determining customer satisfaction. Security, dependability, product information,

delivery speed, and responsiveness were the next most important factors. The study also found that e-logistic customer satisfaction was significantly influenced by demographic factors like age and education. Customers who were older and had more education were typically more satisfied with e-logistic services. The relationship between logistics customer satisfaction and company performance and the impact of cultural factors on customer satisfaction could be the focus of future research.

*Akil and Ungan., (2022).*⁴ Examines the relationship between e-commerce logistics service quality, customer satisfaction, and loyalty. The creators feature the significance of planned operations administration quality in the web based business industry, as it can essentially affect consumer loyalty and dependability. The investigation additionally discovers that consumer loyalty intervenes the connection between coordinated operations administration quality and unwaveringness, featuring the significance of zeroing in on consumer loyalty to drive dependability. The role of trust and perceived.

*S., Pool, J.K., Nazarpour, A., (2019)*⁵, this research investigates the critical factors influencing third-party logistics (3PL) selection, with a particular focus on the interplay between reliability and customer satisfaction. Employing the Kano model, the study aims to elucidate the dynamic relationships between these variables and their impact on the decision making process within the logistics domain. Through a comprehensive analysis, the research highlights the pivotal role of reliability as a determinant of customer satisfaction in the context of 3PL services. The Kano model serves as a robust framework for categorizing logistics features, shedding light on those that are essential, performance driven, or delight providing. The findings contribute valuable insights to logistics practitioners and decision makers, offering a nuanced understanding of customer preferences and their implications for optimal 3PL selection. As businesses increasingly rely on efficient logistics operations to meet customer expectations, this research provides a timely exploration of the key elements that drive satisfaction in the ever evolving landscape of third-party logistics.

*Akil, S., & Ungan, M. C. (2022)*⁶. Investigates key dimensions of ecommerce logistics service quality, dissecting its impact on customer satisfaction. Through empirical findings and methodological rigor, the study sheds light on the intricate relationships that underpin customer loyalty in

the context of online businesses. As e-commerce continues to redefine consumer expectations, this research provides valuable insights for businesses striving to enhance their logistics services, foster customer satisfaction, and build lasting loyalty in the digital marketplace.

Lai, P. L., Jang, & H., Fang, M., (2022)⁷. the research explores the intricate determinants that shape the customer experience in the crucial last leg of the delivery process. Through a meticulous examination of key variables, the paper aims to unravel the elements that contribute significantly to customer satisfaction in the context of parcel locker services. The findings not only provide valuable insights into the preferences and expectations of customers utilizing these services but also offer practical implications for logistics providers seeking to optimize lastmile operations. As e-commerce and parcel delivery services continue to flourish, understanding and enhancing customer satisfaction in the final stages of the logistics chain becomes imperative for sustaining success in the competitive market.

Cao, Y., Ajjan, H., & Hong, P. (2018)⁸. The empirical nature of the study provides valuable insights into the dynamics of customer satisfaction, offering a comparative perspective that enriches our understanding of the diverse factors influencing postpurchase experiences in the digital marketplace. As e-commerce continues to redefine consumer expectations, this research holds practical implications for online retailers striving to enhance their customer service strategies and optimize postpurchase processes for heightened customer satisfaction.

Daugherty, & P. J., Bolumole, Y. (2018)⁹ This research addresses the contemporary phenomenon of "customer impatience," ushering in a new era of expectations in the logistics realm. The paper serves as an agenda, sparking a call to reawaken research in logistics customer service. Through a comprehensive analysis, the authors dissect the multifaceted dimensions of customer impatience, shedding light on its implications for logistics operations. As the pace of commerce accelerates and

customer expectations reach unprecedented levels, the research provides insights crucial for logistics practitioners and researchers alike. It sets the stage for a renewed focus on understanding and meeting the demands of the modern, impatient customer in the logistics landscape. This agenda-driven study not only captures the current state of affairs but also serves as a roadmap for future research endeavors in the dynamic field of logistics customer service.

Huma, S., & Ahmed, M. (2020)¹⁰ through a detailed case study, the authors investigate the specific dimensions of service quality that significantly impact customer loyalty. The study not only contributes to the theoretical understanding of these dynamics but also provides practical implications for stakeholders in the logistics service industry. As customer loyalty becomes increasingly pivotal for sustained success, this research offers valuable insights for industry practitioners seeking to enhance service quality and build lasting relationships with their clientele. The findings contribute to the ongoing discourse on customer loyalty within the broader context of logistics services, adding depth to our understanding of the factors that influence customer commitment in this dynamic and competitive industry.

Problem Statements

1. What are the factors that influence customer satisfaction among the Glaube Logistics customers in Chennai?
2. To what extent does customer satisfaction impact profitability of Glaube Logistics?
3. To what extent does consistency in service equality leads to customer satisfaction?

Objectives of the Study

Primary Objective

- To investigate and evaluate the level of customer satisfaction with the services provided by the Logistics Industry in Chennai.

ANOVA

	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	10.863	3	3.621		
Within Groups	104.03	118	0.882	4.107	0.008
Total	114.893	121			

Secondary Objective

- To identify the factors that is most important in influencing Customer Satisfaction of Logistics in Chennai.
- To ascertain the factor influencing Service Quality and its impact customer Satisfaction.
- To explore the areas where Glaube Logistics in Chennai can improve their services to enhance customer satisfaction.

Need for the Study

The economy relies heavily on the logistics sector, and customer satisfactions essential to the growth and success of logistics businesses. As a result, it is critical to determine the factors that influence Glaube Logistics' customer satisfaction in Chennai. Glaube Logistics in Chennai can use the findings of this study to learn more about their strengths and weaknesses when it comes to customer service, delivery times, communication, and other important factors that affect customer satisfaction. In addition, comparing Glaube Logistics in Chennai's level of customer satisfaction to that of its rivals can assist in locating areas in which enhancements could be made, resulting in improved business performance and profitability. Eventually, this study's experiences could help Glaube Operations in Chennai and the strategies business all in all.

METHODOLOGY

Descriptive Research emerges as a master story teller, meticulously capturing the vivid tapestry of the present state of affairs, steadfastly embracing the art of observation without wielding the reins of control over variables. Its unwavering focus lies in illuminating the intricate web of characteristics that define a particular individual or group, painting a rich portrait that breathes life into the narrative of knowledge.

This methodological approach casts its gaze upon the world, embracing the vibrant spectrum of human experiences, events, and situations. It stands a state stament to the power of observation, distilling the essence of the present reality with meticulous precision. Through its lens, researchers embark on a voyage of discovery, unearthing the intricate details that shape our understanding of the world around us.

RESULT AND DISCUSSION

Null Hypothesis (H_0): There is no significance difference between Nature of the firm and satisfied with delivery time.

Alternate Hypothesis (H_1): There is a significance difference between Nature of the firm and satisfied with delivery time.

Inference

As p-value is 0.008 which is <0.05 we reject the null hypothesis. Hence, there is an significance difference between Nature of the firm and satisfied with delivery time.

CONCLUSION

The study on customer satisfaction among the customers of logistics industry in Chennai revealed. That logistics companies has achieved a commendable level of customer satisfaction by focusing on reliability and customer service. The company's ability to consistently deliver goods on time and without damages has instilled trust and confidence among its customers. The study on customer satisfaction among the customers of logistics industry in Chennai revealed. That logistics companies has achieved a commendable level of customer satisfaction by focusing on reliability and customer service. The company's ability to consistently deliver goods on time and without damages has instilled trust and confidence among its customers. Additionally, the professionalism, responsiveness, and helpfulness of Logistics' staff have contributed significantly to customer satisfaction.

The study has identified specific areas for improvement that can further enhance customer satisfaction. By offering more flexible delivery options, such as specific time slots and expedited shipping for urgent orders, Logistics can better meet customer expectations and cater to their diverse needs. Additionally, continuously monitoring and adjusting pricing to remain competitive in the market will also contribute to over all customer satisfaction.

More over, the study emphasizes the importance of on going feed back and continuous improvement. Logistics should actively seek customer feed back and take it into account when making decisions and

implementing changes. By incorporating customer suggestions and addressing any shortcomings, the company can strengthen its services and maintain a high level of customer satisfaction.

Furthermore, the suggestions derived from the study provide valuable directions for Logistics companies to further enhance customer satisfaction. By offering more flexible delivery options, such as specific timeslots and expedited shipping, the company can better cater to the diverse needs and preferences of its customers. This customization can lead to increased satisfaction and loyalty among customers. Streamlining processes, investing in technology, and providing additional services such as warehousing or supply chain management are recommended to improve operational efficiency and offer comprehensive solutions to customers.

Overall, the study concludes that Logistics companies have performed well in satisfying its customers in Chennai. However, there are opportunities for further improvement. By focusing on flexibility, competitive pricing, and continuous improvement, Logistics companies can continue to meet and exceed customer expectations, enhance customer satisfaction levels, and solidify its position as a leading logistics provider in the Chennai market.

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